

Vikasit Bharath Sankalp Yatra: Good Governance Initiative for Reaching the Unreached

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Abstract

Vikasit Bharat Sankalp Yatra captivated crores of people across the country, within a two-month time period from 15th November 2023 to 17th January 2024, more than 15 crore citizens participated in this initiative. This programme was initiated to reach the unreached beneficiaries who could not receive benefits from the government's flagship schemes and to ensure benefits to all the eligible citizens across the country with Jan-Bhagidaari (people's participation). This research paper's main objective is to analyse the strategic steps and methodologies adopted for the success of Vikasit Bharat Sankalp Yatra and its role in effective delivery of the government flagship schemes.

(Key Words: *Vikasit Bharat Sankalp Yatra, Jan-Bhagidaari, Flagship Schemes and Effective Delivery*)

Introduction -India is now the fourth-largest economy in the world, by surpassing Japan India reached this significant achievement and the government of India is focusing on improving the quality of life of every citizen in the country through its initiatives at various levels, with the transformative agenda of Vikasit Bharat different ministries of government of India implementing development and welfare schemes for the betterment of target groups in their respective ministries, huge amount of funds also allocated and spending at grassroot level. We can also see considerable progress in several sectors. By spending more on digital infrastructure, India is moving towards the top place in the digitalised economy. At the same time, with improved health care sector infrastructure and initiatives like health tech startups and telemedicine, health care services are now more accessible than earlier. sustainable practices in farming and the utilisation of the latest technology in the agriculture sector, there is an increase in food grain production recently minister for agriculture and farmers welfare government of India announced that, for 2024-25 India's food grain production has increased to 1663.91 lakh tonnes which is more than 106 lakh tonnes from the previous year 2023-24. Apart from infrastructure development in different priority sectors, the government of India is also implementing various flagship programmes like PMAY (Rural and Urban), PMJAY, Mudra Yojana, Atal Pension Yojana, Jal Jeevan Mission, and PM Kisan Samman Nidhi, etc., for the welfare of the needy population with different social backgrounds.

In spite of considerable progress in target areas, several challenges have also been observed at various levels in achieving the goal of Vikasit Bharat. Due to low awareness, insufficient human resources, less availability of trained manpower, procedural gaps, inadequate infrastructure and other irregularities affecting the effective implementation of the government of India's flagship programmes, in some cases state governments are not performing as expected level due to various reasons including political and coordination problems with central government, which could badly results on the lives of the most eligible beneficiaries of the flagship programmes, they are not able to avail the benefits of the flagship welfare schemes which can help them to overcome from their poverty and lead better quality of life. To overcome these challenges, there is a need to evolve systematic tools and flagship programmes implementing strategies which can reach each and every beneficiary without fail. By identifying this important gap, the Government of India launched a strategic programme, Vikasit Bharat Sankalp Yatra, across the country to attain saturation of flagship schemes.

The objective of this paper is to analyse the strategic tool Vikasit Bharath Sankalp Yatra for reaching unreached beneficiaries of the government of India's flagship programmes, and its impact on eligible beneficiaries. Secondary data is collected from various sources like government ministries' official websites and reports published by government agencies, NGOs and other sources.

Vikasit Bharath Sankalp Yarta-The present government of India's flagship schemes can be categorised as welfare schemes, financial inclusion programmes, healthcare services, infrastructure development, rural development, education and skill development, etc. The success of any flagship programme or welfare scheme depends on ensuring the benefits to all beneficiaries without any procedural gaps or other difficulties. In this view, it is clear that merely announcing and allocating crores of rupees to flagship programmes is not enough for the successful implementation of any scheme or flagship programme. In recent days, people are not just restricting themselves to participation in voting and electing the government for a particular term; they are observing the performance of the government and its

related organisations, and people are expecting more transparency and accountability from the government in a given time. To perform better and effective delivery of welfare and development schemes the government is also not limited to announcing the programmes and allocating the funds; apart from these two important steps, government organisations and implementing agencies are trying to find out effective implementation strategies for ensuring the benefits of the schemes to all eligible target population, for this important task, government adopting special initiatives.

The Government of India is adopting various governance strategies for effective governance, concerned departments and ministries are employing appropriate technologies, e-governance, community engagement, and even encouraging community participation to ensure welfare and development schemes benefit all eligible citizens. Vikasit Bharath Sankalp Yatra is one of the unique initiatives by the government of India under the leadership of Prime Minister Narendra Modi to ensure the flagship programmes' benefits to each and every eligible beneficiary across the country.

Vikasit Bharat Sankalp Yatra as a Good Governance Initiative - According to the UN, governance refers to the activities of all political and administrative authorities to govern their country. Good governance includes important elements like participation, responsiveness, effectiveness, quality of services provided, transparency, inclusivity and accountability; even feedback from all stakeholders is also very important for good governance (UCLG ASPAC, 2021) With these good governance elements, any government or institution can deliver effective and efficient services to its citizens or stakeholders. As one of the good governance initiatives of the government of India, Vikasit Bharat Sankalp Yatra was flagged off by the Prime Minister of India, Narendra Modi, in Jharkhand on 15th November, 2023. VBSY aims at attaining saturation of the

government of India's flagship programmes and ensuring benefits of the flagship schemes to every eligible beneficiary. It was planned to cover 2.60 lakh gram panchayats and 4,000-plus urban local bodies across the country through IEC (Information, Education and Communication) vans and camps of various development and welfare schemes (PIB, Viksit Bharat Sankalp Yatra: Transformation in Action, 2023)

Ensuring Awareness and Delivering Spot Services - Vikasit Bharat Sankalp Yatra's one of the main objectives is to ensure awareness of the benefits of the flagship programmes, to fulfil this objective, a mass campaign was conducted at various levels throughout the country by involving state governments and Union Territories, and generated awareness on flagship schemes by targeting all eligible beneficiaries in rural, urban and tribal areas in the country. IEC (Information, Education and Communication) vans were used across the country to spread information about the flagship schemes during the yatra, and audio-visuals, booklets, brochures and pamphlets were distributed to the public.

During this process, lakhs of new applications are received from the citizens for basic amenities, like housing, sanitation, health care facilities, drinking water and LPG Connections, etc., by the citizens for availing the benefits of the government's flagship programmes. By involving the concerned department officials, on-spot services are also being provided to the citizens across the country. Health Camps are being organised. TB screening was carried out in the health camps, in tribal areas, screening was done for the detection of Sick Cell Disease (SCD), and other health screenings like Hypertension and Diabetes were also conducted and suspected cases were referred to higher centres.

Table 1: Citizens' Participation in "Vikasit Bharat Sankalp Yatra"

S. No.	Name of the State	Progress Uploaded / GPs Covered	People Attended	Total Number of Men Attended	Total Number of Women Attended	Meri Kahaani Meri Zubaani Beneficiaries
1	A&N Islands	66	10,812	4,576	6,220	418
2	Andhra Pradesh	8,383	29,59,847	14,55,372	14,93,667	40,648
3	Arunachal Pradesh	1,015	1,11,782	59,210	52,156	17,948
4	Assam	2,173	26,76,773	10,60,651	16,14,079	38,112
5	Bihar	5,419	24,52,734	13,58,912	10,86,541	29,916
6	Chhattisgarh	4,267	32,09,722	14,79,365	17,01,791	1,15,719
7	Goa	181	29,334	11,882	17,363	291
8	Gujarat	12,833	50,87,709	28,78,934	21,93,906	72,624
9	Haryana	4,457	31,29,151	18,20,340	13,03,054	47,118
10	Himachal Pradesh	3,534	2,86,277	1,24,238	1,58,716	7,881
11	Jammu& Kashmir	4,197	29,06,671	16,71,234	12,28,461	87,557
12	Jharkhand	2,665	9,75,990	4,51,697	5,20,364	19,515
13	Karnataka	3,546	9,13,663	5,01,786	4,08,995	4,831
14	Kerala	657	1,77,596	1,00,085	77,386	3,478
15	Ladakh	184	29,206	13,211	15,940	789
16	Lakshadweep	10	14,437	7,801	6,612	13
17	Madhya Pradesh	10,967	80,18,219	44,43,693	35,34,465	1,55,380
18	Maharashtra	17,621	90,83,751	51,24,211	38,93,198	1,15,268
19	Meghalaya	1,108	78,798	29,401	48,965	2,768
20	Mizoram	112	8,764	4,338	4,422	459
21	Nagaland	377	31,067	15,349	15,702	1,815
22	Odisha	5,275	17,94,800	7,63,246	10,26,928	11,592
23	Puducherry	72	36,219	13,032	22,615	14,935
24	Punjab	6,792	11,97,520	6,00,065	5,95,203	18,941
25	Rajasthan	5,773	74,65,509	39,90,904	34,33,415	3,36,300
26	Tamil NADU	4,900	8,63,684	3,56,580	5,06,910	9,065
27	Telangana	4,522	6,07,486	3,29,118	2,77,451	5,377
28	Dnh & Dnd	38	34,820	15,783	19,032	286
29	Tripura	781	5,70,942	2,50,127	3,19,595	53,554
30	Uttar Pradesh	39,895	2,77,83,894	1,53,04,019	1,24,01,227	2,39,237
31	Uttarakhand	7,423	16,39,569	7,73,431	8,61,063	19,112
TOTAL		1,59,243	8,41,86,746	4,50,12,591	3,88,45,442	14,70,947

(Source: [Press Release: Press Information Bureau, Ministry of Women and Child Development](#))

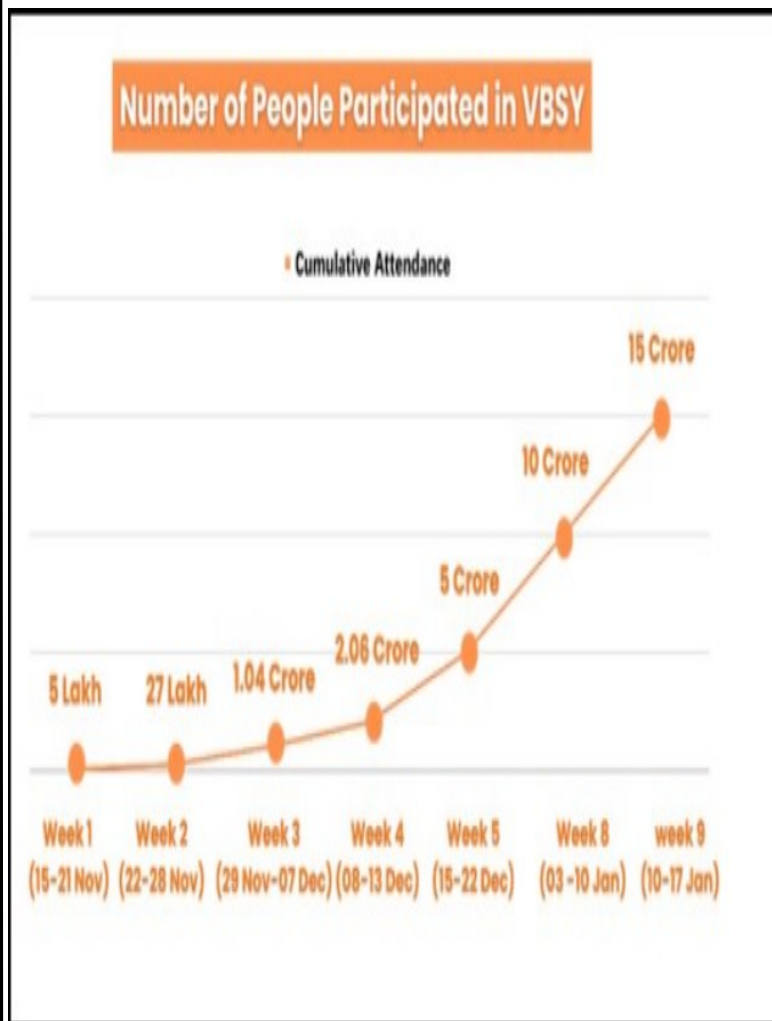
Meri Kahani Meri Zubani-Sharing best practices and success stories can inspire and motivate people who could not participate in the process of development or have not availed the benefits from the available welfare schemes. It also helps individuals and communities to replicate the shared success stories for the improvement of the quality of life in their personal lives. Meri Kahani Meri Zubani was one of the activities performed during the Vikasit Bharat Sankalp Yatra, where a platform is provided to beneficiaries to share their success stories by participating or availing the benefits of the government's flagship schemes. With this activity, lakhs of citizens were encouraged to access the flagship schemes. As per Viksit Bharat Dashboard, 14.70 lakh beneficiaries from around 60 schemes of various Ministries have narrated their experiences under "Meri Kahani Meri Zubani (MKMZ)," (PIB, Vikasit Bharat Sankalp Yatra "Meri Kahani Meri Zubani", 2024)

Pledge to Create a Developed India -In Vikasit Bharat Sankalp Yatra programmes, the government of India appealed to citizens to take a pledge as "Hamara Sankalp Vikasit Bharat" Lakhs of volunteers and citizens took the Vikasit Bharat pledge as per my government website, more than 8.5 lakhs citizens took pledge and uploaded their details digitally, even received pledge taken digital certificates, this kind of initiation promoted voluntary nature to serve the country and be committed towards nation's growth and development especially young generation in India.

Feedback from Primary Stakeholders -Quality of provided services can be rightly assessed with the feedback from the users, in "Vikasit Bharat Sankalp Yatra", with the "Jan-Bhaagidaari" (people's participation) enabled the government mechanism to get feedback on implemented government flagship programmes, during this VBSY different ministries and concerned departments were collected information from the beneficiaries on their departmental welfare programmes, this kind of feedback can be utilized to fulfill the gaps in planning and implementing development and welfare schemes in future, even officials from related departments can make modifications in existing schemes as per beneficiaries requirement wherever it is possible.

Impact of Vikasit Bharat Sankalp Yatra -The objective of Vikasit Bharat Sankalp Yatra was to reach such people who are still deprived of the government schemes, said Prime Minister Narendra Modi. Calling VBSY a great medium of the last mile delivery, the Prime Minister informed that during the Yatra, more

than 4 crore health check-ups were performed, 2.5 crore TB screenings and 50 lakh sickle cell anaemia screenings were done. 50 lakh Ayushman cards, 33 lakh new PM Kisan beneficiaries, 25 lakh new Kisan Credit Cards, 25 lakh free gas connections and 10 lakh new SVANidhi applications were achieved during the course of the yatra so far. (PM India, 2025)



(Source: [Press Release: Press Information Bureau Ministry of Information & Broadcasting](#))

Conclusion

Vikasit Bharat Sankalp Yatra was a successful initiative by the government of India with the objective of reaching the unreached eligible beneficiaries' of welfare schemes. Through its effective planning and implementation strategies the central government, with the active involvement of state governments and UTs, collectively generated awareness among citizens on government's flagship schemes, identified unreached areas and eligible beneficiaries who deprived to get benefit from the available schemes and received applications for different welfare schemes from the citizens at the same time VBSY initiative provided many spot services to beneficiaries.,

To ensure health services to the citizens, more than four crore people's health screening was done in health camps, and more than 2 crore Ayushman Bharat health cards were issued to eligible citizens (Iqbal, 2024) . Initiatives like sharing success stories by the beneficiaries in VBSY programmes, collecting feedback from the citizens on implemented welfare programmes, will be helpful to both citizens and the government functionaries for better planning and implementation of welfare programmes. Pledge taking for developed India and the Prime Minister's direct interaction with beneficiaries generated confidence among the unreached needy people.

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National Integration: Social and Ethical Issues in India

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Abstract:

National integration in India refers to the unification of its diverse population, encompassing various religions, cultures, regions, and languages, into a single cohesive nation. This process is challenged by several social and ethical issues that disrupt the country's peace and unity. These include religious and communal divisions, caste-based discrimination, regionalism, linguistic diversity, economic disparity, gender inequality, and political corruption. Each of these issues perpetuates divisions and undermines the principles of equality and justice necessary for national cohesion. Addressing these challenges is crucial for achieving true national integration, which requires fostering a sense of shared identity, respect for diversity, and inclusive policies. For India to realize its vision of a united nation, it is essential to confront these issues collectively, ensuring that every individual, irrespective of their background, enjoys equal dignity, opportunity, and respect. Only by tackling these complex social and ethical issues can India move toward a more integrated and harmonious future.

Key Words: National Integration, Caste-Based Discrimination, Regionalism, Ethical Issues.

Introduction:

National integration in India refers to the process of uniting people from various diverse backgrounds, regions, cultures, and religions into a single, cohesive nation. India is often referred to as a "subcontinent" because of its rich diversity, which