

## Sampoornata Abhiyan - Driving Development in India's Aspirational Districts and Blocks

In a concerted effort to drive rapid and effective development in India's most underdeveloped regions, the Government has launched the 'Sampoornata Abhiyan' under the broader umbrella of the Aspirational Districts Programme (ADP) and the Aspirational Blocks Programme (ABP). This ambitious initiative, spearheaded by NITI Aayog, aims to achieve saturation in a few selected indicators across targeted districts and blocks, leveraging existing schemes, clear outcomes, and continuous monitoring. The campaign's goal is to bridge developmental gaps and bring about transformative changes, ensuring a brighter future for the nation's aspirational districts and blocks.



# Niti Aayog

## नीति आयोग

National Institution for Transforming India

[Source: The Tatva]

## Background

### 1. Aspirational Districts Programme (ADP)

Launched in 2018, the Aspirational Districts Programme (ADP) aims to quickly and effectively transform the most underdeveloped districts across India. The program covers 112 districts and focuses on 49 Key Performance Indicators (KPIs) under five broad socio-economic themes: Health & Nutrition, Education, Agriculture & Water Resources, Financial Inclusion, Skill Development, and Infrastructure. The initiative's objective is to uplift these districts by focusing on critical development areas and ensuring rapid improvement through targeted interventions.

### 2. Aspirational Blocks Programme (ABP)

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Building on the success of the ADP, the Aspirational Blocks Programme (ABP) was launched in 2023 to address the development needs of underdeveloped blocks within districts. Covering 500 blocks across 329 districts, the ABP focuses on socio-economic indicators categorized under five major themes: Health and Nutrition, Education, Agriculture and Allied Services, Basic Infrastructure, and Social Development. The program aims to achieve substantial and sustainable development at the block level, thereby ensuring a more granular and effective approach to regional development.

### 3. Sampoornata Abhiyan as a Catalyst for Growth

The Sampoornata Abhiyan is a visionary initiative designed to drive rapid and tangible improvements in India's most underdeveloped regions. By focusing on six key indicators, the campaign seeks to deliver substantial impacts in health, nutrition, agriculture, and education, laying a strong foundation for long-term growth and development. The initiative will run from July 1, 2024, to September 30, 2024, and aims to achieve complete saturation of these indicators within the targeted districts and blocks.

## Key Indicators for Sampoornata Abhiyan

### 1. Indicators for Aspirational Blocks Programme (ABP)

- a. Antenatal Care Registration: Increasing the percentage of pregnant women registered within the first trimester.
- b. Diabetes Screening: Enhancing the screening rate for diabetes among the targeted population.
- c. Hypertension Screening: Improving the screening rate for hypertension in the block.
- d. Supplementary Nutrition: Ensuring pregnant women receive regular nutrition under the Integrated Child Development Services (ICDS) Programme.
- e. Soil Health Cards: Generating soil health cards against the collection target.
- f. Self-Help Groups: Providing revolving funds to a higher percentage of Self-Help Groups (SHGs).

### 2. Indicators for Aspirational Districts Programme (ADP)

- a. Antenatal Care Registration: Similar to the block-level focus.
- b. Supplementary Nutrition: Ensuring pregnant women receive regular nutrition.
- c. Child Immunization: Increasing the percentage of fully immunized children (9-11 months).
- d. Soil Health Cards: Distributing soil health cards to farmers.
- e. School Electrification: Ensuring functional electricity in secondary schools.
- f. Timely Textbook Distribution: Providing textbooks to children within one month of the academic session's start.



# Implementation Strategy



[Source: News18]

To ensure the success of the Sampoornata Abhiyan, NITI Aayog has outlined a comprehensive implementation strategy that includes the following components:

### 1. Action Plans

Districts and blocks will develop three-month action plans to achieve saturation in the six key indicators. These action plans will be tailored to the specific needs and challenges of each region, ensuring a focused and effective approach to development.

### 2. Monthly Tracking

Progress towards the saturation of the six indicators will be monitored on a monthly basis. This will involve collecting and analyzing data on key metrics, allowing for timely interventions and adjustments to the implementation strategy.

### 3. Awareness Campaigns

Awareness and behavior change initiatives will be implemented to ensure community participation and support for the campaign. These initiatives will focus on educating the public about the importance of the key indicators and encouraging active involvement in the development process.

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### 4. Field Visits

District officials will conduct concurrent monitoring through field visits to ensure the effective implementation of the action plans. These visits will provide valuable insights into the on-ground realities and help identify any challenges or bottlenecks in the process.

### 5. Collaborative Approach

NITI Aayog will work in tandem with Central Ministries, Departments, and State/UT Governments to ensure the effective implementation of the Sampoornata Abhiyan. This collaborative approach will leverage the expertise and resources of various stakeholders, ensuring a coordinated and comprehensive effort towards achieving the campaign's goals.

## The Bigger Picture: Aspirational Districts and Blocks Programmes

The Sampoornata Abhiyan is part of the broader Aspirational Districts Programme (ADP) and Aspirational Blocks Programme (ABP), which aim to fast-track development in India's most challenging regions. These initiatives, launched by the Hon'ble Prime Minister in 2018 and 2023 respectively, represent a significant commitment to inclusive growth and development.

### 1. Aspirational Districts Programme (ADP)

Launched in January 2018, the ADP covers 112 districts and focuses on five themes: Health & Nutrition, Education, Agriculture & Water Resources, Financial Inclusion & Skill Development, and Infrastructure. Progress is measured on 81 indicators, providing a comprehensive framework for assessing and driving development in these districts.

### 2. Aspirational Blocks Programme (ABP)

Launched in January 2023, the ABP covers 500 blocks across 329 districts. It focuses on five themes: Health & Nutrition, Education, Agriculture and Allied Services, Basic Infrastructure, and Social Development. Progress is measured on 40 indicators, ensuring a targeted and effective approach to development at the block level.

### 3. The Road Ahead

As India celebrates its 77th year of independence, the Sampoornata Abhiyan stands as a testament to the nation's commitment to inclusive growth. By targeting specific, measurable outcomes in health, education, agriculture, and social development, this campaign promises to bring about tangible changes in the lives of millions.

The success of this initiative will not only transform the targeted districts and blocks but also serve as a model for development that can be replicated across the country. As the campaign unfolds over the next three months, all eyes will be on these regions, watching closely as they strive to achieve new milestones in their journey towards progress.



# Challenges and Opportunities

## 1. Challenges

Despite the ambitious goals of the Sampoornata Abhiyan, several challenges could potentially hinder its success:

- a. Resource Constraints:** Ensuring adequate resources, both financial and human, for the implementation of the action plans could be a significant challenge.
- b. Data Accuracy:** Accurate and timely data collection is crucial for monitoring progress. Any discrepancies in data could impact the effectiveness of the campaign.
- c. Community Engagement:** Achieving community participation and support is essential for the success of the campaign. Overcoming resistance to change and ensuring active involvement from the community could be challenging.
- d. Coordination among Stakeholders:** Effective coordination among various stakeholders, including Central Ministries, State Governments, and local authorities, is crucial. Any lack of coordination could lead to delays and inefficiencies in the implementation process.

## 2. Opportunities

Despite these challenges, the Sampoornata Abhiyan presents several opportunities for driving sustainable development in India's most underdeveloped regions:

- a. Holistic Development:** By focusing on key indicators across health, nutrition, agriculture, and education, the campaign aims to bring about holistic development in the targeted regions.
- b. Community Empowerment:** The campaign's emphasis on community participation and behavior change initiatives can empower local communities and encourage them to take ownership of their development.
- c. Replication of Success:** The successful implementation of the Sampoornata Abhiyan can serve as a model for similar initiatives in other regions, promoting inclusive growth and development across the country.
- d. Economic Growth:** The improvements in key indicators can lay the foundation for long-term economic growth and development, creating opportunities for employment and enhancing the quality of life for millions.

The Sampoornata Abhiyan represents a bold and ambitious effort to drive rapid and effective development in India's most underdeveloped regions. By focusing on six key indicators and ensuring their complete saturation, the campaign aims to deliver substantial and tangible improvements in health, nutrition, agriculture, and education. The success of this initiative will not only transform the targeted districts and blocks but also serve as a model for holistic development across the nation, paving the way for a brighter and more equitable future for all.



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### Sampoornata Abhiyan - Driving Development in India's Aspirational Districts and Blocks

As the campaign unfolds over the next three months, it will be crucial to monitor progress closely, address any challenges that arise, and leverage the opportunities presented by this initiative. With a collaborative approach and a commitment to inclusive growth, the Sampoornata Abhiyan has the potential to bring about transformative changes in the lives of millions and contribute significantly to India's development journey.



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**Address : 1997, Mukherjee Nagar, 110009**

**Email : [online@kdcampus.org](mailto:online@kdcampus.org)**

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