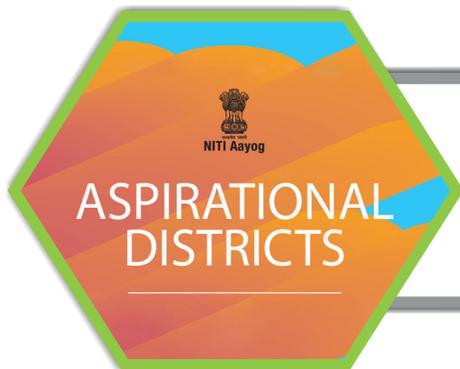


GOVERNMENT POLICY REPORT

June 2022 Edition



Policies Covered In The Edition



1. Aspirational District Programme: An Important Aspect to put Building Blocks of New India by 2022



2. "Bharat Tap" Initiative to Reduce Water Consumption for Sanitary Use



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Aspirational District Programme: An Important Aspect to put Building Blocks of New India by 2022

Recently the fourth anniversary of the launch of the government of India's flagship Aspirational District Program to bring quick, productive, and efficient changes in the under-developed districts of India was celebrated. The program was initially launched in 2018 to achieve the incremental progress in the identified districts and help India to accomplish the targets of the Sustainable Development goals and improve its ranking on different global indexes Such as Human Development Index, Happiness Index, etc.

With the vision of New India by 2022, the transformation under this initiative is based on the monthly ranking with a focus on the convergence of the central and state-level schemes, the collaboration of the Central government, District Collectors, and Prabhari Officer at the state level, and competition among the selected 117 districts of out of 28 Indian states. The change is measured based on the incremental progress of districts in 49 distinct Key Performance Indicators (KPIs) with 81 unique data points. These KPIs are broadly classified in the following socio-economic themes with distinct weight age for assessment at the ground level.

Theme	Weight	Data-points
Health & Nutrition	30%	31
Education	30%	14
Agriculture & Water Resources	20%	12
Financial Inclusion	5%	6
Skill Development	5%	10
Basic Infrastructure	10%	8
Total	100%	81

Source: <https://www.niti.gov.in/sites/default/files/2018-12/FirstDeltaRanking-May2018-AspirationalRanking.pdf>

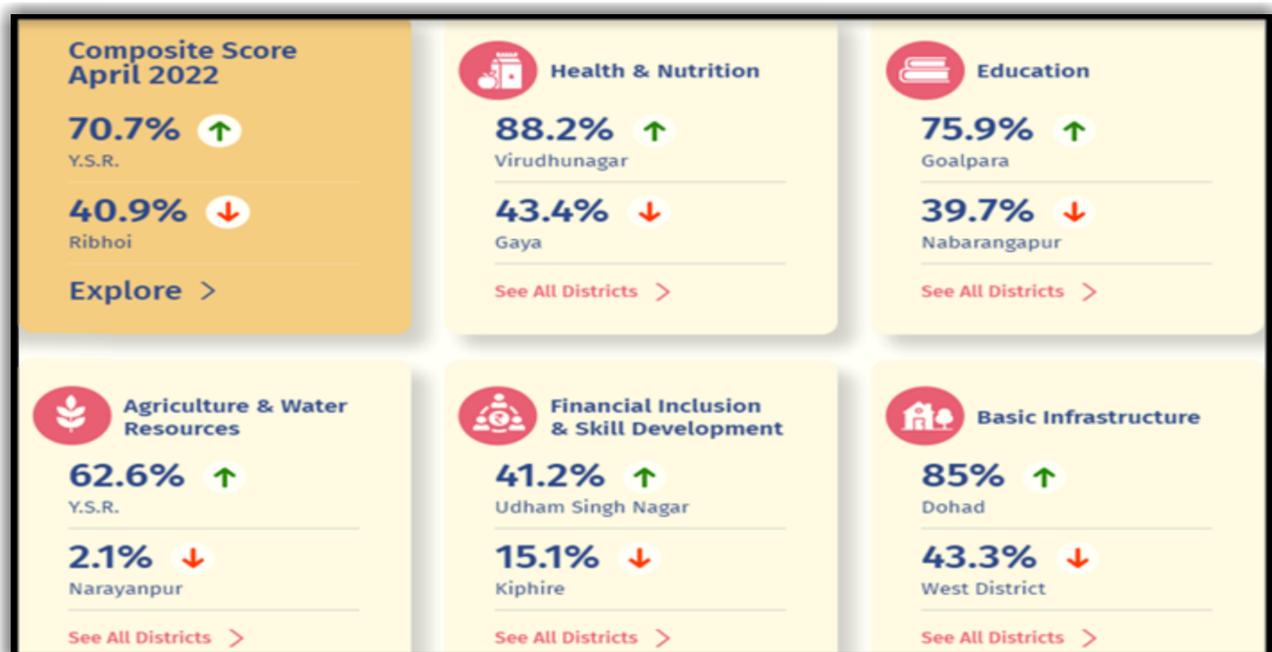
Here, the basic infrastructure as one of the themes includes the status of access to roads, potable water, level of rural electrification, and availability of toilets in individual households in a particular district. Thus, the program is designed to work on the mass movement where the main driver of change is the state itself. The effective changes were planned to be implemented through the

following core strategy in each district and bring the major changes for people residing there:

States become the key drivers of change
Identify the strength and work on the weakness of each district and use them as a catalyst for the development
Make the development in each district a mass movement through public participation
Periodic evaluation and measurement of progress through monthly rankings to increase competitiveness
Aspire Districts to become nation's best from state's best with continuous development in each socio-economic parameter

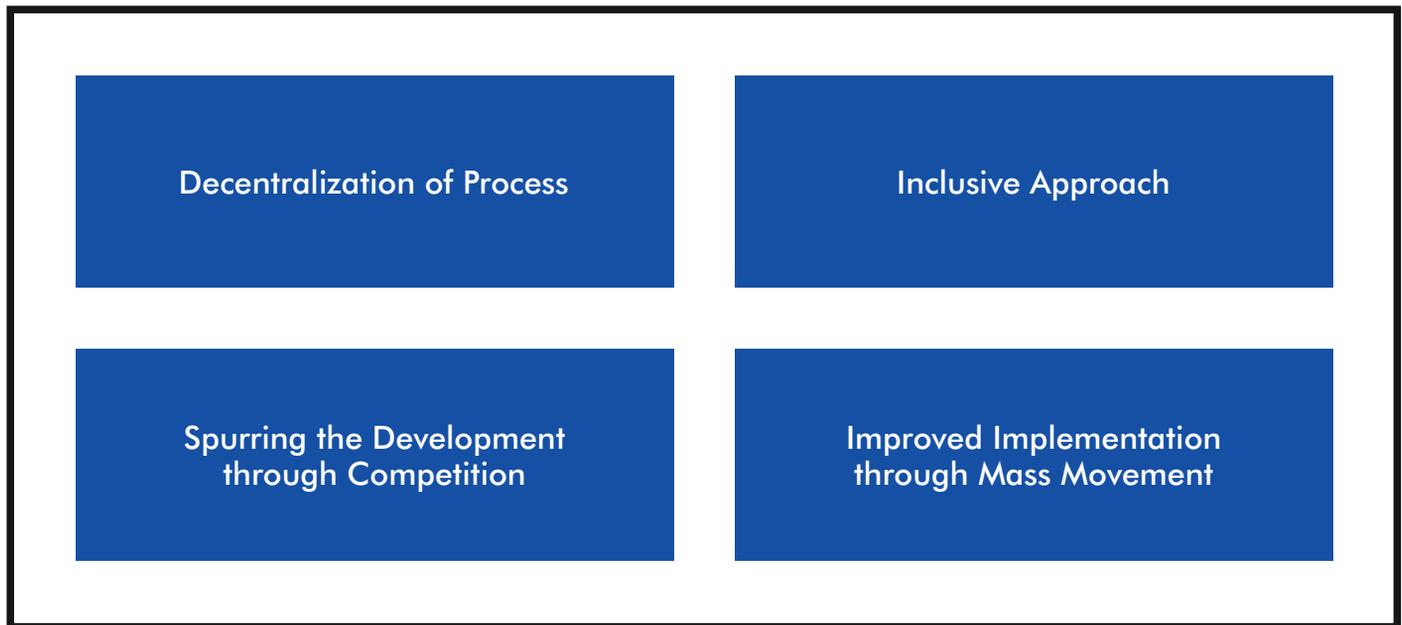
The Indian think tank body, NITI Aayog work as an anchor for the successful implementation of the program with the help of individual ministries of the Central government to effectively drive the progress in each district. The current government's clear mandate to "Sabka Sath Sabka Vikas Aur Sabka Prayas" is characterized by this initiative and to achieve the inclusive growth for India, the collective effort to uplift the socio-economic condition of each district is considered to be paramount.

To make the scheme convergent and capable to address various issues related to the implementation has been taken up by an Empowered Committee chaired by the CEO of NITI Aayog. Whereas, at the state level, nodal officers and Prabhari Officers were nominated to find out and report the ground-level challenges and concerns to make real-time monitoring more effective. The recent progress update of the program on the Champions of Change dashboard developed by NITI Aayog is as under:

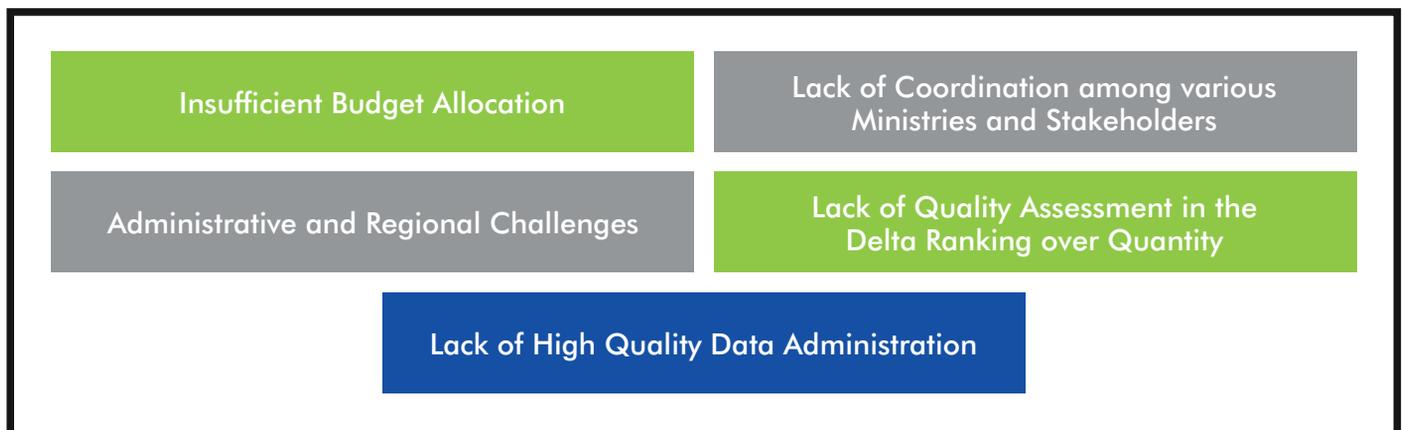


Source: <http://championsofchange.gov.in/site/coc-home/>

Through the effective implementation of this initiative, major developmental changes have been recorded at district levels in all the parameters. Thus, unique implementation strategies to reap the low-hanging fruits and achieve quick success must be paving the way for the upliftment of these districts in need of development:



But in the course of implementing this effective yet unique strategy, the program has to face several challenges which affect real-time development and monitoring at district levels. Some of the major reasons which seriously impact the success of the initiative at large are as under:



Thus, the continuous progress under this initiative will surely bring imperative changes on the ground for the socio-economic upliftment of many underprivileged districts across the country. It will give hope to the people living in these districts and connect them with the social and economic growth of the country. But simplifying the process of ranking and inclusion of quality metrics contrary to quantity-based evaluation can bring more power to this program. The financial autonomy and independent survey can also help in enhancing the transparency and effectiveness of the administration and bring unprecedented changes at the grass-root level.

"Bharat Tap" Initiative to Reduce Water Consumption for Sanitary Use

Water scarcity is going to haunt the future of mankind in the years to come. So, to timely address, the issue in India, the Ministry of Housing and Urban Affairs, Government of India has launched the "Bharat Tap" initiative and recognized the problem of extra usage of water by high flow fixtures and sanitary wares available in the Indian plumbing market.

Thus, the campaign will encourage the production of low-flow fixtures and sanitary wares for Indian consumers to reduce the consumption of water by up to 40% for the purpose and in turn help in energy and water conservation. The launch took place at the 'Plumbex India' Exhibition 2022 where various stakeholders from the water and sanitation industry were present and decided to continue work in this direction to provide the basic service of life to the Indian customers.

The event has also marked the launch of the "Nirmal Jal Prayas" initiative by the National Real Estate Development Council (NAREDCO) to encourage the builder's community in India. This will address the issue of water conservation and move towards "Net Zero Water" by saving 500 crore liters of water every year and taking a step forward toward sustainable freshwater availability in India.

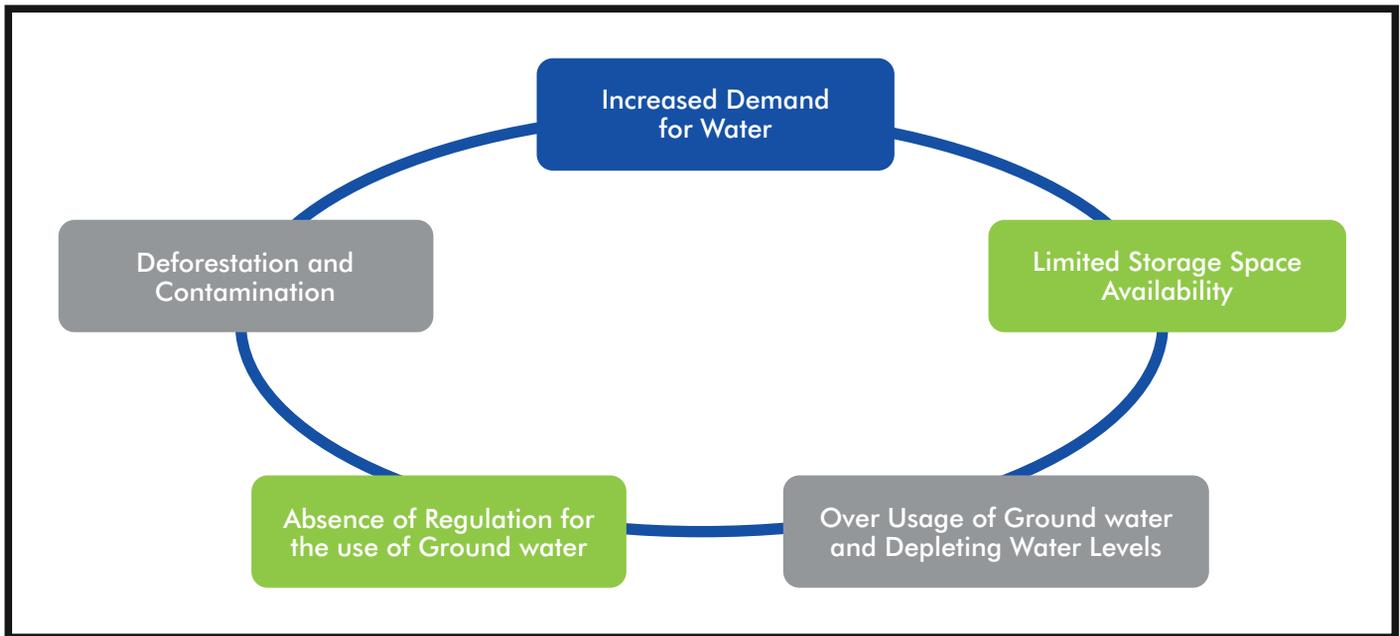


BHARAT TAP

- An Initiative

Use
Water Efficient Sanitary Fixtures
Sanitaryware to
SAVE WATER

After the successful implementation of the “Swacch Bharat Mission”, sanitation becomes the mantra of life in every Indian household but without optimum use of water, this movement will lack the spirit and sustainability. Besides this, the “Atal Mission for Rejuvenation and Transformation” (AMRUT), under the government of India has achieved around 60% access to safe water and sewage system for its urban population. But it is now high time to understand the complementary association of water and sanitation for the inclusive development of the country and its people. Thus, each stakeholder needs to address the following issues related to water conservation at their respective ends right from the policymakers to consumers:



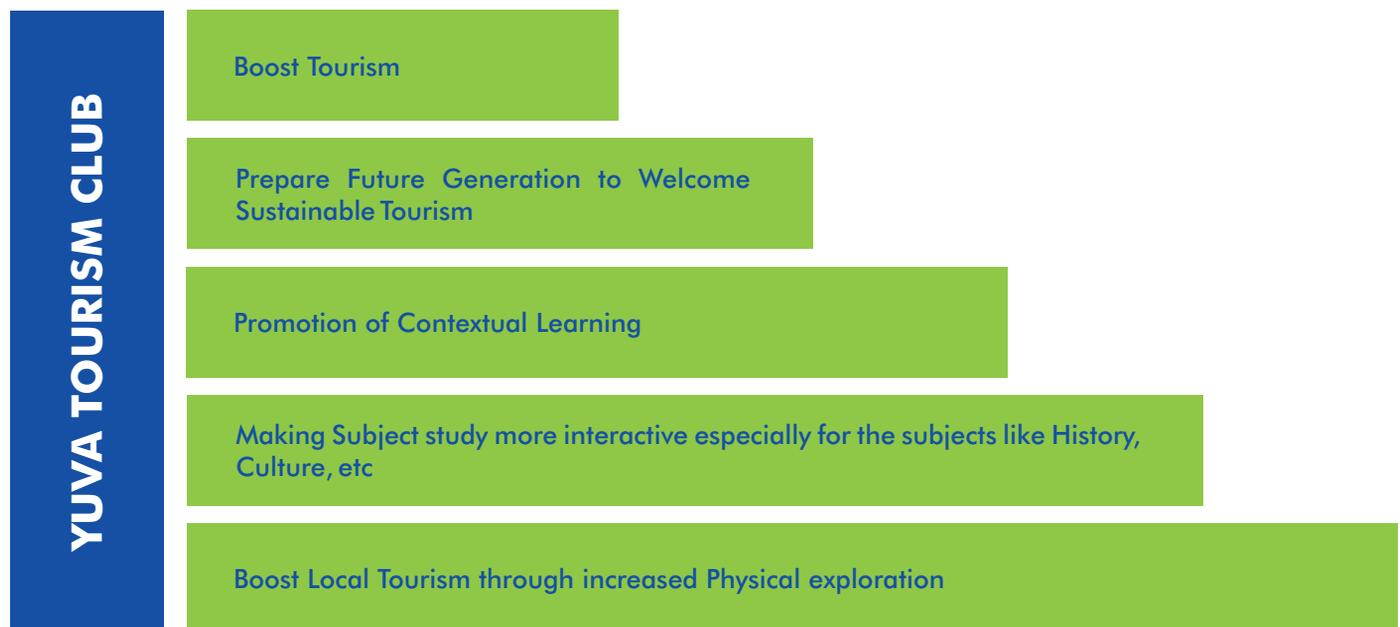
Besides this, the rising number of toilets in urban and rural India, also demands sanitary ware that can make minimum use of water, to enhance its practical efficacy in the areas where water scarcity is an ongoing challenge. In this light, the “Bharat Tap” initiative will bring tremendous opportunity to the plumbing industry and develop a whole new range of sanitary awareness on a large scale. This will also enhance the coverage and impact of other ongoing initiatives related to water use, conservation, and sanitation.

The initiative will open up new avenues in the areas of water as well as energy conservation at the production and services level which will help in the sustainable growth of various industries directly or indirectly such as plumbing, Real Estate, Urban Housing, Water, and Sanitation, etc. It will also promote the conscious use of water at the source level and significantly address the overuse of water for sanitation purposes in the country. This will bring positive changes over time and conserve both nature and climate.



"YUVA Tourism Club": An Initiative to Promote the Spirit of National Integration

The establishment of the "YUVA Tourism Club" is initiated by the Ministry of Tourism, Government of India to boost the tourism sector in India through young school children. The initiative will inculcate a sense of association and pride toward the cultural and historical heritage of India and develop the feeling of national integration among the young generation right from school. Some of the key reasons to design such an initiative are as under:

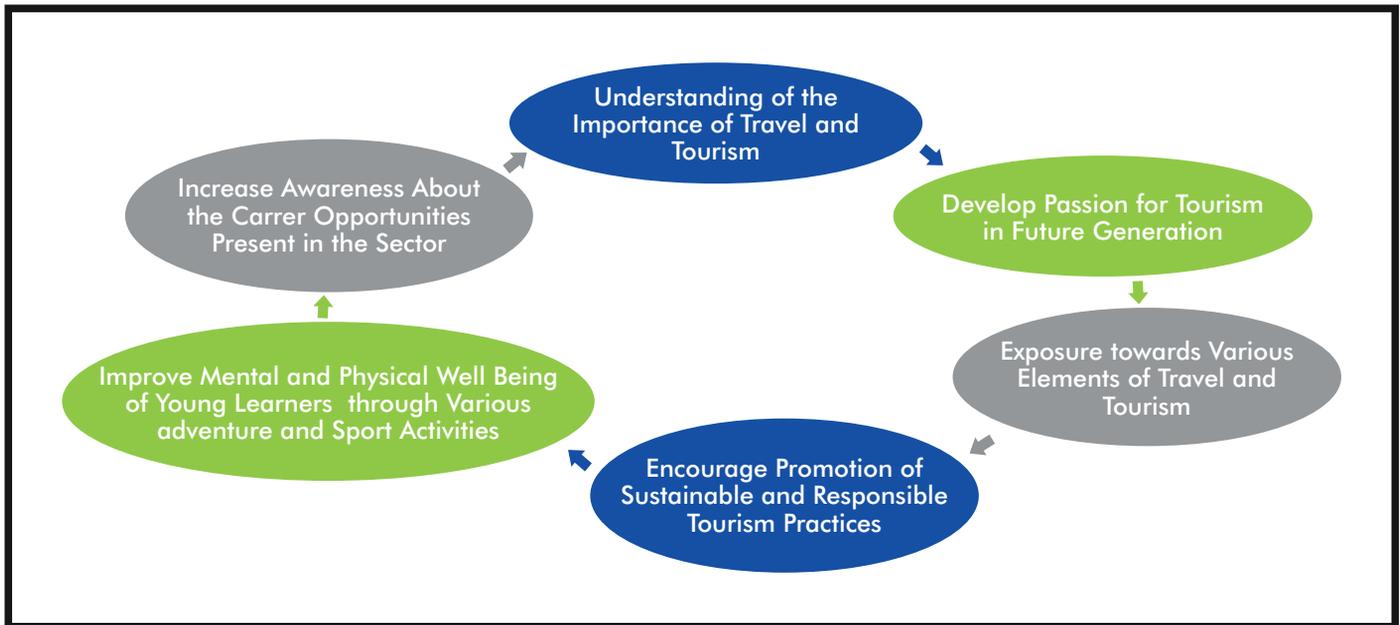


The initiative has received a warm welcome from the Central Board of Secondary Education (CBSE) which has firsthand issued the guidelines for the formation of the club in all its affiliated schools. Tourism is a major source of income, livelihood, and foreign reserve earnings and thus plays an important role in the economic growth of the country at large. The initiative is so going to help in the sustainable promotion of Indian tourist places, heritages, and culture while nurturing required professional soft skills like teamwork, leadership, etc among students at the school level itself.

The school children are the best ambassador to promote India's heritage and it is significantly important for them to be aware of the rich spiritual, historical, and natural treasures of their own country. The move will help them to understand the culture and diverse social and geographical characteristics of their country and make them feel proud of it. This will also give wings to the call of "Dekho Apna Desh" made by the Prime Minister of India to promote domestic tourism.

To educate the young minds about the importance, structure, and operational guidelines of the club, the Ministry of Tourism has developed a handbook. The book is equipped with the tools and strategies for conducting activities that promote physical excursion, e-tourism, and exposure to

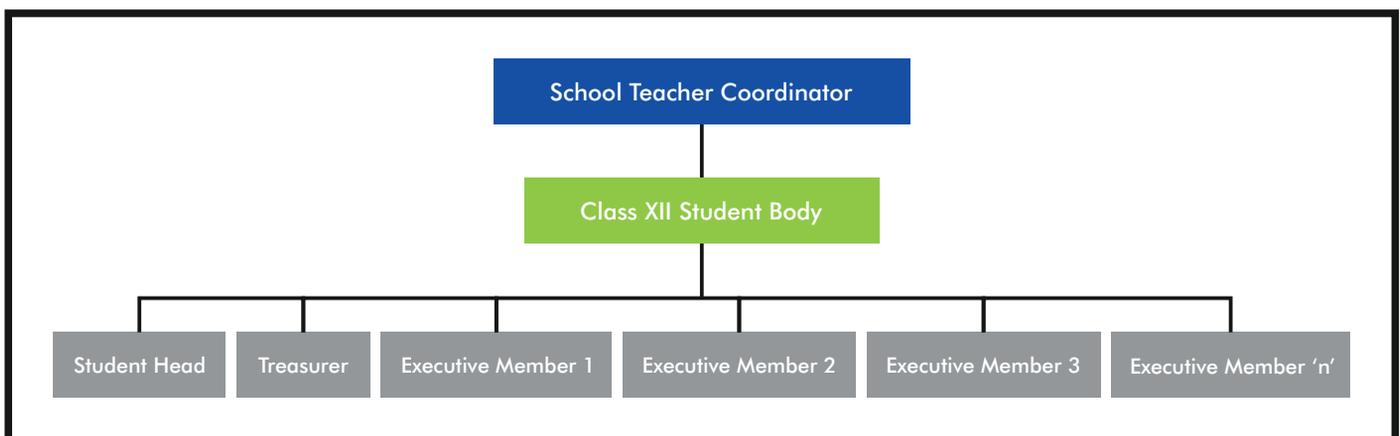
different languages, natural resources, etc at the length and breadth of the country. The club is broadly going to address many important aspects of the tourism and hospitalization industry along with the promotion of tourism:



In this regard, the organizational structure defined by the ministry for the club is going to strengthen its significance among school students. Right from the presence of the school teacher coordinator, to the governing body from class 12th students, the student head, and the treasurer everybody has a distinct role to play and also represents a clear flow of command to increase the effectiveness of these clubs.

The provision of inter-school “YUVA Tourism Club” interaction brings fresh learning and a new set of activities on board for students. Thus, this will provide an opportunity for the students to find knowledge in the domain beyond their school programs.

Organization Structure of YUVA Tourism Club



Source: <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2022/may/doc202251255301.pdf>

The initiative will surely bring the young generation closer to their culture and values. Along with this, it will teach them about the various career opportunities in the tourism and hospitality industry for employment as well as business. It will develop a whole new brigade to boast about the beauty, diversification, and uniqueness of India's landscape that can be explored by domestic and international tourists alike throughout the year. That will eventually add up to the growth of the Indian economy as a whole along with making the future generation feel proud of their motherland.



Resources

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