



# livelihoods

*today and tomorrow*

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**'7L' - Livelihoods  
Linkages**

**Flagship Programmes**

Despite being one of the fastest growing economies in the world, Poverty is still a significant issue in India. Of the total population of 1.3 billion, nearly 70.6 million live in extreme poverty. Government of India implements flagship programmes to reduce poverty in the country. These programmes play vital role in poverty alleviation in the country. Flagship Programmes are major/important programmes of the central government to achieve certain goals.



Despite being one of the fastest growing economies in the world, Poverty is still a significant issue in India. Of the total population of 1.3 billion, nearly 70.6 million live in extreme poverty. Government of India implements flagship programmes to reduce poverty in the country. These programmes play vital role in poverty alleviation in the country. Flagship Programmes are major/important programmes of the central government to achieve certain goals.

There are different types of flagship programmes being implemented to improve the living condition of the population. These flagship programmes are categorized based on the rural and urban areas. Most of the programmes are designed to target rural poverty due to higher incidence of poverty in rural areas. Targeting poverty is challenging in rural areas due to various geographic and infrastructure limitations. The main classification includes Food Security Programmes, Social Security Programmes, Self –Employment Programmes, Wage Employment Programme etc. in the country. Also there are different types of flagship programmes in implementation namely women & Child Development, Health, Education, Employment, Agriculture, social Assistance, Infrastructure, Economical, Girl child, Women Empowerment, etc in rural and urban areas of the country. Flagship programmes are centrally sponsored schemes and are implemented by the state governments on federal system. Funding between center and state is different but central funding percentage is more than the state.

In this article, 20 flagship programmes of rural and urban are introduced and also given links for more details about schemes.

### **1. Integrated Child Development Services (ICDS):**

Integrated Child Development Services (ICDS) scheme was launched on 2 October 1975. It is one of the flagship programs of the Government of India. It is one of the world’s largest and unique programs for early childhood care and development. ICDS is a nationwide program which aims at promoting health and nutritional requirements of children up to six years and expectant and nursing mothers. Beneficiaries are children in the age group of 0-6 years, pregnant women and Lactating mothers.

Objective of the ICDS scheme is to reduce the incidence of mortality, morbidity, malnutrition and school dropouts and enhance the capability of the mother and family to look after the health, nutritional and development needs of the child. ICDS provide different services like supplementary nutrition, pre-school non-formal education, nutrition and health education, immunization, health check up and referral services.

For more details: <https://icds-wcd.nic.in/icds.aspx>

### **2. National Health Mission (NHM):**

The National Health Mission has two sub-missions i.e. NRHM and NUHM (NUHM was newly launched). National Health Mission (NHM) was launched by the Government of India in 2013.

**National Rural Health Mission (NRHM):** NRHM is a sub-mission of NHM. NRHM is an initiative to address the health needs of under-served rural areas. It was launched on 5 April 2005 to provide accessible, affordable and quality healthcare to the rural population, especially the vulnerable groups in the country. It seeks to provide effective healthcare to rural population throughout the country with special focus on 18 states, which have weak public health indicators and/or weak infrastructure. The NRHM will cover all the villages in these 18 states through approximately 2.5 lakh village-based “Accredited Social Health Activists” (ASHA), who would act as a link between the health centers and the villagers.

**National Urban Health Mission (NUHM):** NUHM is also a sub-mission of NHM. It was launched on 1 May 2013. The scheme will focus on primary healthcare needs of the urban poor. NUHM envisages to meet healthcare needs of the urban population with the focus on urban poor, by making available to them essential primary healthcare services and reducing health expenses. This mission is implemented by the Ministries of Urban Development,

Housing & Urban Poverty Alleviation, Human Resource Development and Women & Child Development.

This Mission will be implemented in 779 cities and towns with more than 50,000 population and cover about 7.75 crore people. It would primarily focus on slum dwellers and other marginalized groups like rickshaw pullers, street vendors, railway and bus station coolies, homeless people, street children, construction site workers.

For more details: <http://www.nhm.gov.in/nhm.html>

### 3. National Social Assistance Programme (NSAP):

National Social Assistance Programme was launched on 15 August 1995. NSAP is a combination of National Old Age Pension Scheme, National Family Benefit Scheme, and National Maternity Benefit scheme. NSAP is a Centrally Sponsored Scheme of the Government of India that provides financial assistance to the elderly, widows and persons with disabilities in the form of social pensions. NSAP is a welfare programme, it is implemented by the Ministry of Rural Development. This programme is being implemented in rural areas as well as urban areas.

The National Social Assistance Programme (NSAP) consists of five sub-schemes which are as follows.

- **Indira Gandhi National Old Age Pension Scheme (IGNOAPS):** IGNOAPS is a non-contributory old age pension scheme. Indians who are 60 years and above and live below the poverty line are eligible to apply for this benefit.
- **Indira Gandhi National Widow Pension Scheme (IGNWPS):** IGNWPS was launched in 2009. It will provide a pension for widows who are living below poverty line.
- **Indira Gandhi National Disability Pension Scheme (IGNDPS):** Eligibility is for Individuals aged 18 years and above with more than 80% disability and living below the poverty line.
- **National Family Benefit Scheme (NBS):** In the event of death of a bread-winner in a household, the family will receive lumpsum assistance of 20,000. The bread-winner should have been between 18–64 years of age.
- **Annapurna Scheme:** This scheme aims to provide food security to meet the requirement of those senior citizens who, though eligible, have remained uncovered under the IGNOAPS. Under the Annapurna Scheme, 10 kg of free rice is provided every month to each beneficiary.

For more details: <http://nsap.nic.in/> and [https://en.wikipedia.org/wiki/National\\_Social\\_Assistance\\_Scheme](https://en.wikipedia.org/wiki/National_Social_Assistance_Scheme)

### 4. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA):

National Rural Employment Guarantee Act (NREGA) was passed in 2005, later, it was renamed on 2 October 2009 as Mahatma Gandhi National Rural Employment Guarantee Act. The main aim of the scheme is to provide livelihood security to people in rural areas. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is also known as Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS). The scheme provides a legal guarantee for 100 days of employment for every household whose adult members volunteer to do unskilled manual work.

Initially in 2006, it was implemented in 200 districts and was extended to 130 additional districts in 2007- 2008 in the country. With effect from April, 2008, this scheme was implemented in the entire rural areas of the country.

For more details: <http://nrega.nic.in/netnrega/home.aspx> and

[https://en.wikipedia.org/wiki/National\\_Rural\\_Employment\\_Guarantee\\_Act,\\_2005](https://en.wikipedia.org/wiki/National_Rural_Employment_Guarantee_Act,_2005)

### 5. Prime Minister Gram Sadak Yojana (PMGSY):

Government of India has launched the Pradhan Mantri Gram Sadak Yojana (PMGSK) on 25 December 2000 to provide all-weather road connectivity in rural areas of the country. The programme envisages connecting all

habitations with a population of 500 persons and above in the plain areas and 250 persons and above in hill States, the tribal and the desert areas. The Pradhan Mantri Gram Sadak Yojana (PMGSY) is a 100% Centrally Sponsored Scheme. The Government has brought forward the target date by three years from 2022 to 2019 to achieve complete rural connectivity through all-weather roads under PMGSY.

For more details: <http://pmgys.nic.in/>

#### 6. Backward Regions Grant Fund (BRGF):

Backward Regions Grant Fund programme was launched on 19 February 2007 at Barpeta, Assam. The BRGF is implemented in 272 backward districts and aims to redress regional imbalances by providing funds for infrastructure projects.

For more details: [https://en.wikipedia.org/wiki/Backward\\_Regions\\_Grant\\_Fund](https://en.wikipedia.org/wiki/Backward_Regions_Grant_Fund) and <https://www.panchayat.gov.in/documents/10198/0/BRGFFINALGUIDELINES.pdf>

#### 7. Sarva Shiksha Abhiyan (SSA):

Sarva Shiksha Abhiyan was started in 2001 after modifying existing scheme District Primary Education Programme (DPEP). SSA is Government of India's flagship programme. It is for achievement of Universalization of Elementary Education (UEE) in a time bound manner, as mandated by 86th amendment to the Constitution of India making free and compulsory Education to the Children of 6-14 years age group, a Fundamental Right.

The programme seeks to open new schools in those habitations which do not have schooling facilities and strengthen existing school infrastructure through provision of additional class rooms, toilets, drinking water, maintenance grant and school improvement grants.

For more details: <https://www.aicte-india.org/reports/overview/Sarva-Shiksha-Abhiyan>  
[https://www.gktoday.in/gk/sarva-shiksha-abhiyan-ssa\\_26/](https://www.gktoday.in/gk/sarva-shiksha-abhiyan-ssa_26/)

#### 8. Swachh Bharat Abhiyan (Clean India Mission):

Swachh Bharat Abhiyan was launched on 2 October 2014 on the occasion of 145 birth anniversary of Mahatma Gandhi. It is working under the Ministry of Drinking Water & Sanitation in Rural areas and Ministry of Housing & Urban Affairs in Urban Areas. Swachh Bharat Abhiyan or Swachh Bharat Mission is a nation-wide campaign in India for the period 2014 to 2019 that aims to clean up the streets, roads and infrastructure of India's cities, towns, and rural areas. Swachh Bharat Mission has two thrusts, one is the **Swachh Bharat Mission (Gramin)** which operates under the Ministry of drinking water Sanitation and second is the **Swachh Bharat Mission (Urban)** which operates under the Ministry of Housing and Urban Affairs. The Mission aims to achieve a Swachh Bharat by 2019.

The objective of the mission includes eliminating open defecation through the construction of toilets and monitoring toilet usage. The mission aims to achieve 'open-defecation free (ODF)' India by the Government of India.

For more Details:

[https://en.wikipedia.org/wiki/Swachh\\_Bharat\\_mission](https://en.wikipedia.org/wiki/Swachh_Bharat_mission)

<http://164.100.228.143/sbm/home/#/SBM>

<https://swachhbharatmission.gov.in/SBMCMS/sbm-mis.htm>

#### 9. Mid-Day Meal Scheme (MDMS):

Mid-day Meal (MDM) scheme was launched in 1995, it aims to give a boost to the universalization of primary education by increasing enrollment, retention and attendance and simultaneously impacting upon nutritional status of students in primary classes. National Program of Nutritional Support to Primary Education (NP-NSPE), popularly known as the Mid-Day Meal Scheme (MDM). The Mid-day Meal Scheme is a school meal program of the

Government of India designed to improve the nutritional status of school-age children nationwide.

For more details: <http://mdm.nic.in/>

#### **10. Pradhan Mantri Awas Yojana (PMAY):**

The Pradhan Mantri Awas Yojana (PMAY) was launched on 1 June 2015 is a social welfare flagship program, aims to provide affordable housing to the poor people in the country. The scheme focuses on providing low cost pucca houses to both rural and urban poor. The mission of this initiative is to provide housing for all by the year 2022. It has two components that Pradhan Mantri Awas Yojana – Urban for the urban poor and Pradhan Mantri Awas Yojana – Rural for the rural poor.

For more details: [https://en.wikipedia.org/wiki/Pradhan\\_Mantri\\_Awas\\_Yojana](https://en.wikipedia.org/wiki/Pradhan_Mantri_Awas_Yojana)

<http://vikaspedia.in/social-welfare/rural-poverty-alleviation-1/schemes/indira-aawas-yojna>

<http://vikaspedia.in/social-welfare/urban-poverty-alleviation-1/schemes-urban-poverty-alleviation/pradhan-mantri-awas-yojana-housing-for-all-urban>

#### **11. National Livelihood Mission (NLM):**

National Livelihood Mission (NLM) has two Sub-Missions i.e. National Rural Livelihood Mission (NRLM) and National Urban Livelihood Mission (NULM).

**National Rural Livelihood Mission (NRLM)** was launched in June, 2011 and it is a one of the flagship program by the Ministry of Rural Development, Government of India. In November, 2015, the NRLM was renamed as Deendayal Antyodaya Yojana NRLM (DAY-NRLM).

This is one of the world's largest initiatives to improve the livelihood of poor in India. World Bank is supporting for this scheme. NRLM is to cover 7 Crore rural poor households, across 600 districts, 6000 blocks, 2.5 lakh Gram Panchayats and 6 lakh villages in the country through self-managed Self Help Groups (SHGs) and federated institutions and support them for livelihoods collectives.

**National Urban Livelihoods Mission (NULM)** was launched in 23 September 2013 by the Ministry of Housing and Urban Poverty Alleviation (MHUPA), Government of India by replacing the existing Swarna Jayanti Shahari Rozgar Yojana (SJSRY). NULM is renamed as Deendayal Anthyodaya Yojana (DAY-NULM).

NULM is implementing in all districts headquarter towns and all other towns with population of 1 lakh or more as per Census 2011. Under the scheme, urban areas extends the coverage to all the 4041 statutory cities and towns, there by covering almost the entire urban population.

For more details:

<https://aajeevika.gov.in/content/welcome-deendayal-antyyodaya-yojana-nrlm>

<http://mohua.gov.in/cms/about-day-nulm.php>

#### **12. Soil Health Card Scheme (SHCS):**

Soil Health Card (SHC) Scheme was launched on 12 February 2015 by the Government of India. This is working under the Ministry of Agriculture & Farmers Welfare. Government issues soil cards to farmers which will carry crop-wise recommendations of nutrients and fertilizers required for the individual farms to help farmers to improve productivity through judicious use of inputs.

Under the scheme, all soil samples are to be tested in various soil testing labs across the country. The experts will analyse the strength and weaknesses (micro-nutrients deficiency) of the soil and suggest measures to deal with it. The results and suggestions will be displayed in the cards.

For more details:



[https://en.wikipedia.org/wiki/Soil\\_Health\\_Card\\_Scheme](https://en.wikipedia.org/wiki/Soil_Health_Card_Scheme)

<http://vikaspedia.in/agriculture/policies-and-schemes/crops-related/krishi-unnati-yojana/scheme-on-soil-health>

### 13. Pradhan Mantri Gram Sinchai Yojana (PMGSY):

Pradhan Mantri Gram Sinchai Yojana (PMGSY) was launched on 01 July 2015 by Government of India. It is working under the Ministry of Agriculture & Farmers Welfare. The main objective of PMGSY is to take irrigation water to each and every agriculture field in the country and boost agriculture yield.

The total agricultural area of India is 200.8 million hectare, out of which only 95.8 million hectare (48%) of area is covered under irrigation and 52% area is not covered under irrigation. Farmers in India majorly depending on rainfall for irrigation and it leads to less production output from farms. PMGSY ensures protective irrigation to all agricultural farms in the country Har Khet Ko Paani (Water for every field) to produce Per drop More Crop and bringing much desired rural prosperity.

For more details: <https://pmksy.gov.in/AboutPMKSY.aspx>

### 14. Pradhan Mantri Fasal Bima Yojana (PMFBY):

In 2016, Government of India launched Pradhan Mantri Fasal Bima Yojana (PMFBY). PMFBY provides a comprehensive insurance cover against failure of the crop thus helping in stabilising the income of the farmers. PMFBY envisages a uniform premium of only 2% to be paid by farmers for kharif crops and 1.5% for rabi crops. The premium for annual commercial and horticultural crops will be 5%.

Pradhan Mantri Fasal Bima Yojana (PMFBY) aims are providing financial support to farmers suffering crop loss/damage arising out of unforeseen events, Stabilizing the income of farmers to ensure their continuance in farming, encouraging farmers to adopt innovative and modern agricultural practices, ensuring flow of credit to the agriculture sector which contributes to food security, crop diversification and enhancing growth and competitiveness of agriculture sector besides protecting farmer from production risks.

For more details: <https://www.gktoday.in/gk/pradhan-mantri-fasal-bima-yojana/>

### 15. Rashtriya Krishi Vikas Yojana (RKVY):

Rashtriya Krishi Vikas Yojana (RKVY) was launched in August, 2007. It is a National Agriculture Development Programme. It is a state plan scheme of additional central assistance. RKVY is to provide support to various kinds of interventions in agricultural sector to achieve 4% annual growth in agriculture. The key aim of this scheme is to make farming a remunerative economic activity. The eligibility of a state for the RKVY is contingent upon the state maintaining or increasing the State Plan expenditure for Agricultural and Allied sectors.

For more details: <https://rkvy.nic.in/#>

**16. Pradhan Mantri MUDRA (Micro Units Development and Refinance Agency) Yojana (PMMY):** Pradhan Mantri MUDRA Yojana scheme was launched on 8 April 2015. It is a flagship scheme of the Government of India to extend affordable credit to micro and small enterprises. PMMY has created three products i.e. Shishu, Kishore and Tarun. Shishu is covering loans up to rs.50,000/-, Kishore is covering loans above Rs.50,000 and up to 5 lakh and Tarun is covering loans above 5 lakh and up to 10 lakh.

For more details: <http://vikaspedia.in/social-welfare/financial-inclusion/pradhan-mantri-mudra-yojana>

### 17. Pradhan Mantri Jandhan Yojana (PMJDY):

Pradhan Mantri Jandhan Yojana was launched on 28 August 2014 and implementing by the Ministry of Finance. Under the scheme, all households to ensure access to financial services like banking, savings, deposit accounts, remittance, credit, insurance, pension etc. account can be opened in any bank branch. This scheme is for weaker sections and low income groups. This is a zero balance account. Account holder can get cheque book and account

holders will have to fulfill minimum balance criteria.

For more details: <https://www.pmjdy.gov.in/about> and [https://en.wikipedia.org/wiki/Pradhan\\_Mantri\\_Jan\\_Dhan\\_Yojana](https://en.wikipedia.org/wiki/Pradhan_Mantri_Jan_Dhan_Yojana)

### **18. Beti Bachao Beti Padhao (BBBP):**

Beti Bachao Beti Padhao scheme was launched on 22 January 2015 at Panipat, Haryana to address the gender imbalance and discrimination against girl child in the Indian society. It is a joint initiative of the Ministry of Women and Child Department, Ministry of Health and Family Welfare and Ministry of Human Resource Department. This scheme is to aware people about the importance of girls in the society. It is to increase awareness among common people to save the lives of girl child by completely removing the female foeticide.

According to 2001 Census, the child sex ratio (0-6 yrs) was 927 girls per 1000 boys, which dropped drastically to 918 girls for every 1000 boys in 2011. According to UNICEF statistics, India was ranked 41 among 195 countries in this regard in 2012.

For more details:

<http://vikaspedia.in/social-welfare/women-and-child-development/child-development-1/girl-child-welfare/beti-bachao-beti-padhao> and <http://www.wcd.nic.in/bbbp-schemes> and [https://en.wikipedia.org/wiki/Beti\\_Bachao,\\_Beti\\_Padhao\\_Yojana](https://en.wikipedia.org/wiki/Beti_Bachao,_Beti_Padhao_Yojana)

### **19. Prime Minister Ujjwala Yojana (PMUY):**

Pradhan Mantri Ujjwala Yojana was launched on 1 May 2016 in Ballia, Uttar Pradesh. Under this scheme, 5 Cr LPG connections will be provided to BPL families with a support of Rs.1600 per connection in the next 3 years. Pradhan Mantri Ujjwala Yojana is a scheme of the Ministry of Petroleum & Natural Gas for providing LPG connections to women from Below Poverty Line (BPL) households.

For more details: <http://www.pmuujwalayojana.com/about.html> and <http://vikaspedia.in/energy/policy-support/pradhan-mantri-ujjwala-yojana>

### **20. Pradhan Mantri Kaushal Vikas Yojana (PMKVY):**

Pradhan Mantri kaushal Vikas Yojana was launched on 15 July 2015 on the occasion of World Youth Skills Day. This is the flagship scheme for skill training of youth. PMKVY is implemented by National Skills Development Corporation (NSDC) under the guidance of the Ministry of Skill Development and Entrepreneurship (MSDE). The scheme will cover 10 million youth during the period 2016-2020. Under this scheme training and assessment fees are completely paid by the government.

For more details:

[https://www.msde.gov.in/assets/images/pmkvy/PMKVY%20Guidelines%20\(2016-2020\).pdf](https://www.msde.gov.in/assets/images/pmkvy/PMKVY%20Guidelines%20(2016-2020).pdf)  
<http://vikaspedia.in/social-welfare/skill-development/schemes-for-skill-development/pradhan-mantri-kaushal-vikas-yojana> ❖