

“Phulera Ka Panchayati Raj” : A Digital Hit with a Self-Reliant Heart

Final Episode of the Three Part Series "Alhua Vikas" Highlights Local Taxes Fuel Local Progress

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The Ministry of Panchayati Raj's "Alhua Vikas", the third and final film of the three-part extension series "Phulera Ka Panchayati Raj", is enthusing digital audiences widely and sensitising them about the issues that affect gram panchayats across India. The third and final episode was released earlier on the occasion of the National Panchayati Raj Day (24th April, 2025) and has since then received a phenomenal response on Youtube with over 6M+ views so far.

"Alhua Vikas" highlights the critical importance of generating Own Sources of Revenue (OSR) by Rural Local Bodies that helps in strengthening the self-reliance of Panchayati Raj Institutions (PRIs) across rural India. This film promotes citizen awareness on timely payment of local taxes, highlighting how such contributions enable improved service delivery and sustained village development. The film features renowned actors including Neena Gupta, Faisal Malik, Chandan Roy, Durgesh Kumar, and others from the original "Panchayat" cast, and has received significant public attention with emphasizes on the message " , " to encourage citizens to pay local taxes promptly, thereby supporting development works in their villages. The release of the film that coincided with the conferring of awards on the Panchayats by Prime Minister Shri Narendra Modi on the National Panchayati Raj Day to recognize the outstanding contributions in the areas of self-reliance in mobilization of Own Sources of Revenue (OSR), reaffirms the resolve of the Ministry towards making the rural local bodies financially self-reliant and "Atmanirbhar". The Ministry of Panchayati Raj aims to make OSR a household term and encourage capable citizens to pay relevant taxes. These contributions are essential for making Panchayati Raj Institutions financially sustainable and self-sufficient entities of grassroots governance in rural India.

Watch the Three Part Series "Phulera Ka Panchayati Raj" Showcasing Key Themes of Grassroots Governance in Rural India : Links Given Below :-

S l . No.	Title of sketch / film	Premiered on	Theme	YouTube link
1.	A s l i Pradhan Kaun?	4 ^{t h} M a r c h , 2025	“A s l i P r a d h a n K a u n ? ” d r a w s attention to the issue of p r o x y representation and advocates for strengthening the leadership of elected women representatives	https://www.youtube.com/watch?v=GVxadWl5Cjk&t=102s

			of Panchayati Raj Institutions.	
2.	Phulera Mein Chori	12 th March, 2025	“ Phulera Mein Chori ” highlights the impact of the SVAMITVA Scheme and digital governance tools such as Meri Panchayat App, showcasing how rural communities are gaining access to transparent, efficient services.	https://www.youtube.com/watch?v=d56hvDYu5yA&t=162s
3.	Alhuda Vikas	24 th April, 2025	“ Alhuda Vikas ” promotes the idea of enhancing Own Sources of Revenue (OSR) through citizen participation, enabling Panchayats to become financially self-reliant and development-ready.	https://www.youtube.com/watch?v=KRW8Nu9Wivs

Aditi Agrawal

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