

MoTA Launches Largest Tribal Empowerment Campaign – DhartiAaba Janbhagidari Abhiyan

Massive Benefit Saturation Drive Across 550 Tribal Districts, 2900+ Blocks and 207 PVTG-Dominated Districts Covering about 1 Lakh Villages & Habitations

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In a historic move towards inclusive governance and tribal empowerment, the Government of India has launched the *DhartiAaba Janbhagidari Abhiyan*, a massive nationwide benefit saturation campaign. In a message Shri Jual Oram, Union Minister of Tribal Affairs, stated that this Abhiyan is a historic step in realizing the dream of Prime Minister for Antyodaya. Our tribal brothers and sisters are the custodians of India's ancient heritage. Through this campaign, not just delivering schemes government led by Shri Narendra Modi is delivering dignity, self-respect, and a shared stake in Viksit Bharat. In another message Shri Durga DasUikey, Minister of State, Tribal Affairs, said that the sheer scale, planning, and community-led model of this campaign is unprecedented. With synchronized efforts across 549 tribal dominated districts, 207 PVTG dominated districts, and support from multiple ministries and stakeholders, this Abhiyan stands as a model for convergence-based, inclusive governance.

During the second fortnight of this month from 15th to 30th June, flagship campaign is being rolled out across an unparalleled geographical footprint—549 tribal-dominated districts and 207 Particularly Vulnerable Tribal Groups (PVTG)-dominated districts covering about 100,000+ Villages & Habitations in total.

It as a **key initiative under Janjatiya Gaurav Varsh**, the campaign honors the legacy, culture, and contribution of India's tribal communities, while ensuring the delivery of rights and development at their doorstep.

This program is designed at par with the vision of Prime Minister Shri Narendra Modi that embodies the principles of last-mile delivery, people's participation (Janbhagidari) and dignified tribal empowerment under the larger umbrellas of PM-JANMAN and Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA).

Doorstep Outreach is being initiated through District Administration involving different stakeholders at grassroots level.

Under the *DhartiAaba Jan bhagidari Abhiyan*, benefit saturation camps are being conducted at the village and habitation level to provide access to critical entitlements and government services, including, Adhaar Card Enrolments and Updates, Ayushman Bharat Health Card Issuance, Opening of Jan Dhan Bank Accounts, PM-Kisan Yojana Enrolments, Pension Schemes Enrolments, Scholarships, Insurance Schemes, Skill Training, Livelihood Programs enrolment. This participatory, camp-based delivery model ensures that no eligible tribal household is left behind. Over 125 District Magistrates / Deputy Commissioners have already initiated pre-campaign mobilization and awareness activities in coordination with Panchayati Raj Institutions, tribal community leaders, and grassroots functionaries.

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