

Launch of Sampoonnata Abhiyan 2.0 by NITI Aayog

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NITI Aayog launched ‘**Sampoonnata Abhiyan 2.0**’ today, a **3-month campaign** running from **28th January to 14th April, 2026**, to undertake a sustained effort to achieve saturation of **5 Key Performance Indicators** in Aspirational Districts and **6 Key Performance Indicators** in Aspirational Blocks across the country.

Sampoonnata Abhiyan 2.0 was inaugurated by **Shri B.V.R Subrahmanyam, CEO, NITI Aayog**, in presence of **Shri Rohit Kumar, Additional Secretary and Mission Director, Aspirational Districts and Blocks Programme, NITI Aayog**, all Planning Secretaries, DC/DMs of Aspirational Districts and Blocks, Development Partners and other officers from NITI Aayog, States, Districts and Blocks. **CEO, NITI Aayog** seeks to build upon the foundation laid by Sampoonnata Abhiyan in 2024 in its **3-month campaign** which bore outstanding results, and saturate critical Key Performance Indicators in the 112 Aspirational Districts and 513 Aspirational Blocks under the Aspirational Districts and Blocks Programme. ‘**Sampoonnata Abhiyan 2.0**’ will focus on the following 6 identified KPIs across all Aspirational Blocks:

1. Percentage of children from 6 months to 6 years taking Supplementary Nutrition under the ICDS programme regularly
2. Measurement efficiency of children enrolled at Anganwadi Centres during the reporting month
3. Percentage of operational Anganwadi Centres with functional toilets
4. Percentage of operational Anganwadi Centres with drinking water facilities
5. Percentage of schools having adequate no. of girls' toilet facilities against the total number of schools
6. Percentage of Bovine Animals Vaccinated (FMD)

The 5 identified KPIs across Aspirational Districts under ‘**Sampoonnata Abhiyan 2.0**’ are:

1. Proportion of live babies weighted at birth.
2. Tuberculosis (TB) case notification rate (Public and Private Institutions) against estimated cases
3. Percentage of Anganwadis centres/Urban PHCs reported to have conducted at least one Village Health Sanitation & Nutrition day / Urban Health Sanitation & Nutrition day respectively in the last one month
4. Percentage of schools with functional girl's toilets.
5. Percentage of animals vaccinated

NITI Aayog has provided a list of activities that Districts and Blocks may organise as part of the launch of **Sampoonnata Abhiyan 2.0**. In addition, Districts and Blocks are encouraged to conduct regular outreach activities to sustain the campaign's momentum and foster ongoing participation.

To make this effort successful and to deliver a tangible impact on the ground:

1. Districts/Blocks will develop a 3-month Action Plan to saturate the given indicators.

2. Districts/Blocks will track progress on saturation each month.
3. Implement awareness and behavior change campaigns.
4. District-level Officers will conduct concurrent monitoring field visits.

NITI Aayog, in collaboration with the relevant Central Ministries and Departments, as well as the Governments of States and Union Territories, will work together to ensure the effective and rapid development of these Districts and Blocks. This collaboration will focus on improved planning and implementation, capacity building, and establishing systems for enhanced and sustainable service delivery.

About Aspirational Districts and Blocks Programme

The Aspirational Districts Programme (ADP) covering 112 Districts was launched in the year 2018 to ensure the speedy development of the underserved and remote areas of the country. ADP has had a measurable and tangible impact on improving key indicators that uplift the lives of its citizens. Building on the success of the Aspirational Districts Programme (ADP), the Aspirational Blocks Programme (ABP) was launched by the Hon'ble Prime Minister in 2023 and aims for the saturation of essential government services in 500 Blocks, which in 2025 was extended to 513 Blocks across the country in multiple domains such as Health & Nutrition, Education, Agriculture & Water Resources, Financial Inclusion and Social Development.

Aspirational Districts Programme	Aspirational Blocks Programme
A. Launched in January 2018 by Hon'ble Prime Minister	A. Launched in January 2023 by Hon'ble Prime Minister
B. Aims to quickly and effectively transform 112 districts across the country.	B. Aims for saturation of essential government services in 513 Blocks (329 Districts) across the country.
C. Focuses on five themes: Health & Nutrition Education Agriculture & Water Resources Financial Inclusion & Skill Development Infrastructure	C. Focuses on five themes: • Health & Nutrition • Education • Agriculture and Allied Services • Basic Infrastructure • Social Development
D. Progress is measured on 49 indicators of development	D. Progress is measured on 40 indicators of development



MJPS/SR

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