

देवेन्द्र चौधरी
Devendra Chaudhry, IAS

सचिव
SECRETARY



भारत सरकार
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Government of India
Ministry of Agriculture & Farmers Welfare
Department of Animal Husbandry, Dairying & Fisheries
Krishi Bhawan, New Delhi-110001

D.O. No. 23-358/Manthan/2017/NLM-Extn.

August 10, 2017

Dear Colleagues,

Kindly refer to my DO of date 10.08.17 regarding commemoration of 75th anniversary of the Quit India Movement and the **New India Manthan: Sankalp se Siddhi** mission.

2. As you are aware, the call for Quit India Movement was given by none other than the father of the Nation, Mahatma Gandhiji, on 9th August, 1942. In this context a one day event has to be organized as already elaborated in my earlier letter dated 09.08.17(copy enclosed). As you are aware, the Cabinet Secretary and the Hon'ble Prime Minister himself made an address to the Chief Secretaries and District Collectors of all States and their Districts on 9th August, 2017. This letter is in follow up with the key actions required from the point of view of the subject of animal husbandry, dairy and fisheries. Accordingly, the following 8 points are for your consideration:

- i. Firstly a wide deliberation needs to be done for building a new India to achieve significant out comes which reflect high visible change (**New India Manthan**). This needs to be formulated into a Resolve (**Sankalp**) to be taken to achieve these outcomes in the most backward districts of the State. Then sector-specific targets to be achieved by 2022 need to be formulated (**Siddhi**) for the state/district. GOI will help in identifying such districts specifically for a given state. A key significant outcome by 2022 could be '**Doubling of Farmers Income by 2022**' in the areas identified.
- ii. Then, a Mission mode approach needs to be planned and to begin with Best Practices need to be identified within the State and then adopted / adapted for implementing in the identified most backward districts. The GoI will support in sharing knowledge of Best Practices for replication in a given State
- iii. A dedicated Umbrella Website is being put up by the Central Government for guiding various activities concerning above which would be of great help in articulating the required activities.
- iv. Then, an Extension Drive needs to be undertaken to ensure that the people in the villages in particular are made aware of all the schemes, their advantages as well as outcomes. They also need to be encouraged to take advantage of the schemes for their benefits
- v. The benefits of Swatchh Bharat also need to be highlighted to convince people of the inherent advantages of such practices from the economic and social point of view
- vi. A Mission Mode drive needs to be implemented for ensuring that the advantages of Digital Transactions, Aadhar and mobile linkages for payment transfers in a transparent and short time through apps like Bhim etc are fully tapped with respect to the beneficiaries of various Government schemes.
- vii. A key advice of the Hon'ble Prime Minister was on more emphasis on the field visits - File to Field - mode of implementation of schemes due to inherent advantages of feedback straight from the field, even at the highest levels for effective implementation of schemes. For this purpose, I would be touring various States starting immediately and upto 30th August, 2017. Other officers of the DADF would also be doing likewise.
- viii. Procurement of goods and services from Government of India assistance through the Government-e-Marketplace (GeM) also needs to be encouraged for a transparent and low cost supporting procurement system.

3. Finally a will needs to be exercised with the overarching spirit of "Will Do And Ensure Doing" in all spheres of the activities of the government so that the vision of 2022, when the nation celebrates the 75th anniversary of its independence is achieved for the sector and thereby results in the Siddhi of the Sankalp taken on 9th August 2017.

4. I look forward to your whole-hearted cooperation on the "**New India Manthan: Sankalp se Siddhi**" for the greater benefit of the people of our nation.

Best wishes,

Yours Sincerely,

(Devendra Chaudhry)

Additional CS / Principal Secretaries / Secretaries / Directors / Commissioners of Animal Husbandry, Dairy and Fisheries

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