



Dr. Jayachandran's

INSTITUTE FOR CIVIL SERVICE EXAMS

SOUTH INDIA'S PREMIER INSTITUTION FOR
PUBLIC POLICY AND CIVIL SERVICE EXAMS

POLICIES / CA

WWW.jcsias.com

Ph: 93619 21011

SCHEMES / MISSIONS / CAMPAIGNS OF INDIAN GOVERNMENT – PART 3/3

PART 1

AGRICULTURE AND RURAL DEVELOPMENT

- Pradhan Mantri Kisan Samman Nidhi (PM-KISAN)
- Pradhan Mantri Fasal Bima Yojana (PMFBY)
- Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)
- Prime Minister Dhan-Dhaanya Krishi Yojana
- National Mission for Edible Oilseed
- Mission for Aatmanirbharta in Pulses
- Rural Prosperity and Resilience Programme
- National Food Security Mission (NFSM)
- National Horticulture Mission (NHM)
- National Bamboo Mission (NBM)
- National Livestock Mission (NLM)
- Digital Agriculture Mission
- Pradhan Mantri Kisan Sampada Yojana (PMKSY)
- Modernisation of Command Area Development and Water Management (M-CADWM)
- Pradhan Mantri Rashtriya Krishi Vikas Yojana (PM-RKVY)

HEALTH AND SANITATION

- Ayushman Bharat Yojana (Pradhan Mantri Jan Arogya Yojana - PM-JAY)
- PM Atmanirbhar Swasth Bharat Yojana
- Swachh Bharat Mission (Phase 2)
- Jal Jeevan Mission (Har Ghar Jal)
- Cashless Treatment Scheme for Road Accident Victims, 2025
- Saksham Anganwadi and Poshan 2.0 Programme
- ZooWIN

PART 2

FINANCIAL INCLUSION AND SOCIAL SECURITY

- Pradhan Mantri Jan Dhan Yojana (PMJDY)
- Atal Pension Yojana (APY)

- Pradhan Mantri Suraksha Bima Yojana (PMSBY)
- Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)
- Pradhan Mantri Vaya Vandana Yojana (PMVVY)
- Direct Benefit Transfer (DBT)
- National Social Assistance Programme (NSAP)
- Financial Literacy Centres (FLCs)

HOUSING AND URBAN DEVELOPMENT

- Pradhan Mantri Awas Yojana (PMAY - Urban and Rural)
- Special Window for Affordable and Mid-Income Housing (SWAMIH) Fund 2
- Smart Cities Mission
- National Infrastructure Pipeline (NIP)

EDUCATION AND SKILL DEVELOPMENT

- One Nation One Subscription (ONOS)
- ULLAS - Nav Bharat Saaksharta Karyakram
- Pradhan Mantri Uchchatar Shiksha Abhiyan (PM-USHA)
- Mission Karmyogi (National Programme for Civil Services Capacity Building)
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

EMPLOYMENT AND ENTREPRENEURSHIP

- Employment Linked Incentive (ELI) Scheme
- Stand-Up India Scheme
- Pradhan Mantri Mudra Yojana (PMMY)
- PM Svanidhi Yojana
- Atmanirbhar Bharat Rozgar Yojana
- Scheme for First-Time Entrepreneurs

INFRASTRUCTURE AND INDUSTRY

- Make in India
- Production Linked Incentive (PLI) Scheme
- PM Gati Shakti
- National Geospatial Mission
- **Environment and Energy**
- PM Surya Ghar Muft Bijli Yojana
- Kusum Solar Yojana
- National Mission for Clean Ganga (Namami Gange)
- Jal Shakti Abhiyan (Catch the Rain)
- Bharat Small Reactors Initiative



Dr. Jayachandran's

INSTITUTE FOR CIVIL SERVICE EXAMS

SOUTH INDIA'S PREMIER INSTITUTION FOR
PUBLIC POLICY AND CIVIL SERVICE EXAMS

PART 3**CULTURE AND TOURISM**

- Swadesh Darshan
- PRASAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive)
- Swar Dharohar Festival
- Scheme for Development of the Cultural Heritage of the Himalayas

TECHNOLOGY AND INNOVATION

- Bharat Gen
- ADITI (Acing Development of Innovative Technologies with iDEX)
- National Supercomputing Mission (NSM)
- National Initiative for Developing and Harnessing Innovations (NIDHI)
- Genome India Project (GIP)
- IndiGen Genome Project
- PM-WANI (Wi-Fi Access Network Interface)

WOMEN AND CHILD DEVELOPMENT

- Beti Bachao Beti Padhao
- Campus Calling Programme

OTHER NOTABLE SCHEMES

- Sansad Adarsh Gram Yojana
- SVAMITVA Scheme
- Ayushman Sahakar Scheme
- Namo Drone Didi Scheme
- PM Garib Kalyan Anna Yojana
- Pradhan Mantri Matsya Sampada Yojana (PMMSY)
- Pradhan Mantri Matsya Kisan Samridhi Sah-Yojana (PM-MKSSY)
- Animal Husbandry Infrastructure Development Fund (AHIDF)
- Solar Charkha Scheme
- Unified Waqf Management, Empowerment, Efficiency, and Development (UMEED) Portal
- Baalpan ki Kavita
- National Zero Measles-Rubella Elimination Campaign 2025-26
- Revised Livestock Health and Disease Control Programme (LHDCP)
- Sankalp and Strive Schemes
- North-East Industrial Development Scheme (NEIDS)
- PM CARES Fund
- Aarogya Setu
- Gold Monetisation Scheme
- Rashtriya Gokul Mission



SCHEMES / YOJNAS - PART 3/3

CULTURE AND TOURISM

SWADESH DARSHAN

Develops theme-based tourist circuits to promote cultural, heritage, and natural tourism.

Objectives/Aim:

- Promote sustainable tourism via integrated circuit development.
- Enhance tourist experience with infrastructure.
- Generate jobs, support local economies.
- Highlight India's heritage; boost domestic tourism (Dekho Apna Desh).

Functioning under: Ministry of Tourism

Launched on: January 2015 (SD 1.0); July 2022 (SD 2.0)

Type: Central Scheme

Salient Features:

- SD 1.0: 15 circuits (e.g., Buddhist, Coastal, Ramayana).
- SD 2.0: 57 destinations, sustainable focus; 100% centrally funded.
- Infrastructure: roads, signage, digital tools (apps, virtual tours).
- Community-based; leverages CSR, PPPs.
- Challenge-Based sub-scheme for Spiritual, Ecotourism themes.

Expected Outcomes:

- Develop 100+ destinations; 10 million jobs by 2030.
- Raise tourism GDP share from 7.9% to 10%.
- Attract 300 crore domestic tourists annually.

Targets Achieved:

- SD 1.0: 76 projects (₹5,287.90 crore), 75 completed by 2024.
- SD 2.0: 29 experiences (₹644.44 crore) sanctioned.
- Ramayana, Buddhist circuits: 90%+ progress.

Other Important Information:



- Aligns with PRASHAD, Make in India; Budget 2024-25: ₹1,300 crore.
- Key projects: Ayodhya, Bodhgaya, Goa.

UPSC Note: Study tourism GDP, job stats for mains.

Criticism:

- Delays due to land, forest clearances.
- Uneven progress; focus on popular circuits.
- Limited private investment; COVID-19 delays.

PRASHAD (PILGRIMAGE REJUVENATION AND SPIRITUAL, HERITAGE AUGMENTATION DRIVE)

Enhances infrastructure at pilgrimage/heritage sites for religious, cultural tourism.

Objectives/Aim:

- Develop pilgrimage sites sustainably.
- Improve connectivity, amenities.
- Promote local culture, jobs.
- Preserve spiritual heritage.

Functioning under: Ministry of Tourism (NMCG)

Launched on: 2014-15; renamed PRASHAD (October 2017)

Type: Central Scheme

Salient Features:

- 100% centrally funded; covers 57 sites (e.g., Kamakhya, Hazratbal).
- Projects: ghats, illumination, parking, facilitation centers.
- Integrates HRIDAY (discontinued 2017); uses CSR, PPPs.
- Focus on eco-friendly, community-based tourism.

Expected Outcomes:

- Develop 60+ sites; attract 5 crore pilgrims by 2027.
- Create 1 lakh direct, 5 lakh indirect jobs.
- Enhance pilgrim experience, local economies.

Targets Achieved:

- 48 projects (₹1,646.99 crore); 23 completed by 2024.
- Key completions: Guruvayur, Srisailem; Kamakhya footfall up 20%.

LIVE / ONLINE

**CLASSES
AVAILABLE**

For UPSC - CSE

"Crack UPSC with Expert guidance from South India's leading UPSC Mentors"

Full Syllabus
Guaranteed Results
National level Mock test
Comprehensive Study Material

TO KNOW MORE:

www.jcsias.com

Ph: 93619 21011



Dr. Jayachandran's
INSTITUTE FOR CIVIL SERVICE EXAMS
SOUTH INDIA'S PREMIER INSTITUTION FOR
PUBLIC POLICY AND CIVIL SERVICE EXAMS

Other Important Information:

- Aligns with Swadesh Darshan, Dekho Apna Desh; Budget 2024-25: ₹200 crore.
- Supports Jan Bhagidari initiatives.

UPSC Note: Study project completion rates, pilgrimage tourism stats for mains.

Criticism:

- 50% completion rate; delays of 1-2 years.
- Overcrowding at major sites persists.
- Limited focus on lesser-known sites; low community engagement.

SWAR DHAROHAR FESTIVAL

Promotes India's musical heritage via festivals to boost tourism, preserve traditions.

Objectives/Aim:

- Showcase classical, folk music to global audiences.
- Promote cultural tourism, artist livelihoods.
- Foster youth awareness of musical heritage.
- Support Atmanirbhar Bharat via indigenous arts.

Functioning under: Ministry of Culture (Sangeet Natak Akademi, ZCCs)

Launched on: Not standalone; events held periodically (e.g., 2018, 2023)

Type: Central Scheme

Salient Features:

- Festivals at heritage sites (e.g., Varanasi, Himalayan regions).
- Features local artists, classical/folk performances.
- Integrates with Swadesh Darshan, PRASHAD; uses digital outreach.

Expected Outcomes:

- Attract 10 lakh tourists annually by 2027.
- Create 50,000 jobs; preserve endangered music traditions.

Targets Achieved:

- 2023 Varanasi festival: 50,000+ attendees.
- Himalayan events boosted tourism 10%.

Other Important Information:

Aligns with Dekho Apna Desh; supports Kumbh Mela events.

UPSC Note: Study cultural tourism, artist inclusion stats for mains.

Criticism:

- No formal scheme structure; sporadic events.
- Limited rural artist reach; inconsistent funding.
- Overlap with other cultural initiatives.

SCHEME FOR DEVELOPMENT OF THE CULTURAL HERITAGE OF THE HIMALAYAS

Preserves Himalayan cultural heritage to boost tourism, livelihoods.

Objectives/Aim:

- Safeguard Himalayan art, music, festivals.
- Promote sustainable tourism via cultural circuits.
- Empower local communities with skills, jobs.
- Support eco-friendly practices; align with Atmanirbhar Bharat.

Functioning under: Ministry of Culture (IGNCA, state departments)

Launched on: Not standalone; under Swadesh Darshan's

Himalayan Circuit (2014-15)

Type: Central Scheme

Salient Features:

- Covers Himalayan states (e.g., Sikkim, Uttarakhand).
- Preserves monasteries, folk arts; builds cultural centers.
- Community-based; funded via grants, CSR.

Expected Outcomes:

- Develop 20 sites; attract 1 crore tourists by 2030.
- Create 2 lakh jobs; preserve 100+ art forms.

Targets Achieved:

- 5 projects (₹200 crore) sanctioned by 2023.
- Sikkim, Himachal festivals boosted tourism 15%.

Other Important Information:

Aligns with Vibrant Villages, Ek Bharat Shreshtha Bharat.

UPSC Note: Study Himalayan tourism, biodiversity stats for mains.

Criticism:

- No dedicated framework; slow implementation.
- Limited funding for tribal cultures; environmental concerns.

TECHNOLOGY AND INNOVATION

BHARAT GEN

Develops indigenous generative AI to enhance India's AI ecosystem.

Objectives/Aim:

- Build AI models for India's linguistic diversity.
- Foster innovation in healthcare, education, governance.
- Ensure data sovereignty; support Atmanirbhar Bharat.
- Create jobs, position India as AI leader.

Functioning under:

Ministry of Electronics and Information Technology (MeitY);

IndiaAI Mission

Launched on: July 23, 2024 (Budget 2024-25)

Type: Central Scheme

Salient Features:

- Part of IndiaAI Mission (₹10,371 crore); supports startups, academia.
- Focus on multilingual LLMs; uses NSM compute infrastructure.
- Grants, incubation, PPPs for AI development.

Expected Outcomes:

- Develop 5-10 AI models by 2027; create 50,000 jobs.
- Contribute 1% to GDP; enhance governance, healthcare.

Targets Achieved:

R&D, startup funding initiated 2024-25; 10,000 GPUs under development.

Other Important Information:



Aligns with Digital India, NSM; supports ethical AI.

UPSC Note: Study IndiaAI Mission pillars, AI GDP impact for mains.

Criticism:

- No clear roadmap; NSM compute issues.
- Data privacy risks; limited private sector expertise.

ADITI (ACING DEVELOPMENT OF INNOVATIVE TECHNOLOGIES WITH iDEX)

Promotes defence tech innovation via startups, MSMEs under iDEX.

Objectives/Aim:

- Develop 30 deep-tech defence technologies.
- Reduce import dependency; boost exports.
- Create Technology Watch Tool; support Atmanirbhar Bharat.
- Empower youth, startups in defence.

Functioning under: Ministry of Defence (iDEX-DIO)

Launched on: March 4, 2024

Type: Central Scheme

Salient Features:

- ₹750 crore (2023-26); grants up to ₹25 crore/startup.
- Covers AI, quantum tech, anti-drone systems.
- ADITI 3.0 (2024): Focus on High-Power Microwave Weapons.
- Supports 10 incubators; integrates with iDEX Prime, DISC.

Expected Outcomes:

- Develop 30 technologies; create 50,000 jobs by 2026.
- Cut imports 20%; boost exports to ₹50,000 crore.

Targets Achieved:

- 17 challenges (ADITI 1.0), 7 (ADITI 3.0) by 2024.
- 300+ startups funded under iDEX.

Other Important Information:

Aligns with DAP 2020, Make in India; DefConnect 4.0 showcased progress.



UPSC Note: Study defence export targets, iDEX framework for mains.

Criticism:

- High funding caps favor established startups.
- Slow prototype adoption; bureaucratic delays.
- Limited dual-use tech focus.

NATIONAL SUPERCOMPUTING MISSION (NSM)

Builds indigenous supercomputing infrastructure for research, innovation.

Objectives/Aim:

- Deploy 73 supercomputers (16 petaflops) by 2023.
- Indigenize PARAM series; support AI, climate modeling.
- Train 4,500+ researchers; align with Digital India.

Functioning under: MeitY, DST; C-DAC, IISc

Launched on: March 2015

Type: Central Scheme

Salient Features:

- ₹4,500 crore; three phases (6, 8, 59 supercomputers).
- PARAM Shakti (IIT Kharagpur); supports Bharat Gen, IndiaAI.
- Applications: weather, bioinformatics, AI.

Expected Outcomes:

- 16 petaflops capacity; benefit 1 lakh researchers.
- Train 5,000 HPC/ AI professionals; top 10 global ranking.

Targets Achieved:

- 24 supercomputers, 16 petaflops by 2023.
- 4,500+ researchers trained; Param Siddhi-AI ranked 62nd (2020).

Other Important Information:

C-DAC's Rudra chip by 2026; aligns with NKN.

UPSC Note: Study compute capacity, HPC applications for mains.

Criticism:



- Underutilized capacity; audit recommended.
- Slow indigenization; urban-centric training.
- High costs limit small institution access.

NATIONAL INITIATIVE FOR DEVELOPING AND HARNESSING INNOVATIONS (NIDHI)

Nurtures tech-driven startups via funding, incubation.

Objectives/Aim:

- Support 3,000 startups; foster biotech, agritech innovation.
- Build entrepreneurial ecosystem; promote Atmanirbhar Bharat.
- Convert ideas into commercial prototypes.

Functioning under: DST; NSTEDB, TBIs

Launched on: 2016

Type: Central Scheme

Salient Features:

- Components: PRAYAS (₹10 lakh), TBI, SSS, Accelerator, CoE.
- Supports 75 bio-incubators (BIRAC), 25 agri-incubators (ICAR).
- Collaborates with iDEX; managed by SINE, IIT Bombay.

Expected Outcomes:

- Support 3,000 startups; create 1 lakh jobs by 2025.
- Develop 500+ products; improve GII ranking (40th, 2022).

Targets Achieved:

- 900+ biotech projects; 75 bio-incubators by 2023.
- ₹500 crore disbursed; products like SWITCH UAV developed.

Other Important Information:

Aligns with Startup India; supports iTBI (2022-23).

UPSC Note: Study startup funding, GII ranking for mains.

Criticism:

- Urban-centric TBIs; slow fund disbursal.
- High PRAYAS rejection rates; scheme overlap.



GENOME INDIA PROJECT (GIP)

Maps genetic diversity by sequencing 10,000 genomes for precision medicine.

Objectives/Aim:

- Create reference database; develop diagnostic tools.
- Enable precision medicine; foster global research.
- Inspire youth in genomics.

Functioning under: DBT; IBDC, Faridabad

Launched on: January 2020

Type: Central Scheme

Salient Features:

- Involves 20 institutions; uses NGS for sequencing.
- Data at IBDC; FeED for ethical sharing.
- Budget: ₹600 crore (2020-25).

Expected Outcomes:

- Sequence 10,000 genomes; benefit 1 crore researchers.
- Develop 10+ diagnostic tools by 2027.
- Reduce healthcare costs; global genomics hub.

Targets Achieved:

- 10,000 genomes sequenced by 2025; IBDC portals launched.
- Nature Genetics manuscript published (2025).

Other Important Information:

Aligns with IndiGen, NHM; supports AI-driven genomics.

UPSC Note: Study genomic applications, health policy for mains.

Criticism:

- Data privacy, ethical concerns.
- High costs; limited ethnic diversity in sampling.

INDIGEN GENOME PROJECT

Sequences 1,000 Indian genomes for genetic diversity, precision medicine.

Objectives/Aim:

- Map genetic variants for disease, drug response.



- Develop affordable genetic testing.
- Build genomic research capacity.

Functioning under: CSIR; CSIR-IGIB, CCMB

Launched on: April 2019

Type: Central Scheme

Salient Features:

- Sequences 1,000 diverse genomes; uses NGS for SNPs.
- Budget: ₹50 crore (2019-21).
- IndiGenome card for genetic testing.

Expected Outcomes:

- Map 1,000 genomes; aid 50 lakh patients.
- Develop 5+ diagnostic tools; train 1,000 researchers.

Targets Achieved:

- 1,029 genomes sequenced by 2021; IndiGenome card launched.
- Variants for cardiovascular diseases identified.

Other Important Information:

Precursor to GIP; aligns with NHM.

UPSC Note: Study genetic testing, health policy for mains.

Criticism:

- Limited scale vs. GIP; data privacy issues.
- Slow healthcare integration; high testing costs.

PM-WANI (WI-FI ACCESS NETWORK INTERFACE)

Expands public Wi-Fi to bridge digital divide.

Objectives/Aim:

- Provide affordable broadband in rural/urban areas.
- Deploy 1 crore hotspots by 2025.
- Promote digital inclusion; support PDO entrepreneurs.

Functioning under: MeitY; DoT, C-DOT

Launched on: December 9, 2020

Type: Central Scheme

Salient Features:



- PDOs provide Wi-Fi without licensing.
- Interoperable via PM-WANI app; no spectrum fees.
- Budget: ₹10,000 crore; integrates with BharatNet.

Expected Outcomes:

- 1 crore hotspots; connect 50 crore users.
- Create 1 lakh jobs; boost rural internet to 70%.

Targets Achieved:

2 lakh PDOs, 5 lakh hotspots by 2024; 10 crore+ users.

Other Important Information:

Aligns with Digital India, Smart Cities; supports e-governance.

UPSC Note: Study internet penetration, PDO stats for mains.

Criticism:

- Slow rural rollout; low PDO awareness.
- Cybersecurity risks; aggregator monopolies.

WOMEN AND CHILD DEVELOPMENT

BETI BACHAO BETI PADHAO (BBBP)

Addresses declining child sex ratio, promotes girls' education, empowerment.

Objectives/Aim:

- Prevent sex-selective elimination.
- Ensure girl child survival, education, participation.
- Challenge patriarchal norms; improve welfare services.

Functioning under: Ministries of WCD, Health, Education, Skill Development, Minority Affairs

Launched on: January 22, 2015 (Panipat, Haryana)

Type: Centrally Sponsored Scheme

Salient Features:

- Targets low-CSR districts; expanded nationwide.
- Campaigns: #SelfieWithDaughter, Beti Janmotsav.
- Enforces PCPNDT Act; promotes Sukanya Samriddhi Account.



- Community engagement via ASHAs, AWWs.

Expected Outcomes:

- Improve CSR, SRB; increase girls' enrollment.
- Shift societal mindset; enhance health, nutrition access.

Targets Achieved:

- SRB improved (e.g., Haryana: >900, 2016).
- Millions reached via campaigns; enrollment up in critical districts.

Other Important Information:

- ₹100 crore initial funding; part of Mission Shakti.
- Ambassadors: Sakshi Malik, Tanishka Kotia.

UPSC Note: Study CSR (918, 2011), SRB trends for mains.

Criticism:

- 78% funds on media (2016-19); weak grassroots impact.
- CSR declined in 53/161 districts; weak monitoring.

CAMPUS CALLING PROGRAMME

Exposes schoolgirls to careers via professional shadowing.

Objectives/Aim:

- Inspire diverse career paths for girls.
- Reduce gender stereotypes in professions.
- Enhance career awareness.

Functioning under: Ministry of WCD (under BBBP)

Launched on: Post-2015 (sub-scheme of BBBP)

Type: Centrally Sponsored Scheme

Salient Features:

- "Udaan" sub-scheme for Classes VI-XII girls.
- One-day professional shadowing (e.g., doctors, IAS officers).
- Targets gender-critical districts.

Expected Outcomes:

- Boost girls' confidence, career ambition.
- Reduce occupational segregation; increase professional enrollment.

LIVE / ONLINE**CLASSES
AVAILABLE****For UPSC - CSE**

"Crack UPSC with Expert
guidance from South India's
leading UPSC Mentors"

Full Syllabus
Guaranteed Results
National level Mock test
Comprehensive Study Material

TO KNOW MORE:**www.jcsias.com****Ph: 93619 21011**

Dr. Jayachandran's
INSTITUTE FOR CIVIL SERVICE EXAMS
SOUTH INDIA'S PREMIER INSTITUTION FOR
PUBLIC POLICY AND CIVIL SERVICE EXAMS

Targets Achieved:

70+ students participated by 2015; limited nationwide data.

Other Important Information:

Aligns with BBBP; focuses on experiential learning.

UPSC Note: Study gender gap in professions for mains.

Criticism:

- Limited scale, reach; confined to BBBP districts.
- No long-term impact data; low funding.

OTHER NOTABLE SCHEMES

SANSAD ADARSH GRAM YOJANA

Rural development initiative to transform selected villages into model villages with holistic development.

Objectives/Aim:

- Promote comprehensive development of identified villages.
- Enhance basic amenities, infrastructure, and quality of life.
- Foster community participation and sustainable development.

Functioning under: Ministry of Rural Development

Launched on: October 11, 2014

Type: Centrally Sponsored Scheme

Salient Features:

- MPs adopt villages to develop as model villages under a phased approach.
- Focus areas: infrastructure, health, education, sanitation, and livelihood.
- Village Development Plans created with community involvement.

Expected Outcomes:

- Improved living standards and access to basic services.
- Model villages as replicable templates for rural development.
- Empowerment through local governance and self-reliance.

Targets Achieved:

- By 2023, over 3,000 villages adopted; progress varies across states.

Other Important Information:

- Aligns with Sustainable Development Goals (SDGs); emphasizes participatory planning.

UPSC Note: Relevant for rural development, governance, and decentralization topics in mains.

Criticism:

- Uneven implementation and lack of uniform progress.
- Limited funding and dependence on MPs' initiative.
- Monitoring and evaluation mechanisms need strengthening.

SVAMITVA Scheme

Provides property rights via digitized rural land records.

Objectives/Aim:

- Grant property cards to rural households.
- Enable credit access, reduce disputes.
- Enhance rural planning.

Functioning under: Ministry of Panchayati Raj

Launched on: April 24, 2020

Type: Central Scheme

Salient Features:

- Uses drone, GIS for surveys; issues "Record of Rights."
- Covers rural Abadi areas; integrates with digital platforms.
- Collaborates with states, Survey of India.

Expected Outcomes:

- Clear ownership for rural households; reduce disputes.
- Increase loan access; improve infrastructure planning.

Targets Achieved:

- 2 crore+ property cards by 2024; 2.5 lakh villages surveyed.
- Dispute reduction in pilot districts.

Other Important Information:

Aligns with Digital India; promotes gender equity in titles.



UPSC Note: Study land dispute stats, digital records for mains.

Criticism:

- Slow state implementation; low awareness.
- Pre-existing dispute resolution challenges.

AYUSHMAN SAHAKAR SCHEME

Enhances healthcare infrastructure via cooperatives.

Objectives/Aim:

- Strengthen rural healthcare services.
- Support cooperative hospitals, medical colleges.
- Promote AYUSH systems; ensure affordable care.

Functioning under: Ministry of Agriculture (NCDC)

Launched on: October 19, 2020

Type: Central Scheme

Salient Features:

- ₹10,000 crore loans, subsidies for cooperatives.
- Covers hospitals, diagnostics, AYUSH facilities.
- 1% interest subvention for women-majority cooperatives.
- Integrates with Ayushman Bharat.

Expected Outcomes:

- Increase rural healthcare access; create jobs.
- Strengthen cooperative sector; promote AYUSH.

Targets Achieved:

- 50+ cooperative projects funded by 2024.
- Hospitals established in select areas.

Other Important Information:

Focus on women-led cooperatives; aligns with NHM.

UPSC Note: Study cooperative healthcare models for mains.

Criticism:

- Low awareness, uptake; slow fund disbursal.
- Overlap with Ayushman Bharat; limited data.

NAMO DRONE DIDI SCHEME



Empowers women in agriculture as drone operators.

Objectives/Aim:

- Train SHG women for drone-based farming.
- Enhance productivity, women's economic empowerment.
- Modernize agriculture; promote rural enterprises.

Functioning under: Ministries of Agriculture, Skill Development

Launched on: 2023; operational 2024

Type: Central Scheme

Salient Features:

- Trains 15,000 SHG women as drone pilots.
- 80% subsidy (up to ₹8 lakh) for drones.
- Focus: pesticide spraying, crop monitoring.
- Collaborates with drone manufacturers, institutes.

Expected Outcomes:

- Economic independence for women; reduce farming costs.
- Widespread drone adoption; women-led enterprises.

Targets Achieved:

1,000+ women trained; 500+ SHGs received drones by 2024.

Other Important Information:

Part of Lakhpati Didi; aligns with PM-KUSUM.

UPSC Note: Study drone tech, women empowerment stats for mains.

Criticism:

- Limited scale; high drone costs, maintenance issues.
- Low rural infrastructure, awareness.

PM GARIB KALYAN ANNA YOJANA (PMGKAY)

Ensures food security for the poor via free food grains.

Objectives/Aim:

- Alleviate hunger, economic distress.
- Provide free/subsidized grains to 80 crore people.
- Support nutritional needs during crises.

Functioning under: Ministry of Consumer Affairs, Food, Public



Distribution

Launched on: March 2020 (extended to December 2023)

Type: Central Scheme

Salient Features:

- 5 kg free rice/wheat per person/month; 1 kg pulses.
- Covers NFSA beneficiaries (AAY, PHH) via PDS.
- Integrates with One Nation One Ration Card.

Expected Outcomes:

- Reduce hunger, malnutrition; provide economic relief.
- Strengthen food security framework.

Targets Achieved:

- 80 crore+ beneficiaries; 1,000 LMT grains by 2023.
- 95% NFSA coverage maintained.

Other Important Information:

₹11.8 lakh crore cost (2020-23); aligns with NFSA.

UPSC Note: Study PDS leakages, food security stats for mains.

Criticism:

- Cereal-focused; limited nutritional diversity.
- PDS leakages; high fiscal burden.
- Temporary; no long-term strategy.

PRADHAN MANTRI MATSYA SAMPADA YOJANA (PMMSY)

Promotes sustainable fisheries development.

Objectives/Aim:

- Boost fish production, exports; double fishers' incomes.
- Modernize infrastructure, value chain.
- Create jobs; ensure sustainability.

Functioning under: Ministry of Fisheries, Animal Husbandry,

Dairying

Launched on: September 10, 2020

Type: Centrally Sponsored Scheme

Salient Features:



- ₹20,050 crore (2020-25); supports boats, seed farms, storage.
- Promotes cage culture, seaweed farming; cluster-based.
- Includes fisher insurance; Budget 2024-25: ₹2,000 crore.

Expected Outcomes:

- 22 MMT fish production; ₹1 lakh crore exports by 2024-25.
- 55 lakh jobs; improved fishers' livelihoods.

Targets Achieved:

- 17.5 MMT production; ₹63,969 crore exports (2022-23).
- 30,000 fishers trained; 1.2 lakh jobs by 2024.

Other Important Information:

Aligns with Blue Revolution; promotes climate-resilient practices.

UPSC Note: Study fisheries export, job stats for mains.

Criticism:

- Slow infrastructure projects; low awareness.
- Environmental concerns over aquaculture.

PRADHAN MANTRI MATSYA KISAN SAMRIDHI SAH-YOJANA (PM-MKSSY)

Formalizes fisheries sector; enhances fishers' economic security.

Objectives/Aim:

- Register fish farmers digitally; provide credit, insurance.
- Reduce post-harvest losses; promote livelihoods.

Functioning under: Ministry of Fisheries, Animal Husbandry, Dairying

Launched on: February 2024 (Budget 2024-25)

Type: Centrally Sponsored Scheme

Salient Features:

- ₹6,000 crore; National Fisheries Digital Platform.
- Incentives for micro-enterprises, value addition.
- Insurance for aquaculture; state performance incentives.

Expected Outcomes:

- Register 1 crore fishers; cut losses 20% by 2025-26.
- Increase credit, income for fishers.



Targets Achieved:

Pilot registration began 2024; limited data.

Other Important Information:

Sub-scheme of PMMSY; integrates with KCC.

UPSC Note: Study digital platform, fisheries formalization for mains.

Criticism:

- Early stage; digital literacy challenges.
- Overlap with PMMSY; slow rollout.

ANIMAL HUSBANDRY INFRASTRUCTURE DEVELOPMENT FUND (AHIDF)

Strengthens animal husbandry, dairy infrastructure.

Objectives/Aim:

- Increase milk, meat processing capacity.
- Promote private investment, exports.
- Create rural jobs; enhance farmer income.

Functioning under: Ministry of Fisheries, Animal Husbandry, Dairying

Launched on: June 24, 2020

Type: Central Scheme

Salient Features:

- ₹15,000 crore; 3% interest subvention.
- Supports dairy, meat processing, feed plants.
- 90% loan coverage; 25% credit guarantee.

Expected Outcomes:

- Add 70-100 million liters/day milk processing.
- Create 35 lakh jobs; boost exports.

Targets Achieved:

- 500+ projects (₹10,000 crore); 20 lakh liters/day added by 2024.
- 5 lakh jobs created.



Other Important Information:

Extended to 2025-26; aligns with Atmanirbhar Bharat.

UPSC Note: Study dairy production, job stats for mains.

Criticism:

- Slow uptake by small farmers; complex loans.
- Environmental concerns over meat units.

SOLAR CHARKHA SCHEME

Promotes rural employment via solar-powered spinning units.

Objectives/Aim:

- Generate livelihoods; promote khadi, green energy.
- Empower women, marginalized groups.
- Reduce textile production carbon footprint.

Functioning under: Ministry of MSME (KVIC)

Launched on: June 27, 2018

Type: Central Scheme

Salient Features:

- Solar Charkha Clusters (10-50 charkhas); ₹9.6 lakh subsidy.
- Trains artisans, especially women; targets backward regions.
- Employs 200-2,000 per cluster.

Expected Outcomes:

- Employ 1 lakh in 50 clusters; boost khadi production.
- Promote sustainable industries.

Targets Achieved:

10 clusters; ~10,000 artisans, 5,000+ women trained by 2023.

Other Important Information:

Aligns with Skill India, Green India.

UPSC Note: Study khadi production, rural job stats for mains.

Criticism:

- Slow cluster rollout; high costs.
- Limited market linkages; weak monitoring.



UNIFIED WAQF MANAGEMENT, EMPOWERMENT, EFFICIENCY, AND DEVELOPMENT (UMEED) PORTAL

Digitizes Waqf property management for transparency.

Objectives/Aim:

- Digitize records; prevent encroachments.
- Enhance Waqf board efficiency; support community development.

Functioning under: Ministry of Minority Affairs

Launched on: March 2023

Type: Central Scheme

Salient Features:

- Centralized platform; GIS mapping, geo-tagging.
- Public access to records; collaborates with NIC.

Expected Outcomes:

- Digitize all Waqf records by 2025; reduce disputes.
- Increase community welfare revenue.

Targets Achieved:

- 8 lakh properties registered; 2 lakh GIS-mapped by 2024.
- Pilot success in 5 states.

Other Important Information:

Part of Waqf (Amendment) Bill 2022; supports education, health.

UPSC Note: Study Waqf property stats, minority welfare for mains.

Criticism:

- Resistance from Waqf boards; data privacy concerns.
- Slow geo-tagging; low awareness.

BAALPAN KI KAVITA

Promotes early childhood education via storytelling, poetry.

Objectives/Aim:

- Enhance cognitive, linguistic skills in children.
- Promote cultural values; engage parents, communities.
- Support foundational literacy (NEP 2020).



Functioning under: Ministry of Education (Samagra Shiksha)

Launched on: Post-2020 (NEP initiative)

Type: Centrally Sponsored Scheme

Salient Features:

Uses poetry, stories in anganwadis; multilingual content.

Trains anganwadi workers; aligns with NIPUN Bharat.

Expected Outcomes:

- Improve early literacy, numeracy; strengthen parent-child bonding.
- Preserve cultural storytelling.

Targets Achieved:

10,000+ workers trained; implemented in select anganwadis by 2023-24.

Other Important Information:

Supported by NCERT; focus on 3-6-year-olds.

UPSC Note: Study NEP 2020, early education stats for mains.

Criticism:

- Limited scale; no standardized content.
- Insufficient rural training, impact metrics.

NATIONAL ZERO MEASLES-RUBELLA ELIMINATION CAMPAIGN 2025-26

Eliminates measles, rubella by 2026.

Objectives/Aim:

- Achieve 95% MR vaccination coverage.
- Eliminate indigenous transmission; reduce child mortality.
- Strengthen surveillance systems.

Functioning under: Ministry of Health and Family Welfare

Launched on: Planned 2025-26 (builds on 2017 campaign)

Type: Central Scheme

Salient Features:

- MR vaccination for ages 9 months-15 years; UIP integration.

LIVE / ONLINE

**CLASSES
AVAILABLE**

For UPSC - CSE

"Crack UPSC with Expert guidance from South India's leading UPSC Mentors"

Full Syllabus
Guaranteed Results
National level Mock test
Comprehensive Study Material

TO KNOW MORE:

www.jcsias.com

Ph: 93619 21011



Dr. Jayachandran's
INSTITUTE FOR CIVIL SERVICE EXAMS
SOUTH INDIA'S PREMIER INSTITUTION FOR
PUBLIC POLICY AND CIVIL SERVICE EXAMS

- Awareness campaigns; WHO, UNICEF collaboration.

Expected Outcomes:

- Zero indigenous cases; 95%+ two-dose coverage.
- Strengthen public health systems.

Targets Achieved:

2017-19: 32 crore children vaccinated; 60% measles case drop by 2022.

Other Important Information:

Aligns with Mission Indradhanush; WHO 2023 target extended.

UPSC Note: Study vaccination coverage, health policy for mains.

Criticism:

- Vaccine hesitancy; logistical issues in remote areas.
- Delayed timeline; overburdened health workers.

REVISED LIVESTOCK HEALTH AND DISEASE CONTROL PROGRAMME (LHDCP)

Prevents livestock diseases; ensures animal health, farmer livelihoods.

Objectives/Aim:

- Eradicate FMD, Brucellosis; enhance vaccination.
- Strengthen veterinary infrastructure; support income.

Functioning under: Ministry of Fisheries, Animal Husbandry, Dairying

Launched on: 2021 (revised)

Type: Centrally Sponsored Scheme

Salient Features:

- Vaccinates for FMD, Brucellosis (NADCP); 4,000+ MVUs.
- Funds labs, surveillance; trains veterinarians.
- Focus on PPR control.

Expected Outcomes:

- 100% FMD, Brucellosis vaccination by 2025; eradicate FMD by 2030.
- Reduce losses; improve productivity.



Targets Achieved:

50 crore animals vaccinated; FMD outbreaks reduced by 2024.

Other Important Information:

₹13,343 crore (2019-24); aligns with One Health.

UPSC Note: Study livestock disease stats, NADCP for mains.

Criticism:

- Slow MVU deployment; low farmer awareness.
- Staff shortages; high vaccination costs.

SANKALP AND STRIVE SCHEMES

Enhances skill development, vocational training.

Objectives/Aim:

- Improve employability via industry-aligned training.
- Strengthen ITIs; promote entrepreneurship.
- Bridge skill gaps in priority sectors.

Functioning under: Ministry of Skill Development and Entrepreneurship

Launched on: October 2016

Type: Centrally Sponsored Scheme

Salient Features:

- Sankalp: District-level skill ecosystems; trains 10 lakh youth.
- Strive: Upgrades ITIs with performance funding.
- ₹4,000 crore (World Bank); industry partnerships.

Expected Outcomes:

Skill 10 million youth; improve ITI quality.

Increase employment, entrepreneurship.

Targets Achieved:

- 8 lakh trained (Sankalp); 400+ ITIs upgraded (Strive) by 2023.
- 1.5 lakh apprentices placed.

Other Important Information:

Aligns with Skill India; monitors via Skill India Portal.

UPSC Note: Study skill mismatch, ITI upgrades for mains.



Criticism:

- Limited industry uptake; rural implementation gaps.
- Overlap with PMKVY; slow emerging sector focus.

NORTH-EAST INDUSTRIAL DEVELOPMENT SCHEME (NEIDS)

Promotes industrialization in North-East states.

Objectives/Aim:

- Attract investments; generate jobs.
- Reduce regional disparities; boost MSMEs.

Functioning under:

Ministry of Commerce and Industry (DPIIT)

Launched on: April 1, 2018

Type: Central Scheme

Salient Features:

- 30% capital subsidy (₹5 crore/unit); 3% interest subvention.
- GST, transport subsidies; covers 8 NE states.
- Focus: food processing, tourism.

Expected Outcomes:

- Create 2 lakh jobs; boost industrial investment.
- Balance regional development.

Targets Achieved:

500+ units, ₹3,000 crore invested; 50,000+ jobs by 2023.

Other Important Information:

₹10,000 crore till 2027; builds on NEIIPP.

UPSC Note: Study NE investment, job stats for mains.

Criticism:

- Slow incentive disbursal; infrastructure gaps.
- Assam-centric benefits; subsidy dependency.

PM CARES FUND

Supports emergency, disaster relief efforts.



Objectives/Aim:

- Fund healthcare, relief during crises (e.g., COVID-19).
- Support vulnerable populations, child welfare.

Functioning under: PMO (autonomous trust)

Launched on: March 27, 2020

Type: Central Scheme

Salient Features:

- Voluntary contributions; funds ventilators, vaccines.
- Supports migrants, orphans; tax-exempt (80G).
- Chaired by PM.

Expected Outcomes:

- Rapid crisis response; strengthen healthcare.
- Enhance disaster preparedness.

Targets Achieved:

- 1.5 lakh oxygen concentrators, 10,000+ ventilators by 2021.
- ₹3,100 crore for vaccines; 6,000+ orphans supported.

Other Important Information:

₹12,000 crore corpus (2023); aligns with Ayushman Bharat.

UPSC Note: Study fund allocation, transparency issues for mains.

Criticism:

- Non-auditable; transparency concerns.
- Overlap with NDRF; contract favoritism allegations.

AAROGYA SETU

Tracks, mitigates COVID-19 via mobile app.

Objectives/Aim:

- Enable contact tracing, risk assessment.
- Provide health updates, service access.
- Promote preventive measures.

Functioning under: MeitY; NIC

Launched on: April 2, 2020

Type: Central Scheme

Salient Features:

- Bluetooth, GPS-based app; self-assessment, e-pass tools.
- 11 languages; open-source; integrates with Ayushman Bharat, CoWIN.

Expected Outcomes:

- Reduce COVID-19 transmission; streamline health access.
- Data-driven public health response.

Targets Achieved:

- 20 crore+ downloads; 50 lakh+ traced by 2021.
- 10 crore+ e-passes issued.

Other Important Information:

Public-private developed; used for vaccine certificates.

UPSC Note: Study digital health, privacy issues for mains.

Criticism:

- Data privacy concerns; low rural penetration.
- Mandatory use issues; declining post-COVID relevance.

GOLD MONETISATION SCHEME

Mobilizes idle gold for economic use.

Objectives/Aim:

- Reduce gold imports, trade deficit.
- Monetize household gold; earn interest.
- Support jewelers with domestic gold.

Functioning under: Ministry of Finance (RBI, banks)

Launched on: November 5, 2015

Type: Central Scheme

Salient Features:

- Deposits gold (jewelry, coins); 2.25%-2.5% interest.
- Tenure: 1-3, 5-7, 12-15 years; tax-exempt.
- Redeemable in cash/ gold; purity testing centers.

Expected Outcomes:

- Mobilize 20,000 tonnes gold; cut imports 20-25%.
- Increase financial inclusion.

Targets Achieved:

- 25 tonnes mobilized; 10,000+ depositors by 2023.
- Marginal import reduction.

Other Important Information:

Revamped 2017; links with Gold Bonds, ETFs.

UPSC Note: Study gold import stats, trade deficit for mains.

Criticism:

- Low participation; trust, awareness issues.
- Complex process; low interest rates.

RASHTRIYA GOKUL MISSION

Conserves, develops indigenous cattle for dairy productivity.

Objectives/Aim:

- Enhance milk production via genetic improvement.
- Conserve 41 indigenous breeds.
- Promote sustainable dairy farming, livelihoods.

Functioning under: Ministry of Fisheries, Animal Husbandry, Dairying

Launched on: December 2014

Type: Centrally Sponsored Scheme

Salient Features:

- Gokul Grams; artificial insemination, embryo transfer.
- Funds semen stations, bull farms; promotes cow-based products.
- ₹2,400 crore (2014-24).

Expected Outcomes:

- 20% milk yield increase; conserve breeds.
- Improve farmer income; reduce exotic imports.

Targets Achieved:

- 20 Gokul Grams; 2 crore inseminations/year by 2023.
- 10-15% yield improvement in regions.

Other Important Information:

Part of NPBBB; supports organic farming.

UPSC Note: Study milk production, indigenous breeds for mains.



Criticism:

- Limited small farmer reach; high tech costs.
- Cow-based product focus criticized; slow breed conservation.

Trivia and Unique Insights for UPSC (To Be Read After Reviewing All Listed Schemes)**Interconnected Digital Ecosystems:**

- Schemes like **Digital Agriculture Mission**, **PM-WANI**, **Aarogya Setu**, and **UMEED Portal** are part of the broader **Digital India** framework, creating a seamless digital ecosystem. For instance, the **Digital Agriculture Mission** uses AI and IoT (linked to **Bharat Gen**) to provide real-time crop data, while **Aarogya Setu** integrates with the **National Digital Health Mission** for health record digitization. A UPSC aspirant could analyze how these schemes converge to enhance e-governance, a frequent topic in GS Paper II (Governance).

Convergence with Aatmanirbhar Bharat:

- **PM-KISAN**, **Namo Drone Didi**, **PM Svanidhi**, and **PLI Scheme** are explicitly tied to the **Atmanirbhar Bharat Abhiyan**, emphasizing self-reliance. An interesting trivia is that **Namo Drone Didi** not only empowers women but also supports **Kusum Solar Yojana** by enabling solar-powered drone charging stations in rural areas, creating a synergy between agriculture, women empowerment, and renewable energy. This interconnection is a potential case study for GS Paper III (Economy and Agriculture).

Cultural and Economic Synergy in Tourism:

- **Swadesh Darshan** and **PRASAD** schemes, while focused on tourism, also boost local economies by creating jobs, a goal shared with **PM Mudra Yojana** and **Stand-Up India**. A lesser-known fact is that **Swadesh Darshan** has developed tribal tourism circuits, aligning with **Pradhan Mantri Janjatiya Unnat Gram Abhiyan**, which promotes tribal homestays. This linkage highlights the integration of cultural preservation with economic development, a unique angle for GS Paper I (Culture) and GS Paper III (Economy).

Health and Nutrition Nexus:

- **Ayushman Bharat, Saksham Anganwadi and Poshan 2.0, and National Zero Measles-Rubella Campaign** are interconnected through the **National Health Mission**. A trivia point is that **PM CARES Fund** has directly funded **Ayushman Bharat** health insurance for orphaned children, showcasing a rare integration of emergency funding with long-term health schemes. This could be a discussion point in GS Paper II (Social Justice) for UPSC Mains.

Women as a Cross-Cutting Theme:

- Schemes like **Beti Bachao Beti Padhao, Nammo Drone Didi, Stand-Up India, and Campus Calling Programme** prioritize women's empowerment, but a lesser-known fact is their linkage with **PM Matritva Vandana Yojana** (not listed but mentioned in sources). For example, **Nammo Drone Didi** trainees often receive maternal health benefits under PMMVY, creating a holistic support system for rural women. This convergence is a critical point for GS Paper I (Social Issues) and Essay papers.

Environmental and Agricultural Overlap:

- **PM Surya Ghar Muft Bijli Yojana and Kusum Solar Yojana** not only promote clean energy but also support **PM-KISAN** beneficiaries by reducing irrigation costs through solar pumps. A trivia fact is that **National Bamboo Mission** integrates with **Jal Shakti Abhiyan** by promoting bamboo plantations for water conservation, a unique environmental-agricultural synergy relevant for GS Paper III (Environment and Agriculture).

Financial Inclusion as a Backbone:

- **PMJDY, PMJJBY, PMSBY, and APY** form the **JAM Trinity** (Jan Dhan, Aadhaar, Mobile), enabling schemes like **PM-KISAN** and **DBT** to deliver benefits efficiently. A lesser-known fact is that **PMJDY** accounts facilitated **PM Garib Kalyan Anna Yojana** payments during COVID-19, ensuring food security for millions. This integration is a key point for GS Paper III (Economy) and Prelims questions on financial inclusion.

Innovation in Rural Development:

- **SVAMITVA Scheme** uses drone technology (similar to **Nammo Drone Didi**) for land mapping, which aids **PM Awas**



Yojana (Rural) by identifying eligible households. Trivia: The scheme's drone surveys have also supported **PM Gati Shakti** by providing geospatial data for infrastructure planning, showcasing technological convergence. This is a potential case study for GS Paper III (Technology and Infrastructure).

Health and Sanitation Milestones:

- **Swachh Bharat Mission (Phase 2)** and **Jal Jeevan Mission** aim for universal sanitation and water access, but a unique trivia is their behavioral nudge strategy. For instance, **Jal Shakti Abhiyan's Catch the Rain** campaign uses community pledges, similar to **Swachh Bharat's** cleanliness drives, to foster public participation. This social engineering aspect is a novel point for GS Paper II (Governance) and Essay papers.

Global Recognition and Critique:

- **PM-KISAN** was inspired by Telangana's **Rythu Bandhu** scheme and has been praised by the World Bank for its direct income support model, unlike loan waivers. However, a critical trivia point is that **Beti Bachao Beti Padhao** was flagged by the CAG in 2017 for failing to meet its Child Sex Ratio goals, offering a critical perspective for UPSC Mains answers on scheme evaluation

LIVE / ONLINE

**CLASSES
AVAILABLE**

For UPSC - CSE

"Crack UPSC with Expert guidance from South India's leading UPSC Mentors"

Full Syllabus
Guaranteed Results
National level Mock test
Comprehensive Study Material

TO KNOW MORE:

www.jcsias.com

Ph: 93619 21011

FOR MORE CONTENTS:

www.jcsias.com



Dr. Jayachandran's
INSTITUTE FOR CIVIL SERVICE EXAMS
SOUTH INDIA'S PREMIER INSTITUTION FOR
PUBLIC POLICY AND CIVIL SERVICE EXAMS