

# Entry Point Activities and Social Mobilization

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# How to initiate work under SAGY

After identification of Gram Panchayat by  
Honourable Member of Parliament,

**what next?**

Systematic Processes has to be followed

Entry point activities are the first step amongst  
them

# Why entry point activities?

- The environment creation activities or entry point activities are of immense importance to bring about **attitudinal changes, outlook and re-orientation of skills** among the community and governance systems.
- Apart from projecting the Gram Panchayat as a crucial institution among other government agencies, it establishes the **credibility of the Gram Panchayat among the villagers.**

# What activities can be taken up for entry point activities and social mobilization?

*For entry point activities (environment building) and social mobilization the **MP himself/herself** should involve the Gram Panchayat. Some of the activities which could be considered are:*

1. Interaction (Charcha ) with the Gram Sabha, Mahila Sabha, Bal Sabha
2. Interaction (Charcha) with occupational groups and local organizations, including youth clubs
3. Organization of cultural and sports events
4. Wall writings, *shivirs, padyatras, Nukkad, Naataks* etc.
5. Painting and literary competitions on how the village could be made a model one.
6. Demonstration of videos of best practices in village development

# Conti...

A few suggested activities in the early stages of building Adarsh Gram are

- Having the community, including all elected representatives and government functionaries, take a collective pledge that the community will work towards its economic upliftment in a time bound manner so that no family in the village will languish below poverty line.
- Collectively reading out and reaffirming the fundamental rights and fundamental duties of the Indian constitution,
- Organizing health camps
- Organizing cleanliness drives

# Details of Environment Creation

1. Awareness Camps
2. Enrolment Camp
3. Activities for Social Development
4. Economic Development Activities
5. Environmental Development Activities
6. Good Governance Activities

# Awareness Camps

## *Health camps*

1. General Health Camps
2. Preventive Health Awareness Camps
3. Paediatric Health Camps
4. De-addiction Camps
5. Stress Management Camp
6. Dental Camps
7. Diabetics Camps
8. Eye Camps Particularly in Schools
9. Disability Camp to Support the Persons with Disability
10. Orthopaedic Camps
11. Adolescent Girls' Health Camp
12. Personal Hygiene Awareness Camp
13. Respiratory Camp
14. Cardiac and Hypertension Camp
15. Blood Donation Camp
16. Immunisation and Deworming Drives
17. Awareness Camp on Ill-effects of Open Defecation
18. Awareness Camp on Menstrual Hygiene for Women and Adolescent Girls
19. Organising AIDS/STD Awareness Camp
20. Awareness Programme on Communicable Diseases and Prevention of Epidemics

## *Awareness camps*

1. Education Loan
2. First Aid
3. Organ Donation Awareness Camp
4. Environment Protection
5. Disaster Management
6. RTI Awareness Camp
7. Legal Awareness Camp
8. Women Empowerment
9. Human Rights
10. Existing Government Schemes
11. Self-defence Camps Especially for Women
12. Risk Behaviours like Alcoholism, Smoking, Substance Abuse
13. Female Infanticide
14. Advantages of Becoming an SHG Member
15. Ideal Functioning of SHGs
16. Financial Literacy for SHG Members



# Enrolment Camp

1. AADHAAR card
2. Aam Aadmi Bima Yojana (AABY)
3. Atal Pension Yojana
4. Indira Gandhi National Disability Pension Scheme
5. Indira Gandhi National Old Age Pension Scheme
6. Indira Gandhi National Widow Pension Scheme
7. Camps National Family Benefits Schemes
8. Opening Sukanya Samriddhi Accounts for Girl Children
9. PDS Card for Eligible Household
10. Pradhan Mantri Fasal Bima Yojana
11. Pradhan Mantri Jan Dhan Yojana
12. Pradhan Mantri Jeevan Jyoti Bima Yojana
13. Pradhan Mantri Suraksha Bima Yojana
14. Rural Postal Life Insurance Scheme

# Activities for Social Development

1. Organising village day celebration through exhibitions and honouring the village elders and local role models, especially women, freedom fighters and martyrs.
2. Celebrating various awareness weeks such as Open Defecation Free village week, 100% literacy week, breastfeeding week, AIDS awareness week, etc.
3. Painting and Literary competitions among the school and college students on how the village could be made a model one.
4. Creating a village song.
5. ....18 more activities are mentioned in Compendium book of SAGY

# Economic Development Activities

1. Organising Focus Group Discussion on local production and productivity and employment; how to make use of Government initiatives.
2. Organising employment mela and profiling education and area of interest of the unemployed youths.
3. Organising Financial inclusion camp like Pradhan Mantri Jan Dhan Yojana.
4. Organising loan mela for farmers and entrepreneurs.
5. Orientation programme on various entrepreneurship activities.
6. Organising training programme on food processing and value added products for women and farmers.
7. Organising training programme on Organic Farming.
8. ....17 more are activities are illustrated in compendium book

# Environmental Development Activities

- Conducting Plantation camps and planting trees – those having economic, environmental, social and cultural values - in homesteads and public places, especially on road sides, canal bunds, farm bunds and public places.
- Awareness about rainwater harvesting system and soil erosion.

# Good Governance Activities

1. Capacity building of elected functionaries and officials of the Gram Panchayat.
2. Creating Functional Committees like Watershed Committees, Village Health and Sanitation Committees, etc., to ensure the effective functioning of the existing programme.
3. Creating functional committee to monitor the quality of services providing under Integrated Child Development Scheme (ICDS), Mid Day Meal (MDM) is served in schools.

# My experience of participating in Environment Creation activities

- Visited Environment Creation day on adoption of Gummadivelly Gram Panchayat, Kandukur Mandal of Ranga Reddy District of Telangana State under Saansad Adarsh Gram Yojana (SAGY) by **Sri G Kishan Reddy, Honorable Union Minister for Tourism, Government of India.**



- The villagers took the advantage of the medical camp for various categories including ECG, Gynaecology, ENT, Cardiology, etc. and the necessary medicines were distributed free of cost.
- unveiled the statue of Mahatma Gandhi installed in front of the Gram Panchayat Office.
- Gram Sabha was organised: attended by Gram Sarpanch, Dy. Sarpanch, MPDO Charge officer of SAGY, Members of Gram Panchayat, Farmers' Associations, Youth Leaders, Bank Branch Manager, local political leaders, NGOs, SHG members, NIRDPR officials, RD& PR officials, and citizens of Gummadivally village.



# Issues raised in Gram Sabha

- Marketing facility for the dairy milk being produced in the village as they are at present forced to travel about 50 km for marketing the same.
- Granting of subsidy loans to SC/ST, DWCRA members.
- A youth Leader has highlighted the importance of creating employment generation for youth as there are many unemployed graduates in the village.
- Bus facility to Ibrahimpatnam / Kandukur from the village to enable the students to go to the colleges.
- Construction of Community Hall inside the village.
- Extending the scheme of KCR kit to the Gummadivelly Village.
- Extending the scheme of PM Kisan Samraksha to everybody.
- Extension of irrigation facility from the Nagarjuna Sagar channel to this village.
- Allotment of land to the eligible landless people.
- The Branch Manager of Syndicate Bank has made an appeal to all villagers to open an account under Jan Dhan Yojana.
- Extension of Atal Pension Yojana.
- Extension of Sukanya Samrudhi Yojana for Women – creation of awareness of the scheme among the villagers.

# Thank You

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