



ज्ञान-विज्ञान विमुक्तये

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सचिव

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सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No. 2-66/2023(CPP-II)(C.134960)

4 भाद्रपद, 1947/26<sup>th</sup> August, 2025

Subject: Janjatiya Gaurav Varsh from 15<sup>th</sup> November 2024 to 15<sup>th</sup> November 2025-reg.

आदरणीय महोदया/महोदय,

Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, the Government of India has declared the period from 15<sup>th</sup> November 2024 to 15<sup>th</sup> November 2025 as Janjatiya Gaurav Varsh to honor the rich legacy, culture and invaluable contributions of our tribal communities.

As part of this historic commemoration and building upon the success of the Dharti Abba Janbhagidari Abhiyan, the Ministry of Tribal Affairs has launched the Adi Karmyogi Abhiyan – a responsive governance programme envisioned as the world's largest tribal grassroots leadership movement. This initiative seeks to empower youth and beyond by fostering leadership, participatory governance, and inclusive development.

In this context, the Ministry of Tribal Affairs proposes the establishment of Adi Karmyogi Student Chapters in universities and colleges across the country, with special emphasis on institutions with Scheduled Tribe Students. These student-led forums will serve as dynamic platforms to:

- Develop youth leadership grounded in governance knowledge, policy frameworks, and tribal heritage among all students, including ST students.
- Encourage community engagement by identifying and addressing local issues aligned with the Tribal Village Vision 2030 and related development action plans.
- Promote national integration through respect for and celebration of India's diverse tribal cultures.
- Facilitate capacity building via governance labs, workshops, campaigns on tribal development, digital inclusion, and climate action.
- Enable mentorship linkages between school and university students and foster a national youth leadership network.

To realize this vision, the Ministry of Tribal Affairs has developed a concept note (copy enclosed) and seeks the active support and collaboration of Higher Education Institutions in the following areas:

1. **Registration and Participation:** Kindly register your institution and actively participate in the initiative by visiting <https://aadikarmayogimis.org/register.php>. Please ensure that a Club/Centre is established on your campus as part of this initiative.
2. **Dissemination and Engagement:** Share the enclosed concept note and registration link with all institutions under your purview. Encourage them to register and participate actively in the initiative, and ensure that Club/Centres are similarly set up in these institutions.
3. **Faculty Nomination:** Nominate faculty coordinators or institutional nodal officers to oversee the initiative. These individuals will be responsible for effective coordination and the smooth functioning of the Student Chapters within their respective institutions.

Contd.

The expected outcomes include nurturing tribal youth leadership committed to sustainable development, raising awareness of tribal governance issues, and bridging the gap between policy and grassroots realities.

Your valued cooperation will significantly contribute to fulfilling the vision of Viksit Bharat@2047 by engaging the brightest young minds of the nation in this noble cause.

सादर,

भवदीय,



(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।

# ADI KARMAYOGI ABHIYAN

## RESPONSIVE GOVERNANCE PROGRAMME

Building a Viksit Bharat through a Cadre of 2 Million Committed Change Leaders



### Overview

Under the visionary guidance of the Hon'ble Prime Minister, MOTA has Beta launched **AAADI KARMAYOGI** – A National Mission to Transform Last Mile Service Delivery through a Cadre of **20 Lakh Trained Grassroots Functionaries and Village Change Leaders**, while promoting the **"Whole-of-Government" Approach** from the Centre to the Village Level.

**Multi-Department Convergence:** Tribal Welfare, Rural Development, Women & Child Development, Jal Shakti, School Education, and Forest.

### Vision

Adi Karmayogi is a Mission of Viksit Bharat: Through **Seva (Service), Samarpan (Dedication), and Sankalp (Resolve)** to Achieve Responsive Governance and Last Mile Service Saturation



### Objectives

- ✓ **Responsive Governance:** People-Centric
- ✓ **Bottom-Up Vision Building:** Jan Bhagidari
- ✓ **Grievance Redressal:** Problem Identification, Resolution
- ✓ **Collaborative Implementation**

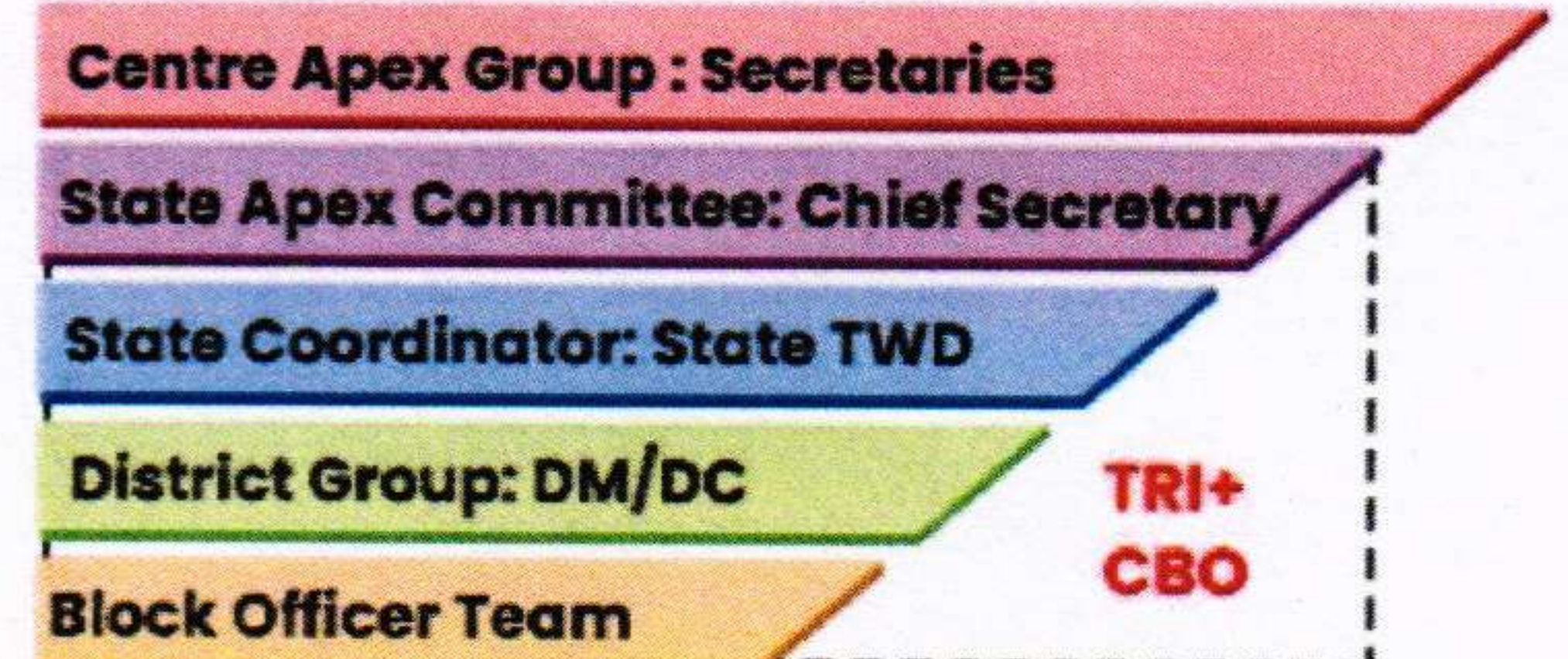


### Cadre of Sparks

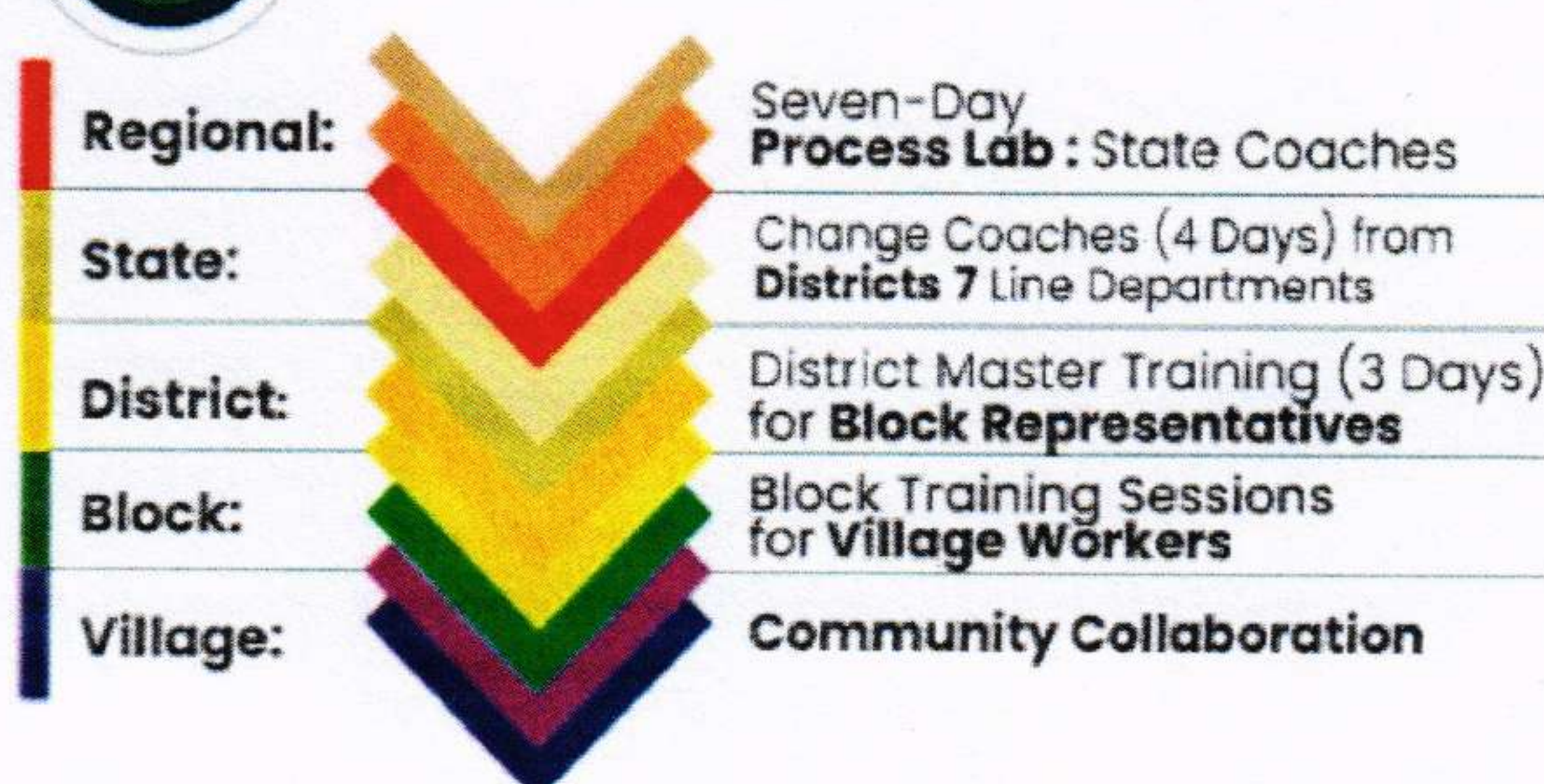
- ✓ **Aadi Karmayogi:** Government Officers: State to block & village
- ✓ **Aadi Sahyogi:** Youth Leaders, Teachers, Doctors, Social Workers
- ✓ **Aadi Sathi:** Tribal Leaders, SHG, Volunteers



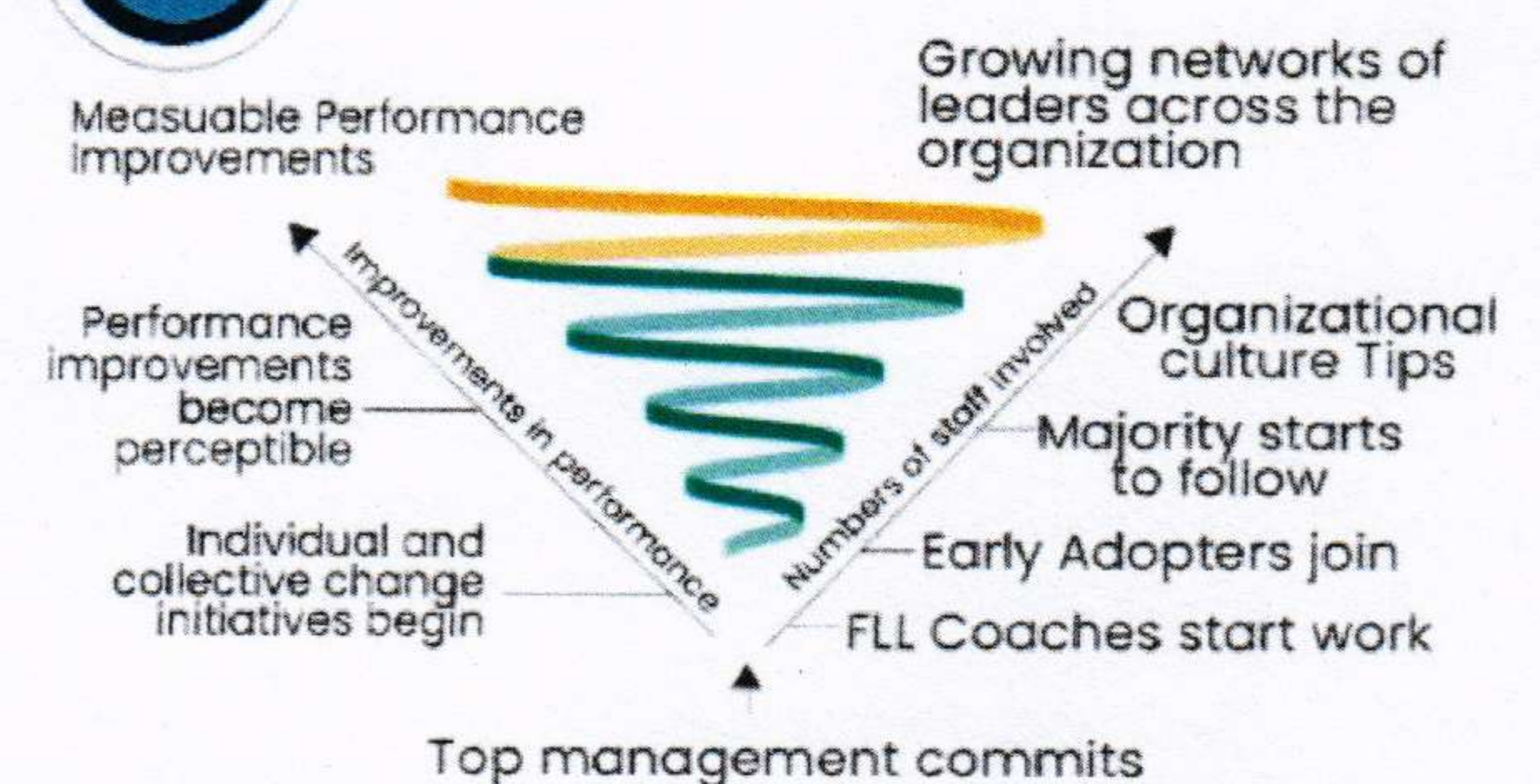
### Structure



### Process Flow

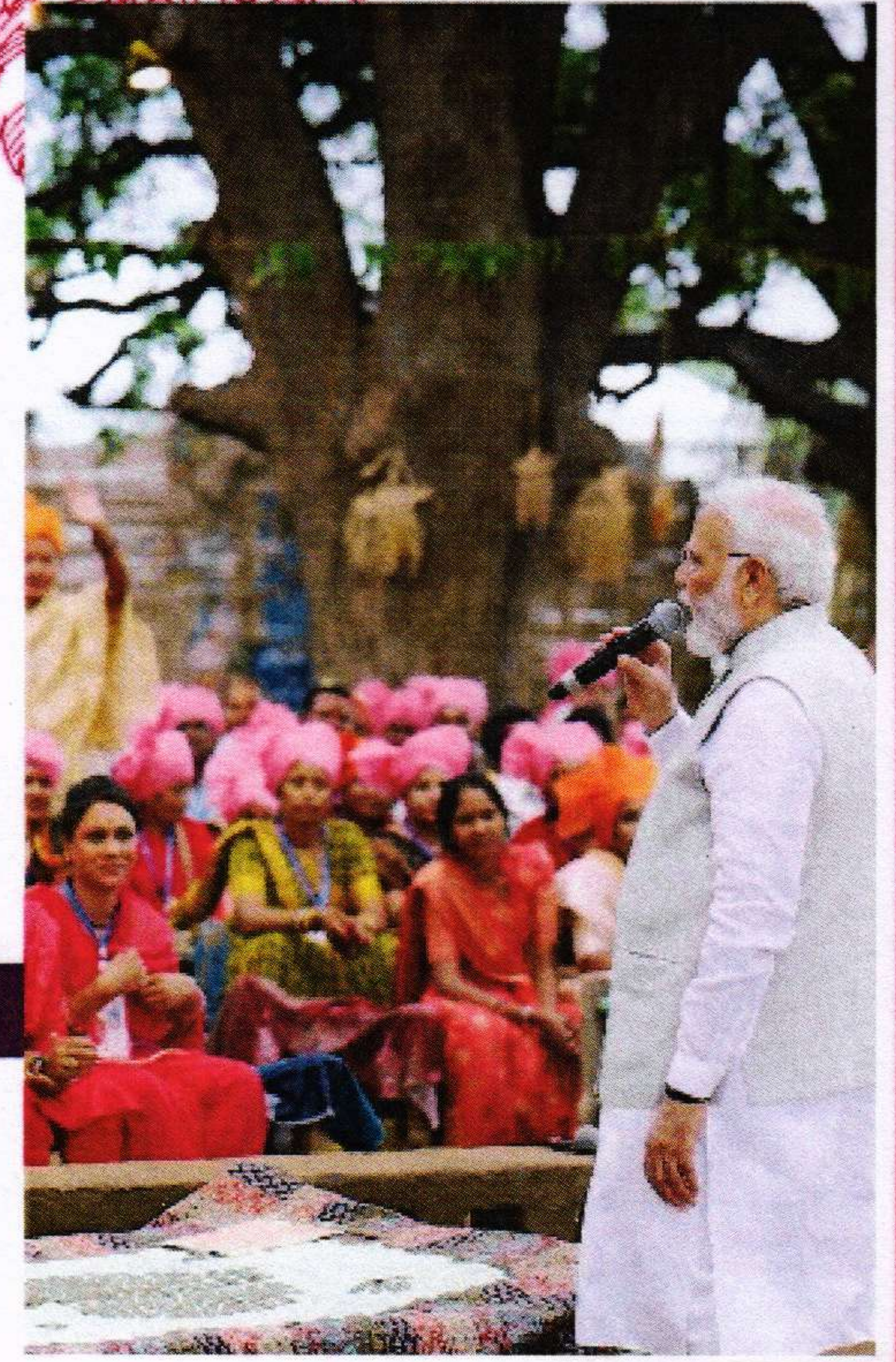


### Spiral of Change



## Anticipated Outcomes – Adi Karmayogi Abhiyan

- 1 Lakh Adi Sewa Kendras (One-Stop Tribal Service Centres)
- 1 Lakh Village Visioning 2030 & Action Plans
- 20 Lakh Adi Karmayogis as Grassroots Changemakers
- 10+ Crore Tribal Citizens Benefitted
- 100+ Student Chapters in IITs, IIMs, NITs
- Last-Mile Governance Strengthened at Village Level



## Adi Karmayogi is World's Largest Tribal Grassroots Leadership Movement—

a Jan Andolan to cultivate 20 lakh dedicated Change Leaders. These leaders work across all levels—from government to grassroots.

Building a Nation through 20 Lakh Committed Change Leaders

1 Lakh Tribal Villages | 30 States/UTs  
550+ Districts | 3,000 Blocks

Transforming the Lives of 10.5 Crore Tribal Citizens

### Who Are Adi Karmayogis?

- ✓ Government Officers (from HQs to Gram Sabhas)
- ✓ Tribal youth, PRI Members, Teachers, ASHAs, SHG members
- ✓ Social Workers, Traditional Healers, Community Volunteers

### Why Adi Karmayogi, Why Now?

- ✓ Bridge Last-Mile Governance Gaps
- ✓ Democratize Access to Welfare and Services
- ✓ Preserve Tribal Identity and Empower Local Leadership

### Village-Level Outcomes: Impact Where It Matters Most

- 100% Saturation of Government Services**  
Every eligible household receives benefits in housing, nutrition, education, health, and livelihoods.
- Village Visioning 2030 through Wall Art & Investment through DA-JGUA –**  
Community Members **Co-create Vision @2030 with Development Goals** and depict them as public murals. State machinery aligns resources to these aspirational blueprints. & **Investment through DA-JGUA**
- Adi Sewa Centers: Single Window Service Centers**  
In Every Village Easy, accessible support hubs offering:
  - 1) Dept. Contact details
  - 2) Scheme-wise Info
  - 3) Grievance Redressal Register
  - 4) Joint Visit Calendar for Govt. Teams
  - 5) Assigned Team Captain Department per village
- Weekly Tribal Seva Hour**  
**Every Monday**, all departments commit one to engage directly with tribal communities.

### District & Institutional Outcomes: Systemic Shift in Governance

- District Change Management Groups (CMG)**  
Cross-sectoral think tanks for faster adaptive governance.
- Adi Karmayogi Secretariat**  
Housed in **ST Welfare Departments/TRIs**, it anchors innovation, coordination, and impact monitoring.
- Integration with PMUs & FRA Cells**
- Multi-Sectoral Coordination Platforms**  
**State-level** led by Principal Secretary (TWD); **District-level** chaired by District Magistrates; Monthly convergence reviews to accelerate grassroots results.
- 1-Hour Weekly Outcome Review by All Departments**  
Fixed time every week across all governance tiers to assess progress and unblock bottlenecks.



जनजातीय कार्य मंत्रालय  
Ministry of Tribal Affairs  
Government of India



150<sup>th</sup>  
Birth Anniversary Year of Bhagwan Birsa Munda  
JANJATIYA GAURAV VARSH



**KARMAYOGI**

2 Million Sparks

Concept Note

# ADI KARMAYOGI

## RESPONSIVE GOVERNANCE PROGRAMME

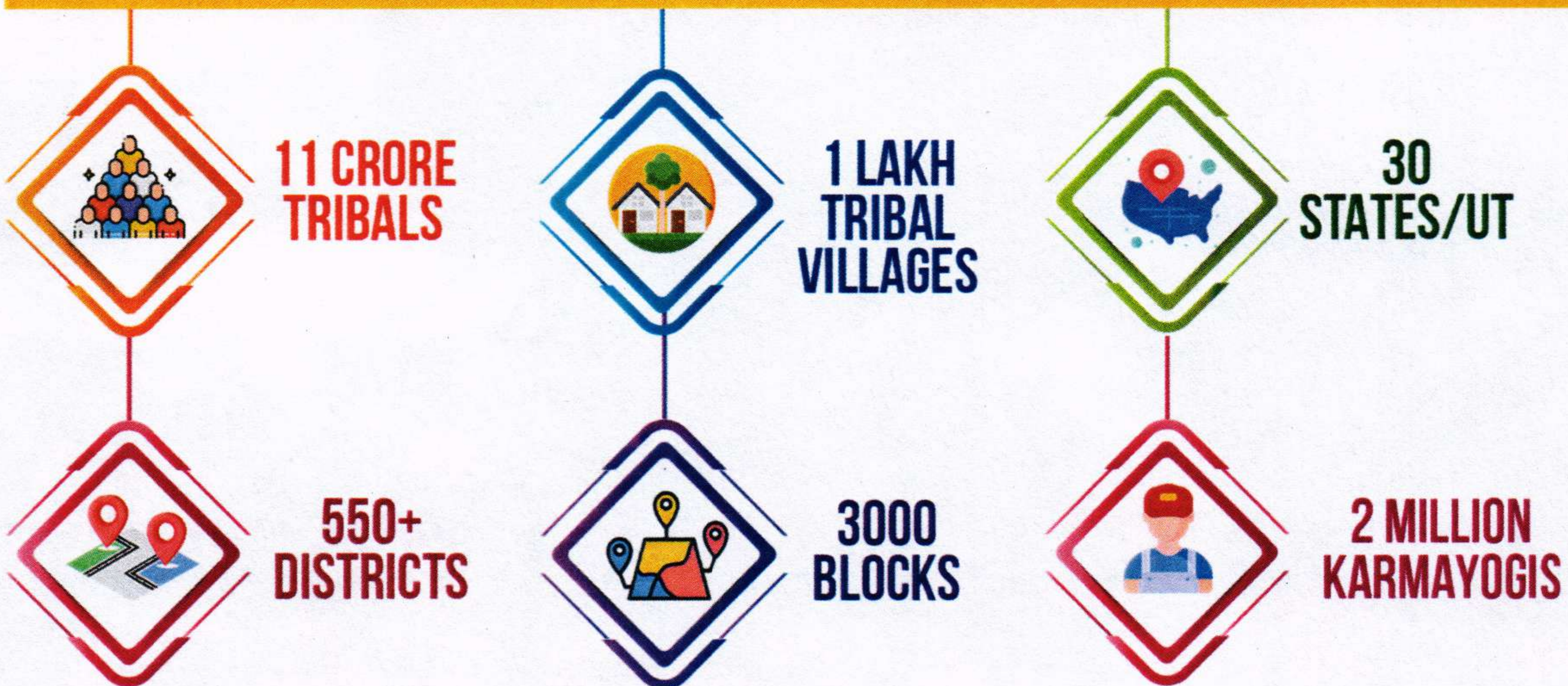
A Mission-Driven Cadre of 20 Lakh Change Leaders for Tribal Empowerment



# ADI KARMAYOGI ABHIYAN

## RESPONSIVE GOVERNANCE PROGRAMME

Building a Viksit Bharat through a Cadre of 2 Million Committed Change Leaders



## I. Overview

The *Adi Karmayogi Abhiyan* is a transformative national movement that embodies the Hon'ble Prime Minister's visionary call of “**Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas**” and aligns with the broader national aspiration of **Viksit Bharat @2047**.

At its core, the Abhiyan reimagines governance in tribal regions—not as a top-down service delivery mechanism, but as a **bottom-up, community-driven movement**. It positions the tribal citizen **not merely as a beneficiary**, but as a **leader of change, custodian of tradition, and co-creator of development**—rooted in dignity, identity, and agency.

Over the last decade, the Scheduled Tribe welfare budget (DAPST) has witnessed a **fivefold increase—from ₹25,000 crore to ₹1,24,000 crore**—supporting **200+ schemes across 41 Ministries**. Yet, the primary bottleneck today is not funding or policy, but the **capacity to deliver services effectively at the last mile**, and the **absence of a first-mile approach** grounded in local leadership, community participation, and cultural context.

While pathbreaking initiatives such as the **Dharti Aaba Janjatiya Gram Utkarsh Abhiyan, PM-JANMAN**, and the **National Sickle Cell Elimination Mission** reflect unprecedented political commitment, a crucial gap persists—the **lack of involved grassroots governance staff and community-led, demand-driven solutions**.

The *Adi Karmayogi Abhiyan* seeks to bridge this final frontier by building a cadre of **20 Lakh Changemakers** across **1 lakh tribal-dominated villages in 30 States and Union Territories**. This initiative aims to institutionalize a new model of governance that is **responsive, culturally rooted, problem-solving, and people-led**—transforming tribal villages into exemplars of **bottom-up development**, with **over 10 crore tribal citizens** directly benefiting through multiple targeted interventions.

## II. Janjatiya Jan Bhagidari Strategy

A major **Jan Bhagidari Campaign** was launched under the **Dharti Aaba Jan Bhagidari Abhiyan**, which witnessed the organization of **61,097 outreach camps** across villages and PVTG habitations in **524 districts and 2,778 blocks across 30 States and Union Territories**. The Ministry of Tribal Affairs has now envisioned the **Adi Karmayogi Abhiyan** as the next transformative leap under the Janjatiya Jan Bhagidari Strategy.

Held between **15 June to 15 July 2025** as part of **Janjatiya Gaurav Varsh**, the Abhiyan reached over **1.55 crore tribal citizens**, enabling access to a wide array of entitlements and services, including:

- **14.33 lakh** Aadhaar enrolments
- **10.04 lakh** Ayushman Bharat health cards issued
- **5.02 lakh** registrations under **PM-KISAN**
- **4.77 lakh** new **PM Jan Dhan** bank accounts opened
- **9.01 lakh** individuals screened for **Sickle Cell Disease**
- **58.63 lakh** benefits delivered across **17+ major Social Security Schemes**

### III. Vision

Adi Karmayogi is a Mission of Viksit Bharat — driven by Seva (Service), Samarpan (Dedication), and Sankalp (Resolve) to realize the vision of Responsive Governance and ensure Last-Mile Service Saturation for every tribal citizen

### IV. Scope



### V. Core Objectives

#### Jan Bhagidari and Jan Seva

- **Grassroots Leadership Empowerment – 20 lakh Sparks**
  - *Adi Karmayogis*: Identify, train, and mentor cutting edge **officials (District, Block, Village level)** - Motivated **Change leaders** committed to transforming service delivery at each level starting from State to village to promote **responsive, inclusive, and sustainable development**
  - *Adi Sahayogis*: Youth leaders, Teachers, Doctors, Social workers (can be Non-residents of villages)
  - *Adi Saathi* – SHG/NRLM Members, Tribal Leaders, Volunteers, Cultural icons (preferably residents of villages) to activate the **Demand side and Community Vision Building**
- **Village Visioning & Development Action Planning**

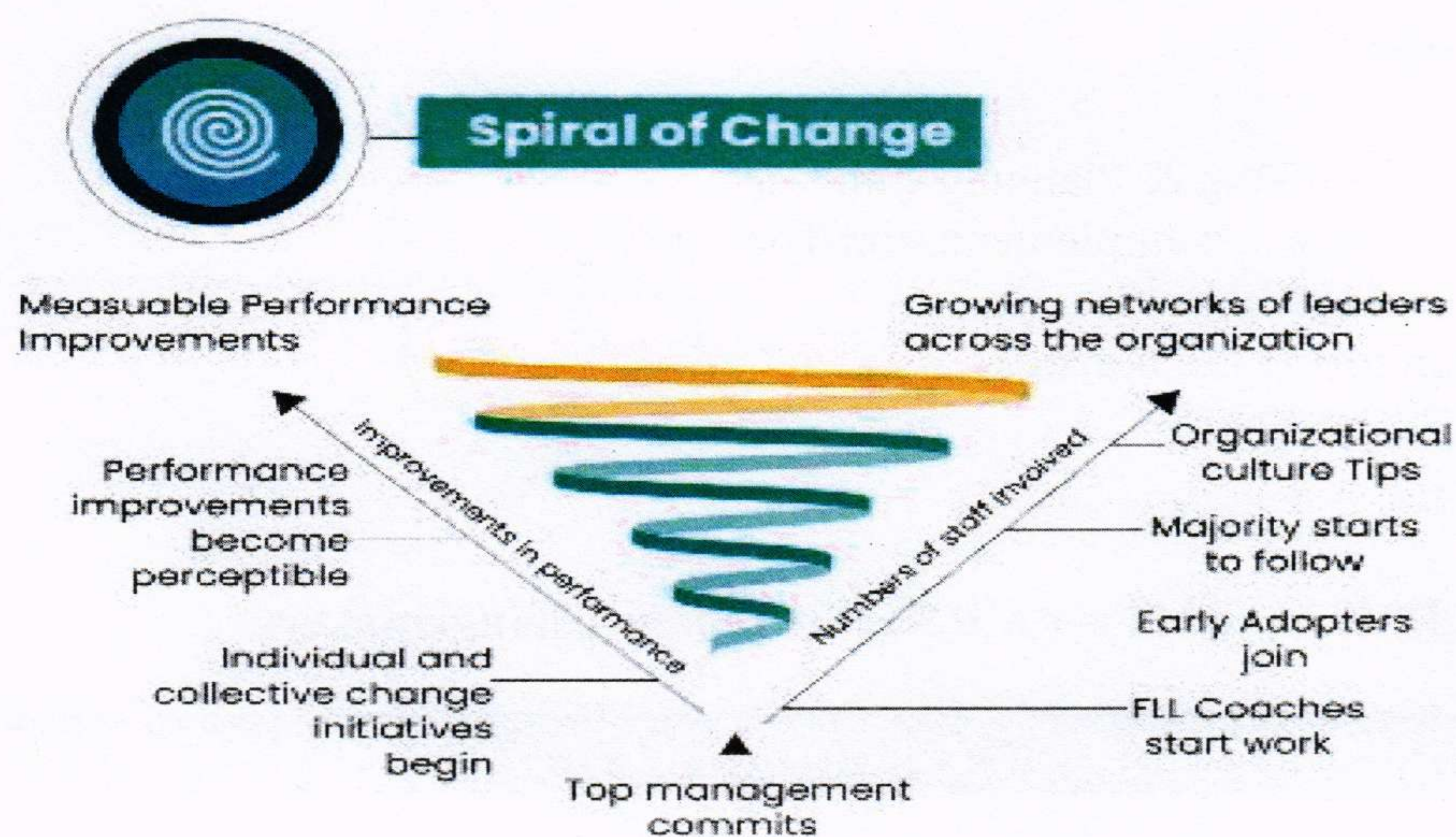
Co-production of **Village Vision Plan@2030** in collaboration with communities and government, inclusive, rooted in tribal knowledge, culture, and local aspirations – encompassing both **Asset creation** and **Service standards**
- **Convergence and Responsive Governance**

Involving all the **7 critical departments (from Centre to Village)** in a converged single approach at the Village level, with **Grievance Redressal** at the village itself, and **Sewa Centres**. DA-JGUA will then invest in **fulfilling this Vision**

## VI. The Spiral of Change: From Awakening to Transformation

At the heart of the Abhiyan lies the “Spiral of Change”—a dynamic, self-reinforcing process of transformation:

1. **Awakening:**  
*Ignite the spirit of leadership* among tribal youth, women, SHGs, and officials.
2. **Empowerment:**  
Build capacities, equip with tools, and instil confidence to lead service delivery innovations.
3. **Action:**  
Facilitate real-time, evidence-based village development actions through convergence.
4. **Demonstration:**  
Showcase outcomes, foster pride, restore trust between citizens and government.
5. **Institutionalisation:**  
Embed leadership, processes, and community participation in governance permanently.
6. **Scaling & Replication:**  
Expand the spiral—across geographies, departments, and communities nationwide

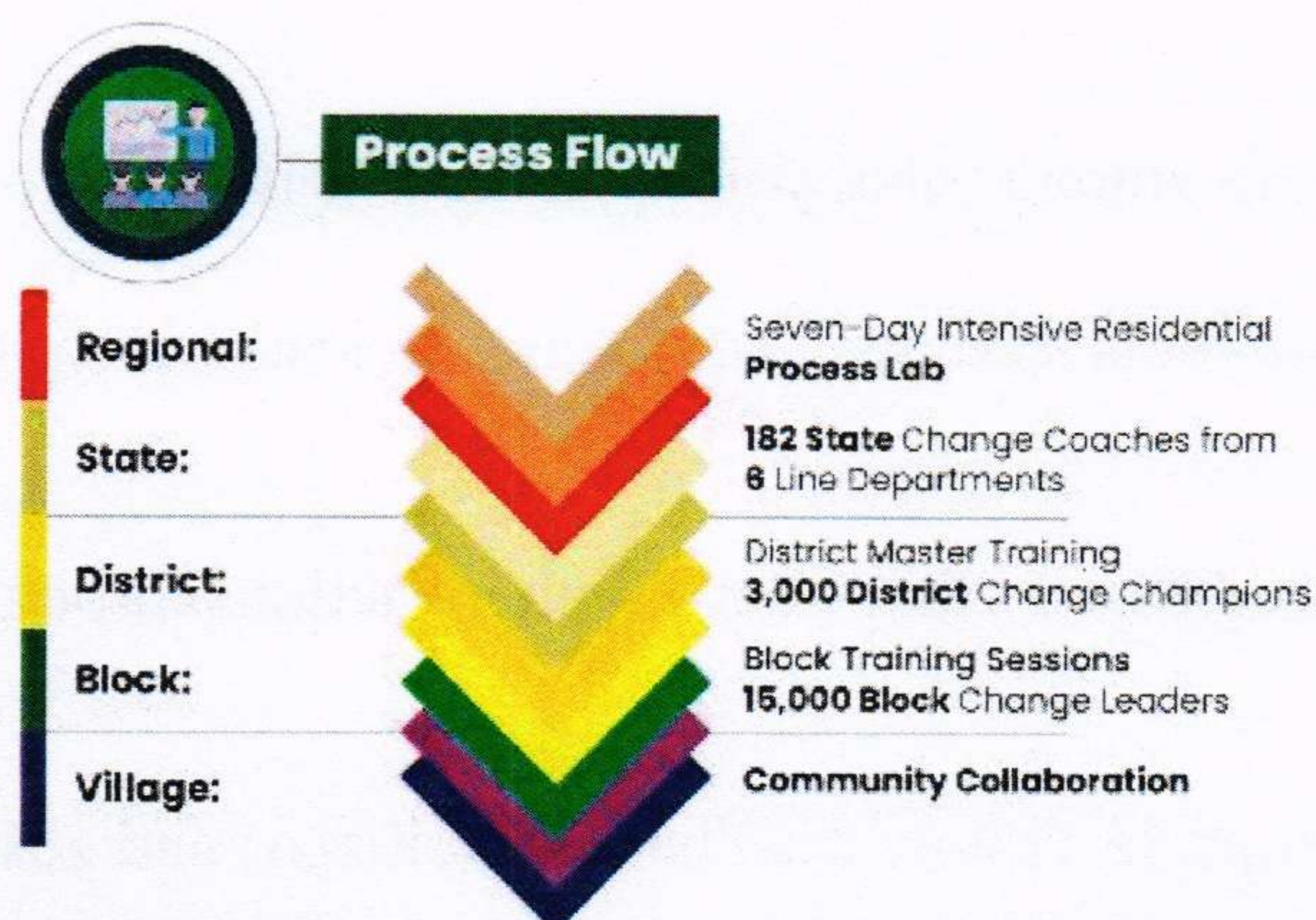


## VII. Cadre Architecture: A 3-Tiered Changemaker Model

Cadre	Target Group	Roles
<b>Adi Karmayogi</b>	Govt officials from State to District to Block to Villages (Multi-departmental)	Leadership, convergence, execution
<b>Adi Sahayogi</b>	Teachers, doctors, youth leaders	Mentoring, facilitation, mobilisation
<b>Adi Saathi</b>	SHG/NRLM members, volunteers, tribal elders	Outreach, feedback, local monitoring

## Cadre Targets:

- **State Master Trainers (SMTs):** 240+
- **District Master Trainers (DMTs):** 2,750+
- **Block Master Trainers (BMTs):** 15,000+
- **Village-level Cadre:** 20 Lakh Cutting edge staff, community leaders, and volunteers



## VIII. Process Labs Architecture

Anchored by **Regional Process Labs (RPLs)**, the labs are designed as **7-day residential incubators** for SMTs, cascading down to DMTs, BMTs, and Village Facilitators.

### Key Components:

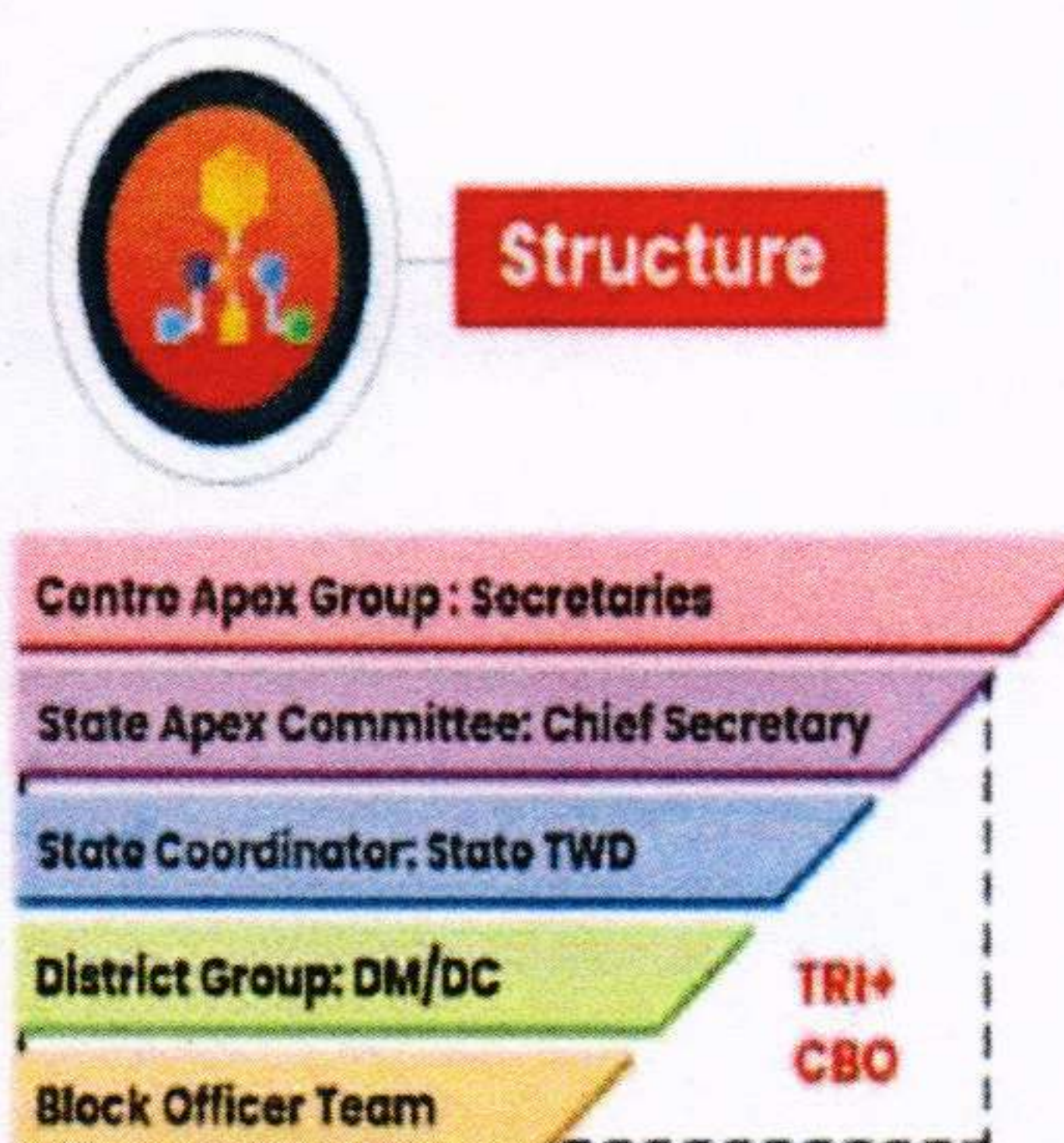
- Governance Thinking & Planning Canvases
- Trainer Handbooks & Implementation Toolkits
- IEC Kits for Mobilisation
- Digital Monitoring Dashboards

### Cascade Model:

RPL → SMT → DMT → BMT → Adi Saathi/Village Changemakers

## IX. Responsive Governance Groups (RGG) at All Levels

Level	Chairperson	Key Responsibilities
<b>National (NRGG)</b>	Secretary, MoTA	SOPs, national dashboard, convergence
<b>State (SRGG)</b>	Chief Secretary	Inter-departmental synergy
<b>District (DRGG)</b>	District Magistrate	Training, feedback, micro-monitoring
<b>Block (BRGG)</b>	BDO/ITDA	Mobilisation, grievance redress
<b>Panchayat (PRGG)</b>	Panchayat Secretary	Implementation of Vision Plans



## X. Implementation Strategy

### 1. Governance Process Labs Rollout

- RPLs at centres like Bengaluru, Bhopal, Bhubaneswar, Guwahati, Dehradun, Ranchi, etc.
- Residential Immersive Exercise, Action-based pedagogy, Mentorship

### 2. Village Visioning and Development Action Plans

- Every village co-creates **Village Vision 2030 document & Development Action Plan with Officials and Villagers.**
- Realistic, time-bound action plans integrated with tribal values and ecosystem knowledge

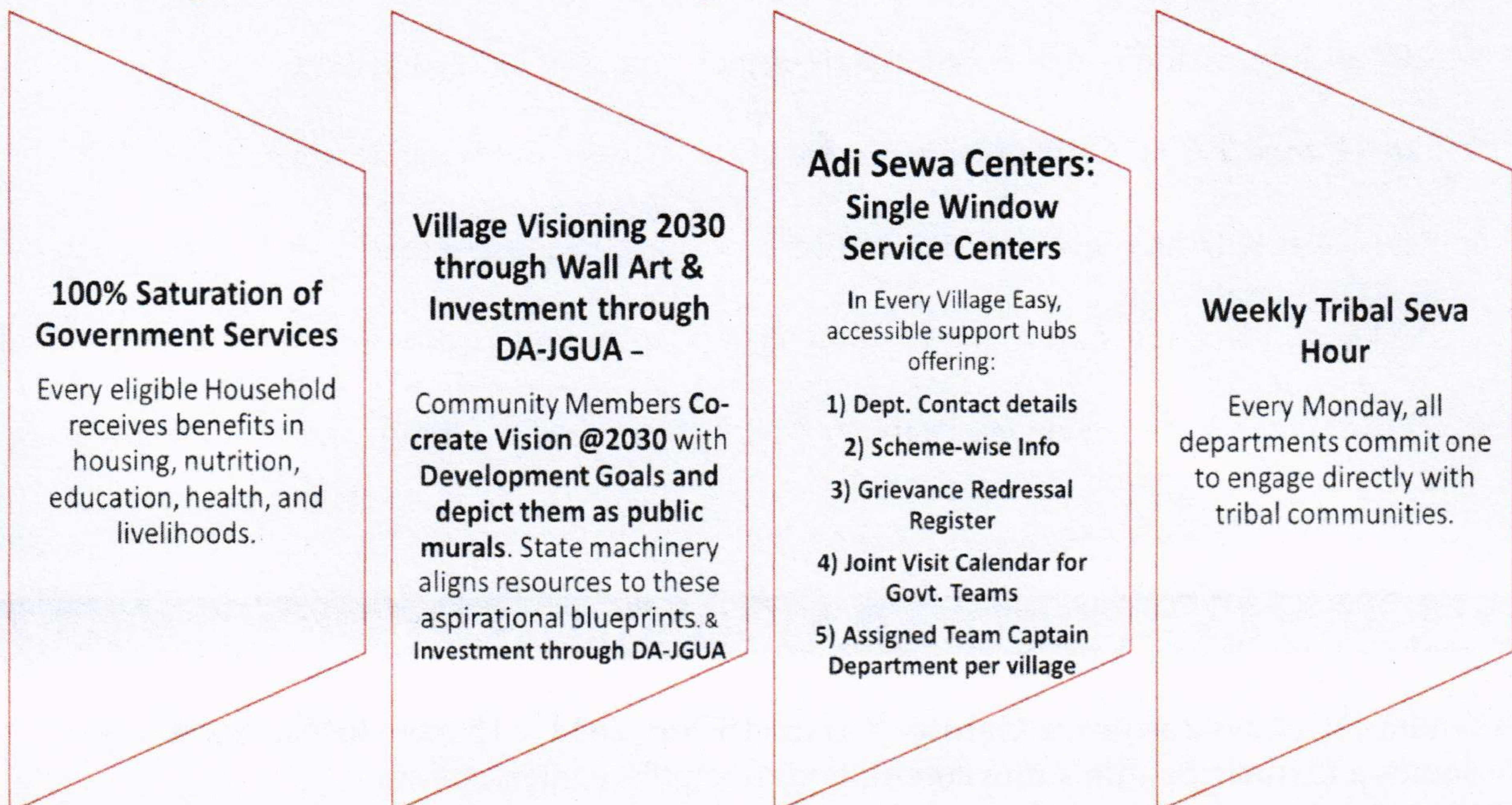
### 3. Multi-departmental Convergence & Investment through Flagship schemes.

Synergy with major missions like:

- **PM-JANMAN**
- **Dharti Aaba Janjatiya Gram Utkarsh Abhiyan**
- **National Sickle Cell Elimination Mission**

## XI. Anticipated Outcomes (By 15<sup>th</sup> November 2025- Janjatiya Gaurav Varsh)

### Village-Level Outcomes: Impact Where It Matters Most



#### 100% Saturation of Government Services

Every eligible Household receives benefits in housing, nutrition, education, health, and livelihoods.

#### Village Visioning 2030 through Wall Art & Investment through DA-JGUA -

Community Members Co-create Vision @2030 with Development Goals and depict them as public murals. State machinery aligns resources to these aspirational blueprints. & Investment through DA-JGUA

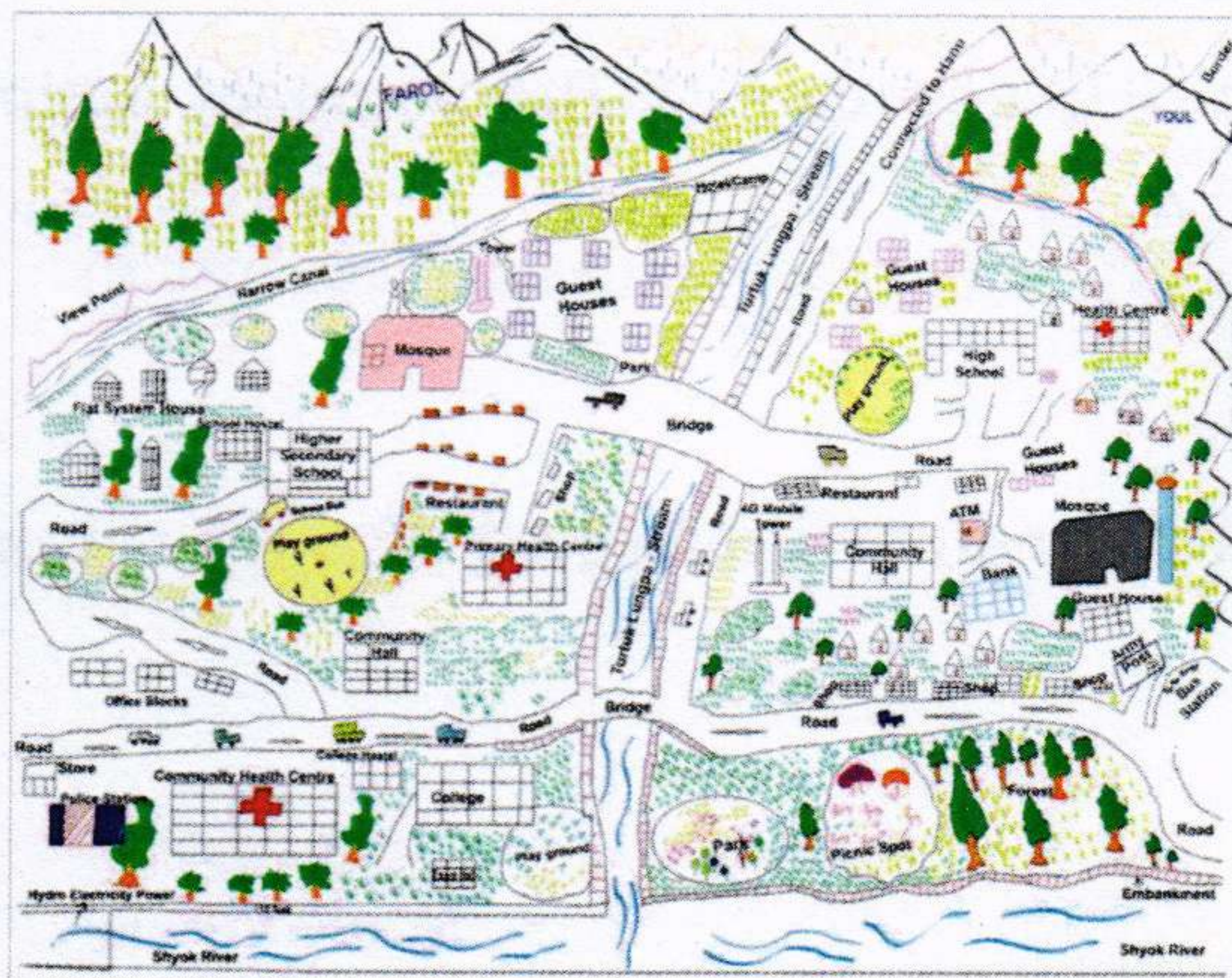
#### Adi Sewa Centers: Single Window Service Centers

In Every Village Easy, accessible support hubs offering:

- 1) Dept. Contact details
- 2) Scheme-wise Info
- 3) Grievance Redressal Register
- 4) Joint Visit Calendar for Govt. Teams
- 5) Assigned Team Captain Department per village

#### Weekly Tribal Seva Hour

Every Monday, all departments commit one to engage directly with tribal communities.



## Anticipated Outcomes:

- ❖ 1 Lakh **Adi Sewa Kendras** established as **One-Stop Service Centres** for tribal communities
- ❖ 1 Lakh **Village Visioning 2030 Plans** and **Development Action Plans** formulated and implemented under the **Dharti Aaba Janjatiya Gram Utkarsh Abhiyan**
- ❖ 20 Lakh (2 Million) **Adi Karmayogis** empowered as **Change Leaders**
- ❖ 10+ **Crore Tribal Citizens** directly benefitted across multiple interventions
- ❖ 100+ **Adi Karmayogi Student Chapters** established across premier institutions such as **IITs, NITs, and IIMs**, fostering tribal youth leadership and grassroots innovation among youth
- ❖ **Transformation of Service Delivery Mechanisms** at the **village and Habitation level**, ensuring last-mile access

## XII. National Significance & Call to Action

As India celebrates **Janjatiya Gaurav Varsh (15 Nov 2024 – 15 Nov 2025)**, this Abhiyan becomes a **historic people's movement**, not just a policy intervention.

**The Adi Karmayogi Abhiyan is India's declaration to the world:**

*No one will be left behind. The roots of Bharat shall rise as its strongest branches.*



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