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## ASPIRATIONAL DISTRICTS COLLABORATIVE

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## Vision

To uplift the lives of 100 million people living in abject poverty in 112 Aspirational Districts by 2030.

It aims to improve the indicators in education, health and nutrition by:

- Developing 20,000 demonstration schools and impact 5 million girl children
- Bolster 20,000 Village Health sanitation Nutrition Days (VHSND) and strengthen 100 First Referral Units (FRU) and 600+ Health and Wellness Centres (HWC)

## The Genesis

Nearly 250 million Indian people live below the poverty line, of which 100 million (a staggering 41%) of our population reside in 112 Aspirational Districts. With a view to focusing on the most backward districts, Aspirational Districts Programme (ADP) was launched by the Government of India. Piramal Foundation in partnership with NITI Aayog has been working in 25 Aspirational Districts in 7 States, to improve the indicators in health and education.

A study conducted by Institute for Competitiveness, an affiliate of Harvard Business School, shows that 4 of the top 5 districts most improved in education and 3 of the top 10 districts most improved in health are supported by Piramal Foundation.

The Aspirational Districts Collaborative (ADC) was born in May 2020, to build on the past work in 25 districts in partnership with NITI Aayog. ADC aims to strengthen efforts to uplift the lives of people in these remote districts.

Aspirational districts have compounded complexities, such as being tribal dominated, flood prone, with challenging geographic terrains, with 81% of people with a monthly income of less than Rs 5,000 and 25% landless labourers dependent on manual labour, which come in the way of development.

ADC is committed to addressing these complex demographic, geographic and socio-economic issues in 112 aspirational districts by harnessing the power of hyperlocal

collaboration between local players and government, leveraging the monumental power of communities to catalyse behaviour change at scale and speed, and ensure sustainability.

## **ADC's Two-pronged Approach – Collaboration and Convergence**

- Collaboration - ADC provides a platform to enable local entities to work collectively to transform the lives of their communities, in close coordination and under the leadership of the district administration. It engages local NGOs to drive behaviour change, colleges to implement campaigns, local media to drive constructive narrative, faith leaders to build acceptance, Self-help groups to drive campaigns, and Panchayat Samitis to drive panchayat level convergence.
- It will bring together 6000+ hyperlocal collaborators – NGOs, Youth Volunteers, Faith Leaders, Media, Self-help groups, and Panchayat Samitis in 112 Aspirational Districts on one platform.
- Convergence - ADC pushes for inter-sectoral convergence at the district level, building alignment and linkages between various government programmes and schemes, a significant move to strengthen governance, transform on ground delivery and create a firm foundation for sustainable development in these districts. Its key pillars are to identify and build forums, influence utilization of funds, and build capacity of functionaries and set in place convergence among 10 key ministries to ensure 100% utilization of welfare schemes.

## **The Journey So far**

By bringing together the voices of community leaders, the energy of volunteers, and the grit of committed citizens, Aspirational Districts Collaborative has already created ripples of change and kickstarted a transformative movement in 112 Aspirational Districts.

Of the 12 campaigns through which the collaborative plans to spearhead transformation, 4 campaigns have already successfully touched lakhs of lives

- Surakshit Dada Dadi, Nana Nani Abhiyaan – 3.6 lakh senior citizens
- Surakshit Hum Surakshit Tum: 26 lakh citizens reached with over 22 lac people vaccinated
- Jal Swavalamban Abhiyaan: 20,000 community members mobilized & 100+ Pani Samiits formed to create water secure villages

- Saksham Bitiya Abhiyaan: 2.52 lakh young girls supported in their learning through 19,000+ girl volunteers (Sanginis)

Through these campaigns, collaborations have been forged with over 2,744 hyperlocal collaborators. Significant milestones are creation of a Sangha of nearly 700 local NGOs, 3000 youth volunteers supporting their communities, 800 Gram Panchayat members, 460+ Panchayat Pramukhs, and 400 religious leaders actively participating in the campaigns.

## **The Collaborative has had the following impact in 25 Districts in 7 States:**

### **Health & Nutrition**

- Improved maternal and childcare outcomes by facilitating 12,000+ Village Health Sanitation and Nutrition Days (VHSND)
- Improved Antenatal Care (ANC) registrations by 21%
- Significantly improved institutional deliveries by 16 %
- Increased initiation of breastfeeding within one hour of birth by 21 %
- Strengthened 40 First Referral Units (FRU) and established 190 Health and Wellness Centres (HWC)

### **Education:**

- Established over 5,000 demonstration schools
- Improved student learning outcomes by 12-16% in language and math (grade 2-8)
- Re-enrolled 1.23 lakh dropouts back in schools
- Enrolled 6.13 lakh new students in government schools

### **Water:**

- Institutionalized 250 village water committees
- Trained 600+ community members on water testing kits
- 320 habitations empowered through participative planning
- 20,000 people mobilized for water conservation