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**Scheme for
Prime Minister's Awards for Excellence
in
Public Administration 2021**

**Department of Administrative Reforms and Public Grievances
Ministry of Personnel, Public Grievances & Pensions
Government of India**

Prime Minister's Awards for Excellence in Public Administration 2021

1. Government of India has instituted a scheme in 2006 namely, “The Prime Minister’s Awards for Excellence in Public Administration” - to acknowledge, recognize and reward the extraordinary and innovative work done by Districts/ Organizations of the Central and State Governments. The Scheme was restructured in 2014 for recognizing the performance of District Collectors in Priority Programs, Innovations and Aspirational Districts. The Scheme was restructured again in 2020, to recognize the performance of District Collectors towards economic development of the District. The Scheme has been revamped with a new approach in 2021 with the objective to encourage Constructive Competition, Innovation, Replication and Institutionalisation of Best Practices. Under this approach emphasis would be on good governance, qualitative achievement and last mile connectivity, rather than only on achievement of quantitative targets. With this in focus the applications for Awards would be evaluated on three parameters; Good Governance, Qualitative and Quantitative. Further, several schemes are now being implemented in ‘Mission Mode’, which are characterised by convergence of efforts of community, government and others, as well as integration of multiple programmes of multiple Ministries/ Departments and the States to achieve desired outcomes. Therefore, the new approach would be towards assessing performance in a scheme holistically and driven by good governance practices steered by technology. Since, under the Mission Mode of implementation, the methodology of planning, preparedness for implementation, mobilisation of resources, as well as community mobilisation and implementation is structured by the Districts and implementing agencies by factoring in resources available at the local level, such localised governance features in the implementation model would be factored in overall evaluation of an application of Award.
2. It is expected that all the Districts participate in this Scheme of Prime Minister’s Awards for 2021. The Prime Minister’s Awards for Excellence in Public Administration under the new scheme shall be conferred by the Hon’ble Prime Minister.

**Prime Ministers Awards for Excellence in Public Administration Scheme
2021:**

3. For the year 2021, the scheme for Prime Minister's Awards for Excellence in Public Administration aims to recognize the contribution of civil servants in:
- a) Promoting "Jan Bhagidari" or Peoples' participation in Poshan Abhiyan
 - b) Promoting excellence in sports and wellness through Khelo India scheme
 - c) Digital Payments and good governance in PM SVANidhi Yojana
 - d) Holistic Development through One District One Product scheme
 - e) Seamless, End to End Delivery of Services without Human Intervention
 - f) Innovations

Towards the above stated approach, the applications for the award would be required to cover all the aspects of implementation of a scheme in holistic manner, such as, activities covering production stage, quality control, governance and outcomes. Any application for the awards is expected to comprise three parts:

i) Governance: To include governance model to implement the programme, capacity/ skill of deployed Human Resource (HR), capacity building mechanism for HR deployed in the implementation, methodology to enhance transparency, Public Grievance redressal mechanism and its functioning, technology driven governance architecture.

ii) Qualitative: Quality Control mechanism, Jan Bhagidari, Capacity Building/ skilling for quality control, Behavioural change brought about through the scheme, feedback mechanism and impression of beneficiaries covered under the scheme.

iii) Quantitative: to include quantifiable parameters to assess the scheme in holistic manner and covering all the stages of implementation of a programme.

With the emphasis on the above, the parameters for evaluation would include quantifiable parameters to be laid down by the concerned Nodal Department for that Award and broad indicators for qualitative and governance to be provided by the Department (DARPG), on which the specific and detailed information, along with evidence would be provided in the application. The Districts and the implementing agencies would be expected to emphasize such elements in the strategy that have enhanced quality and good governance in the scheme. The elements of good governance that are to be promoted include measures towards:

- I. Enhancing transparency and checking corruption.
- II. Effectiveness of administration and regulatory quality
- III. Accountability
- IV. Inclusiveness and community participation
- V. Grievance Redressal mechanism and feedback system
- VI. Quality and Capability of Human Resource and mechanism of capacity building

Further the good governance practices and methodology vary among the Districts/ implementing agencies. The measures introduced to strengthen the scheme administrative architecture on the above stated six parameters may be included in the applications. In assessment of an application for all the Awards the overall weightage for Quantitative, Governance and Qualitative parameters shall be 50%, 30% and 20% for the year 2021-22.

Since “Jan Bhagidari” is an important plank of implementation of government schemes, this would be analysed by following ecosystem approach, where the contribution of Jan Bhagidari at all the stages of implementation, such as mobilisation, production, quality control, seeking feedback of persons covered, as well as implementation of scheme shall be assessed. Further additional weightage would be given to such applications where the Jan Bhagidari is successfully deployed through novel approaches.

4. The Innovations category has traditionally received the highest number of nominations. The scheme aims to recognize Innovations at National/ State / District level in 3 separate categories. The scheme will aim to recognise and award projects which demonstrate a high level of impact, sustainability and replicability. Towards this, along with the evidence of impact of innovation, random feedback of citizens, sustainability plan/ roadmap for the innovative practice, a tool-kit for replication would be required to be mandatorily provided by the concerned applicant. Further, such an innovation model is desired to be part of implementation of an ongoing scheme or pertain to governance, rather than being a stand alone innovation. The impact of such an innovation in overall achievement/ implementation of scheme would be assessed and the applications would be expected to include supportive evidence/ data.

5. **Award categories:**

5.1 The category wise schemes which are identified for evaluation are as follows:

a) Scheme 1: Promoting “Jan Bhagidari” or Peoples’ participation in Poshan Abhiyan

POSHAN Abhiyaan aims to improve nutritional outcomes for children, adolescents, pregnant women & lactating mothers. The Abhiyaan focuses on converting the agenda of improving nutrition into a **Jan Andolan** through **Behavioural Change** while addressing malnutrition across the nation through components like Convergence, ICT Application, Community Mobilization and Behavioural Change, Jan Andolan, Capacity Building, Incentives and Awards, and Innovations. Further, the outcome of Poshan Abhiyan is dependent on the activities preceding provision and availability of Poshan at the Anganwadi. Such prior activities covering production, quality control, community participation in production, quality control and transportation of Poshan to the Anganwadi are essential in evaluation of the Abhiyan in ‘Holistic’ manner. Therefore, the evaluation of an application for this award would be conducted in holistic manner, covering all the stages

involved in the Poshan Abhiyan, to obtain an assessment of measures taken in enhancing quality, good governance, along with the quantifiable outcomes.

POSHAN Abhiyaan has taken up a number of initiatives in improving the nutritional status of women and children by conducting activities relating to i) Nutritional Parameters, ii) Community Mobilization, and iii) Improvement of the infrastructure at the Anganwadi Centres (AWCs) in the districts.

Nutritional Quantifiable Outcomes for selecting the best performing districts would be measured through the following indicators:

- i. Percentage decrease in underweight children (0- 6 years) post identification & treatment
- ii. Percentage decrease in wasted children (0- 6 years) post identification & treatment
- iii. Percentage decrease in Anaemia in Children aged 6 months- 59 months
- iv. Percentage decrease in Anaemia in PW&LM and Adolescent Girls
- v. Number of Community Based Event (CBEs) conducted
- vi. Number of Poshan Vatika /Nutri Gardens planted
- vii. Percentage of AWCs in the districts where functional toilets are available
- viii. Percentage of AWCs in the districts where drinking water facilities are available

As amplified in para 3, the governance and quality parameters would be laid down by the Department (DARPG) in broad manner to aid Districts to provide details of their efforts towards good governance and quality enhancement. On the basis of such stated parameters the Districts would be expected to include their achievement on these parameters along with the evidence and outcomes in their applications.

Two awards will be given for this scheme.

b) Scheme 2: Promoting excellence in sports and wellness through Khelo India scheme

“Khelo India – National Programme for Development of Sports” (Khelo India Scheme) is a flagship scheme of the Government of India. It aims at infusing sports culture and achieving sporting excellence in the country thus allowing the populace to harness the power of sports through its cross-cutting influence, namely, holistic development of children & youth, community development, social integration, gender equality, healthy lifestyle, national pride and economic opportunities related to sports development. The States/UTs are expected to make the most of this Scheme for development of sports and improving the well-being of their citizens. In order that the benefits of the Khelo India Scheme percolate down to the grassroots level, it is envisaged to encourage the districts to put in earnest efforts to promote physical fitness, identify budding sports talents and provide them all necessary support to excel at bigger platforms. The PM’s Awards Scheme seeks to recognise the achievements of the best performing districts towards promoting citizens’ well-being, nurturing the culture of sports, efforts at bringing in excellence in sports and physical fitness, thereby improving the entire sports eco-system.

A maximum of **two awards** will be given for the scheme.

c) Scheme 3: Digital Payments and good governance in PM SVANidhi Yojana

One of the main objectives of PM Street Vendors’ AtmaNirbhar Nidhi (PM SVANidhi) Scheme is to increase the adoption of digital transactions by the beneficiary Street Vendors through a cashback Scheme. The Scheme aims to bring the hitherto unbanked street vendor into the fold of formal banking channels thereby assimilating them into the formal urban economy. The scheme was launched in June 2020 and is operational in more than 4,600 Urban Local Bodies (ULBs), Industrial Development Areas, Cantonment Boards and Hill Area Councils. The activities that would be assessed would include the qualitative, good governance aspects in implementation and quantitative outcomes achieved under the scheme.

The Scheme has three distinct components – credit delivery, safety net for Vendor’s families and digital transactions. The entire scheme including digital transactions is implemented through an innovative digital platform, which connects various stakeholders electronically.

The good governance activities for digital payment transaction include activities towards financial literacy, mechanism to check fraudulent activities, complaint redressal and mechanism in place, as well as facility for taking action on the frauds committed and investigations of offences registered. To evaluate good governance under this scheme all actions taken by the implementing agency/ applicant towards the above stated activities would be required to be included in the application for the assessment.

Two awards will be given for the scheme.

d) Scheme 4: Holistic development through “One District One product” scheme

In his Independence Day speech in 2019, Hon’ble PM had highlighted the need to channelize the potential and diverse identity in each District of our country to make them export hubs and give impetus to holistic economic development. “One District One Product” (ODOP) scheme is a Mission Mode scheme for holistic development of the District.

The scheme adopts the One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. ODOP scheme aims to provide framework for value chain development and alignment of support infrastructure towards economic development of the Districts. One product; agriculture and allied product, handicraft etc. has been identified and notified for most of the Districts and Ministry of Food Processing Industries is the nodal Ministry for the implementation of the scheme. Support for the products identified is provided for their processing along with efforts to reduce wastage, proper assaying, storage, branding and marketing.

Under this initiative the Department of Commerce is focusing on agriculture crops on a cluster approach for support for exports under the Agriculture Export Policy, and the Ministry of Agriculture is also focusing on a cluster

approach for the development of specific agri-products in districts having a comparative advantage. The ODOP approach of the scheme aims at easing in providing common facilities and other support services.

Districts have different products selected under the scheme, each of them requires a different approach and strategy for the product to be a catalyst for economic development and export growth in the district.

The strategy to implement this Mission Mode scheme would include the following activities:

- i)** Production
- ii)** Processing and Quality control
- iii)** Product Development
- iv)** Skilling and capacity
- v)** Creation of logistics and other infrastructure
- vi)** Marketing mechanism
- vii)** Governance
- viii)** Integration and community participation
- ix)** Innovation
- x)** Outcome in the form of Economic development and Employment generation

In the initial phase, the Districts need to formulate consolidated plan and taking up preparatory activities and initiate mobilisation of all concerned. The most important aspect of the development of strategy in the District for ODOP would be integration of role of various Ministries/Departments, States, local agencies, community etc. under the Scheme.

Further, certain activities have already been initiated under the Scheme, this include Department of Commerce's through Directorate General of Foreign Trade (DGFT) initiative under "Districts as Export Hubs". This initiative identifies multiple export worthy products and services from every district of the country to promote these products/services for exports. Products and services with export potential have also been identified in all districts in the country.

Since this is a scheme which has recently been initiated and is required to be speeded up to provide economic benefit to the citizens, the evaluation of performance and the awards under this scheme would be initially for three years, beginning 2021-22. In the first year the assessment shall be on the basis of preparation of integrated plan, preparedness & preparatory activities completed in the district and implementation activities undertaken, particularly under the “Districts as Export Hubs”. The Districts would be required to submit their applications covering these three aspects, along with evidence/ data. While in the second and third year the achievement under the scheme on good governance, qualitative and quantifiable outcomes would be assessed.

The contours of this award would be collectively formulated by MOFPI and DOC, covering good governance, qualitative indices and quantifiable outcomes.

Two awards for the scheme in 2021-22.

e) Scheme 5: Seamless End to End Delivery of Service without Human Intervention

Delivery of service in transparent manner is a priority of the Government. Towards this, seamless end to end delivery of service enlisted in citizen charter through technology tools without human interface is a desirable mode. Since the services of various nature are delivered at the District level, under this award along with service delivery, technology deployed, innovation brought about, satisfaction of citizens, seamlessness of the process, level of human intervention etc. would be assessed.

Two awards will be given for the scheme.

5.2. Innovation Category:

The Prime Minister’s Awards for Excellence in Public Administration Scheme recognise innovations at Central, State and District, level by officers from all Central Services, as well as from the State Service officers. Nominations can

be submitted by Heads of Departments/ District Collectors/ Central and State Governments under the innovation category. In this category awards shall be given to Organizations of Central Government, State Governments and Districts for various innovations like **innovations in environment conservation, water conservation, energy, education, health, women & child centric initiatives, sustainable farming (Organic/Natural farming etc.), promoting livelihoods, boosting economy, improving governance, Ease of Doing Business, Faceless Delivery of Public Services, Promoting Digital Payments, Disposal of Public Grievances etc.** This is just an illustrative list and innovations in any field of administration are eligible for the Awards.

There **will be 8 Awards in this category**; two awards each for Central level and State level initiatives while 4 awards will be given to District level initiatives respectively for its demonstration of innovation which is sustainable and can be replicated. Assessment of the award would be structured on the premise stated at para 4.

6. Eligibility:

The eligibility to submit nominations for the Prime Minister's Awards for Excellence in Public Administration 2021-22 would be open to the following:

- a) Awards for **Scheme 1, 2, 3 and 4** for holistic development to Districts, while Award for **Scheme 5** shall be open to Districts, as well as any service providing Department/ Organisation of Centre or State with one Award for the District and one Award for others.
- b) Awards for Innovation: Organizations of Central/ State Governments / Districts/Implementing Units.

The Period of consideration is 1st April 2019 to 31st Dec, 2021. The total number of Awards under the Prime Minister's Awards for Excellence in Public Administration 2021 would be 18.

7. Criteria for evaluation:

- a) The awards for **PM Award's for Excellence in Public Administration 2021 (excluding Innovation)** will be evaluated based on pre-determined indicators in consultation with Line Ministries/ Departments. There would be a mix of common parameters across schemes and flexible parameters which would be provided by the concerned Line Ministries/Department.
- b) The award for Innovation Category will be evaluated based on the following criteria:
- I. Introducing and implementing an innovative idea/ scheme/project to meet stakeholders' requirement.
 - II. Bringing perceptible improvement in processes/ systems and building institutions.
 - III. Making public delivery systems responsive, transparent and efficient particularly by leveraging technology.
 - IV. Preparedness/ performance in emergent situations, disasters like cyclone, earthquake, flood etc.
 - V. Replication of best practices
 - VI. Sustainability of the Innovation
 - VII. Evidence of impact, the sustainability plan/ roadmap and tool-kit for replication
 - VIII. Innovation model should desirably be part of implementation of a scheme or governance, where its impact could be observed and evaluated.

8. Processing of applications:

- 8.1** Online applications shall be invited from Districts/ Implementing Units /Organizations under aforementioned schemes in the prescribed format detailing their achievements specifically highlighting path-breaking innovation done by any functionary/ organisation.
- 8.2. Step I: Short-listing of Districts/ Organizations by Screening Committee (first stage):**

Screening Committee(s) chaired by Additional Secretary level officer(s) shall examine the applications of identified Districts under **Scheme 1, 2, 3, 4, 5 and Innovation**. Inputs received with respect to holistic approach by the district and evidence of governance improvement done in the district would be taken into consideration.

The Screening Committees would be constituted with the approval of the Secretary (DARPG).

8.3. Step II: Short-listing of Districts/ Organizations by Screening Committee (second stage):

Presentations by DCs and other applicants and feedback from beneficiaries/ stakeholders on the applications; shortlisted in the first stage will be obtained through a Call-Centre. The feedback will aim to verify whether the stated convergence of schemes and improvement in governance has been achieved. It would also aim to check the level of Jan Bhagidari in the districts. Screening Committee(s) will then examine the shortlisted applications on the basis of presentations & analysis of feedback received from the Call Centre and will further shortlist the applications.

8.4. Step III: Evaluation by Expert Committee:

A two-member team of officers of Central Government, not below the rank of Deputy Secretary, will conduct 'on the spot study' of the implementation of various award schemes/ initiatives for innovation in Districts/ Organizations shortlisted by the Screening Committee. The team would look at the impact of implementation in inducing a behavioural changes and improvement in governance

There would be an Expert Committee headed by Secretary, DARPG). The Expert Committees would evaluate the spot study reports and further shortlist the District(s)/ Organizations for making recommendation to the Empowered Committee chaired by the Cabinet Secretary.

The Expert Committee would be constituted with the approval of the Cabinet Secretary.

- 8.5. **Step IV: Recommendation of the Empowered Committee:** The Empowered Committee shall be chaired by the Cabinet Secretary.
- 8.6. The Empowered Committee will consider the recommendations of the Expert Committee and may ask the applicants to make a presentation and/ or make such inquiry as deemed fit.
- 8.7. The Empowered Committee will then make its recommendations to the Prime Minister for final selection of Awards.
- 8.8. The Empowered Committee shall be constituted with the approval of the Prime Minister.
- 8.9. **Step V:** Approval of the Prime Minister for the Awards.

9. **Submission of application(s):**

- (i) Applications for the PM Awards shall be received online through current incumbent in the prescribed format. All the columns of the application form must be duly filled as per the instructions contained therein.
- (ii) Applications should contain a write-up based on common and flexible parameters on the **Scheme 1, 2, 3, 4, 5 and Innovation** along with supporting documents like executive summary, field photographs (maximum 10), flow charts detailing uniqueness and success story of the initiative. Along with the application, a short film of 3-5 minutes duration highlighting the initiative/ innovation may also be appended.
- (iii) The write up should contain details of the programme/initiative, strategies adopted in implementation, period of implementation, exceptional achievements and outcomes, positive impact, replication and sustainability.

- (iv) The application for award in innovation should contain the details of beneficiaries/ stakeholders of the initiatives/ projects.
- (v) For an award, the organization may be represented by the serving Head of the organization or an officer nominated by him/ her for receiving the award.
- (vi) Applications with incomplete/ insufficient details shall not be considered.
- (vii) An index should be provided for all abbreviations/acronyms used in the application and documentation.

10. Details of Award:

- a. The PM Awards for Excellence in Public Administration 2021-22 shall consist of a (i) trophy, (ii) scroll and (iii) an incentive of Rs. 20 lacs to the awarded District/organization to be utilized for implementation of project/ programme or bridging resource gaps in any area of public welfare.
- b. The awardees will also be given a Certificate of Recognition, a copy of which will be placed in the APAR of the officer/ team submitting the nomination.
- c. A letter of appreciation to be issued by the Secretary (ARPG) to the officers who have contributed towards the initiative with a copy to Chief Secretary / Secretary of concerned Central Ministry/ Department. A copy of the letter to be sent to DOPT for placing in the Performance Appraisal Dossier of the officer.

- 11.** In all matters of the Awards Scheme, the decision of the Department of Administrative Reforms and Public Grievances, Ministry of Personnel, Public Grievances and Pension, Government of India, would be final and binding.

12. Approval of the Prime Minister:

Prime Minister's approval will be taken on the recommendations for the Awards.
