



D.O. No. 66(1)/PF.II/2015

31<sup>st</sup> August, 2017

Dear Secretary,

You are aware that Government of India is implementing Centrally Sponsored Schemes (CSSs) within the framework of National Development Agenda set by Committee of Chief Ministers constituted by NITI Aayog. These schemes cater to pan Indian developmental requirements and are aimed at achieving comparable levels of development and welfare across the States and regions. To this end, it is essential to maintain uniformity in the core features and implementation process of the Schemes. It should be understood that Parliamentary approvals through budget provision and appropriation have been received for implementing the Schemes as per their core features.

2. Accordingly a set of guidelines is **enclosed** which may be suitably incorporated in the architecture of all the CSSs being implemented by your Ministry/Department to ensure proper adherence to the core features reflecting the all India character.
3. Action taken in this regard may be kindly intimated to the Ministry of Finance.

Warm regards,

Yours sincerely

Encl : a/a

  
(Ashok Lavasa)

All Secretaries to the Government of India.

**Guidelines to preserve the All India Character of  
Centrally Sponsored Schemes (CSS)**

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- (i) The specific name and details of each scheme receive Parliamentary approval through budget provision and the process of appropriation. Therefore, releases of funds for such schemes and their utilization must necessarily be strictly in accordance with the Parliamentary authorization.
- (ii) For each CSS, a set of core features consisting of the target group, funding pattern and delivery mechanism apart from its name, logo and tag line may be made unalterable by the State Governments.
- (iii) The existing guidelines of the Centrally Sponsored Schemes (CSS) should be examined and important elements identified which define the national character of the scheme. There should be strict directions against any change to these at local level. Names like National Mission or Prime Minister's programme should be used to reflect the all India character of CSS.
- (iv) All Centrally Sponsored Schemes should make suitable provisions for:
  - (a) Media Campaign by the Central Ministries/Departments concerned.
  - (b) Development of common creatives that can be passed on to the States for implementation.
  - (c) Utilizing Doordarshan and All-India Radio for effective communication.
  - (d) Short messages could also be sent to beneficiaries for building a national perspective.
- (v) Programmes like the Mid-day Meal and Food Security implemented through D/o Food & PDS may be added to the list of programmes under the District Development Coordination and Monitoring Committee (DISHA) framework.
- (vi) Workshops may be organized by the Administrative Ministries to highlight the national character and the role of Central Government in the implementation of these schemes.
- (vii) Ministries may take up evaluation of the performance of the schemes by experts as deemed appropriate.
- (viii) Branding of Schemes with a well-recognized logo and a tag line is an effective way to project their All-India character. The guidelines should clearly specify the

places where the logo should appear in the advertisements, display boards, written communications, etc.

- (ix) All Ministries administering CSS may be required to maintain data bases of beneficiaries indexed with their Aadhaar Card and Mobile numbers.
- (x) Ministries may establish appropriate mechanism for communication with the beneficiaries of the Centrally Sponsored Schemes.
- (xi) Centrally Sponsored Schemes may be launched simultaneously in several States by dignitaries such as Union Ministers, Member of Parliament etc., to give high visibility and publicity to the Schemes for the information of the public at large.
- (xii) Regular campaigns may be conducted involving the beneficiaries to educate them on the features and benefits of the schemes. Success stories may be given wide publicity to provide role models to prospective beneficiaries and implementing agencies.

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