

F.No. 31/7/2022-TRI (Pt.2)
GOVERNMENT OF MANIPUR
TRIBAL RESEARCH INSTITUTE
CHINGMEIRONG, IMPHAL

Imphal, the 23rd June, 2025

To

The Deputy Commissioner (As per list)
Manipur.

Subject: Campus Awareness Program in connection with Nationwide Awareness and Benefit Saturation Campaign to Create Awareness for the Dharti Aaba Janbhagidari Abhiyan from 15th June to 15th July, 2025- reg.

Sir,

With reference to the above subject, it is to state that Government of India has taken in two critical and transformative national missions to empower tribal communities – the Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PM JANMAN) and Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA JGUA). Together, these flagship initiatives aim to saturate services and infrastructure in tribal areas across the country through a convergence-based, mission-mode approach. Scheme information is annexed. As part of celebrating Janjatiya Gaurav Varsh, a nationwide **Information, Education and Communication (IEC) Campaign** is being undertaken to enhance awareness and ensure saturation of benefits under various schemes of the Government of India among tribal communities.

2. The Tribal Research Institute, Department of Tribal Affairs and Hills has launched Dharti Aaba Janbhagidari Abhiyan on 18th June, 2025 at Tribal Research Institute, Imphal and is organizing IEC Campaign at different locations in the state with a focus to create awareness about the schemes to the last mile. In continuation of the Abhiyan, Awareness Programme in Educational Institutions with special focus on Tribal Students and Youths is being taken up with the objective to tap their energy, creativity, and community connections, ultimately contributing to the success of the IEC Campaign as:

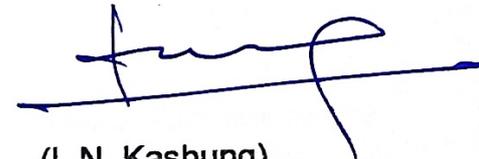
- i. The tribal students and youths can play a vital role in spreading awareness about the campaign objectives, benefits, and government schemes among their communities in their own language and empower their communities by sharing knowledge and information about government schemes.
- ii. They can effectively disseminate IEC materials, such as posters, pamphlets, and videos, in their communities and also provide feedback on the campaign's progress.
- iii. Participating in the Campaign can also help them develop leadership skills, confidence, and community engagement thereby promoting campaign objectives.

3. For ensuring maximum awareness of the Tribal youths regarding the implementation of the PM-JANMAN & DAJGUA scheme in the State, Department has identified few colleges across the Tribal dominated districts of the state as **IEC Campaign Partners for Dharti Aaba Janbhagidari Abhiyan (DAJA)** for organizing Campus Awareness Program from 15th June – 15th July, 2025 as per schedule attached herewith as Annexure.

4. Accordingly, it is to request you to extend all possible help and support towards organizing **Dharti Aaba Janbhagidari Abhiyan (DAJA) Capaign** in a befitting manner at the specified venues. The State Campaign Team will be bringing IEC Campaign materials for distribution. For any query relating to the Campaign and logistics, the Nodal Officer for the IEC Campaign may be contacted (John Dangmei, Mobile: 8729817350; Email: gaidingam@gmail.com).

Enclosed: As stated

Yours faithfully,



(L.N. Kashung)
Director (TA & Hills/TRI), Manipur

Copy to:

1. Staff Officer to Chief Secretary, Government of Manipur
2. PS. to Additional Chief Secretary (TA & Hills), Government of Manipur
3. Joint Secretary & Addl. Director (TA & Hills)/ SNO-DAJGUA.
4. CEO, ADCs
5. CFO/DDO TA&Hills/TRI, Manipur
6. Members concerned
7. Relevant File

DHARTI AABA JANBHAGIDARI ABHIYAN
(India's largest Campaign for Tribal Empowerment)

IEC - CAMPAIGN SCHEDULE (23rd June, 2025 - 15th July, 2025)

Date	District	Educational Institutions/ College/ Activity
23.06.2025 Monday	Launch of Campaign Jingles and Videos for IEC Campaign	
24.06.2025 Tuesday	Buffer Day	
25.06.2025 Wednesday	Churachandpur	Rayburn College, Churachandpur College, Tuibuong Programme with District Administration
26 & 27 June Thursday & Friday	Buffer days	
28.06.2025 Saturday	Kangpokpi	Presidency College, Damdei College, Highland National College Kanglatongbi
29.06.2025 Sunday	Buffer Day	
30.06.2025 Monday	To Tamenglong (Night Halt)	Interaction with DC TML and CEO-ADC
1.07.2025 Tuesday	Tamenglong	Tamenglong College (Night halt at Noney)
2.07.2025 Wednesday	Noney	Jadonang College
3.07.2025 Thursday	Buffer Day	
4.07.2025 Friday	Chandel	United College, Maha Union Govt. Hr. Sec. School, South East Manipur College (SEMCO)

5-6 July, 2025 Sat. & Sunday	Buffer Days	
7-8 July, 2025 Monday & Tuesday	Senapati	Azufii Christian Institute (ACI) Punanamei, Don Bosco College Maram, Mt. Zion College Kathikho Karong, Mt. Everest College Taphou, St. Xavier College and Mt. Pisgah College.
9 & 10 July, 2025 Wed. & Thursday	Buffer Days	
11.07.2025 Friday	Ukhrul	Pettigrew College, St. Joseph's College, Ukhrul Hr. Sec. School
12 & 13 July, 2025	Buffer Days	
14.07.2025	Declaration of Reels Competition	
15.07.2025 Tuesday	Campaign Conclusion, Award distribution, Press Conference and Janjatiya Gaurav Varsh Celebration at Imphal	

**Campus Awareness Program in connection with Nationwide Awareness and
Benefit Saturation Campaign to Create Awareness for the Dharti Aaba Janbhagidari
Abhiyan: 15th June to 15th July, 2025**

TENTATIVE PROGRAMME
(Duration: 30 - 35 Minutes)

Moderator: Faculty Members

1. A presentation on the Dharti Aaba Janbhagidari Abhiyan and its benefits: State Team
2. A brief Q&A Session to address student queries: State Team
3. Dharti Aaba Janbhagidari Abhiyan Pledge with Students and Staff: College Principal
Copy of Pledge will be made available for distribution.
4. Distribution of IEC materials, such as posters, brochures, videos and social media handles for tagging: Student volunteers

Note:

1. College to prepare a short Programme of about 30-35 Minutes as deemed appropriate by incorporating the above points. College to coordinate with respective CEO of ADC.
2. College to furnish No. of Students in the College, Departments, Faculty strength, tribe composition of Students for documentation purpose. Information to be provided to the State Team during the visit.
3. College to provide/ arrange PA system and suitable hall/ space.
4. Students and faculty to actively participate in the IEC Campaign to achieve Campaign objectives.

DAJA Pledge

The Dharti Aaba Janbhagidari Abhiyan (DAJA) is a Month-long Campaign running from June 15 to July 15, 2025, aimed at uplifting tribal communities through welfare schemes and infrastructure development.

DHARTI AABA JANBHAGIDARI ABHIYAN PLEDGE

1. I pledge to support the **Dharti Aaba Janbhagidari Abhiyan**
2. I will contribute to the campaign's objective of saturating tribal areas with essential services and benefits.
3. I will help ensure that no eligible beneficiary is left behind, particularly in remote areas where service delivery often falls short.
4. I will encourage community leaders, youth groups, People Representatives, and civil society organizations to participate in the campaign and spread awareness about government schemes.
5. I will make efforts that all eligible tribal citizens receive benefits from key welfare schemes.
6. I will raise awareness about the campaign's objectives for **Empowering Tribals for Vikshit Bharat**.
7. I will work together with fellow citizens to make a difference in the lives of tribal communities!

Jai Hind