

Government of India  
Ministry of Social Justice and Empowerment  
Department of Social Justice and Empowerment

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Shastri Bhawan, New Delhi-110001

Dated: 21 December, 2022

To

1. The Principal Secretaries/Secretaries in charge of Social Welfare/Scheduled Castes Welfare Department in the States/Union Territories of Assam, Andhra Pradesh, Chhattisgarh, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Odisha, Punjab, Puducherry, Rajasthan, Tripura, Tamil Nadu, Uttar Pradesh and Uttrakhand.
2. The Principal Secretaries of Rural Development Department, Governments of Haryana and Jharkhand.
3. The Principal Secretary of Panchayanti Raj Department, Government of Telangana.
4. The Director, Directorate of Community and Rural Development, Government of Meghalaya, Shillong

**SUBJECT: Implementation of 'Adarsh Gram' component of Centrally Sponsored Scheme of Pradhan Mantri Anusuchit Jaati Abhuyday Yojana (PM-AJAY) - Activities finalized under Second year of AKAM celebrations-reg.**

Madam/Sir,

In continuation to this Department's letter of even no. dated 22.11.2022 (copy enclosed FOR READY REFERENCE) on the above subject, it is to inform that the timeline of the Prabhat Pheri activity has been revised from 26.11.2022 to 26.01.2023. The details of activities with revised timeline are as under:

- i. Prabhat Pheri in the villages selected under 'Adarsh Gram' component on 26th January, 2023.
- ii. Awareness drive about the scheme and promulgation of 75 LiFE actions under Mission LiFE in the villages selected under 'Adarsh Gram' on 26th January, 2023.
- iii. Special Cleanness Drive in the villages selected under 'Adarsh Gram' on 14th April, 2023

2 . The State Governments/Union Territory Administrations are, therefore, requested to organize the above mentioned events in as many villages selected under 'Adarsh Gram' component of the scheme of Pradhan Mantri Anusuchit Jati Abhyuday Yojna (PM-AJAY) to make them grand events. The photo/video of these events along with the number of participants of such events may kindly be uploaded on the PMAGY portal. The necessary customization in the PMAGY portal is being done

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for this purpose.

Encl: as above

Yours faithfully,

(Deepak Kumar Sah)

Under Secretary to the Government of India

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