

ADDC Leh Launches “Dharti Aaba Abhigyan ” – Awareness and Benefit Saturation Campaign

Leh, June 15: The Additional District Development Commissioner (ADDC) Leh Sonam Nurboo (JKSA), officially launched the “Dharti Aaba Abhiyan” — a district-level Awareness and Benefit Saturation Campaign today on 15 June at the Conference Hall DC Office, Leh.

This campaign will be conducted across the district from 15th to June 30, with the objective of ensuring that government welfare schemes reach every eligible beneficiary, especially in remote and border areas.

The campaign aims to raise awareness about key government schemes like Ayushman Cards, (PM-JAY), Aadhaar Card, Gas Connections (PMUY), Caste Certificate , Bank Accounts (PMJDY), Senior Citizen Card, PM-KISAN Card, Ration Cards, Enrolment Drive for AWC and various other schemes and to ensure complete saturation of benefits among the people.

ADDC Leh emphasized that the main objective of the campaign is to ensure active public participation. He stressed that all concerned departments must coordinate with their respective SDMs to ensure an effective execution of the campaign. He also highlighted the importance of its outreach in border and far-flung areas, where awareness and access to welfare schemes often remains limited.

ADDC further urged all departments to conduct on-ground awareness activities, and ensure that all data and photographs are uploaded promptly on the designated portal. He also suggested that financial inclusion components such as pension and insurance schemes should be integrated into the awareness drives to enhance the impact of the campaign.

The ADDC specifically directed Integrated Child Development Services (ICDS), CDPO’S and other frontline departments to play a proactive role in mobilizing communities and educating them about various schemes and their benefits.

Assistance Commissioner Development AG Zargar (JKAS) also emphasized that before creating awareness among the public, department officers must thoroughly understand the schemes themselves to effectively communicate and saturate their benefits across the people.

Additionally, District Social Welfare Officer Hidaitullah Mir spoke on the occasion and stressed on the importance of inter-departmental coordination to ensure the success of the campaign. He stressed that officers must clearly understand their roles and responsibilities, ensure timely data uploading on the portal, and facilitate the distribution of pamphlets and banners to spread awareness among the people.

A detailed presentation on the campaign objectives and action plan was delivered by Manager, State Project Managements Unit Kamran Saleem Mir , who also demonstrated how to use the portal for uploading campaign data and monitoring progress. The presentation follow-up with objective of the campaign (awareness generation, benefits of saturation), Partners and stakeholders ,IEC strategy Execution ,Implementation Activities, monitoring and performance tracking, Branding and visual.



