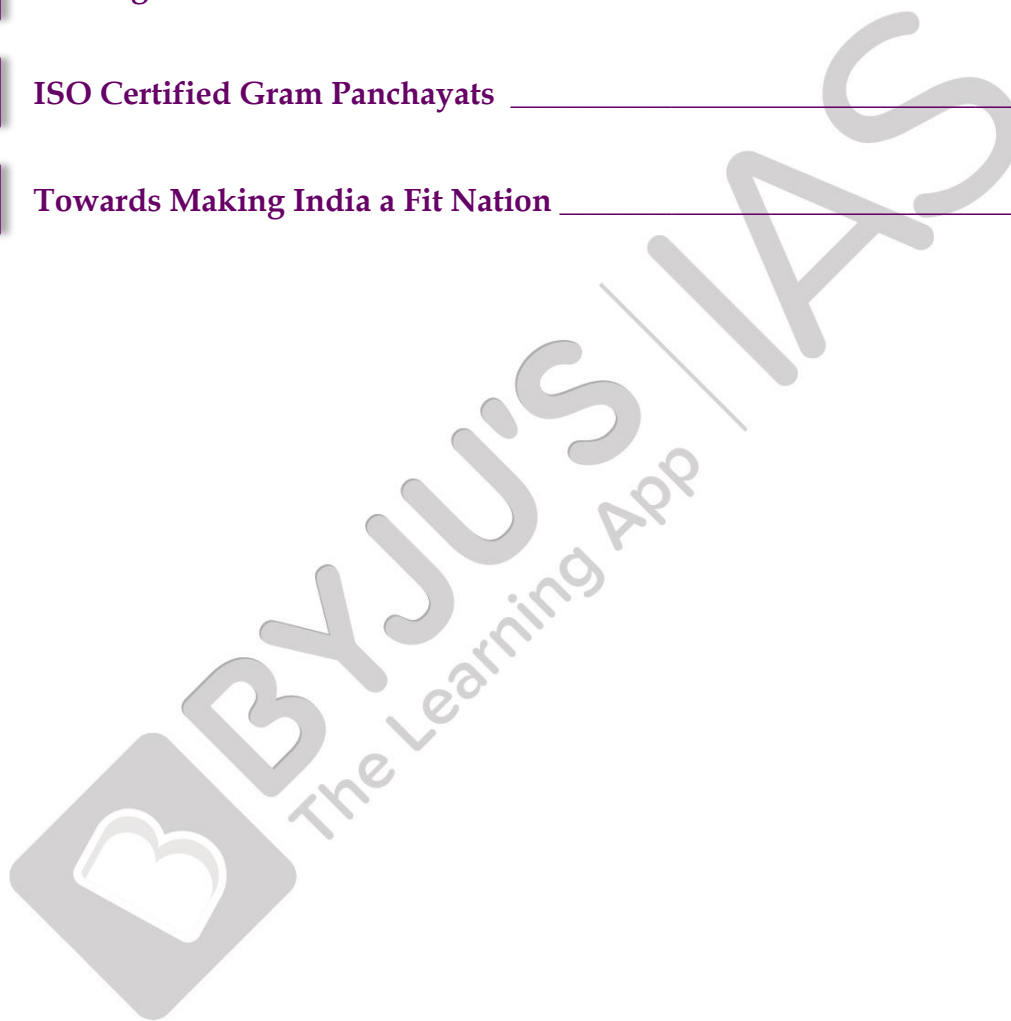# YOJANA AND KURUKSHETRA

Webinar Handout

CONTENT

YOJANA (NOVEMBER 2021) AND KURUKSHETRA (OCTOBER 2021)

1. Womenpreneurs Driving Transformation

Context: India has over 43 crore women between the age group 15-64 years, however, it has still not been able to leverage the involvement of women in its workforce and enhance their participation much in its growth story.

Syllabus:

GS 1
- **Role of women and women's organization**
- **Social empowerment**

GS 2
- **Government policies and interventions for development in various sectors and issues arising out of their design and implementation.**

GS 3
- **Inclusive growth and issues arising from it.**

Background:
- The **economic outcome of India has shown a steady rise** over the last decade, along with a **parallel surge in start-ups and new businesses.**
- However, the ambitious and aspiring women entrepreneurs struggle with less favorable conditions, pronounced **cultural biases, and a lack of business resources like funding, infrastructure, training, and development.**
- This not only alters their confidence but also holds back other women who would gain strength and support seeing them outshine and prosper.
- A society in which women are unable to realize their full potential loses out in the domain of **innovation, economic growth, and job creation.**
- In this context, **entrepreneurship remains critical** to harness the **economic potential of women** as well as achieve **sustainable development goals by 2030.**
- **McKinsey's Gender Parity Report 2018** noted that if India is able to address gender inequality, it could add about **$770 billion to its GDP.**

Participation of Women in India Economy:
- The female labor force participation has been declining from **31.79% in 2005 to 20.79% in 2019. Whereas the world average stands at 48.5%.**
- The **UNDP in its latest report for Gender Inequality** has noted that on an average, women spend **2.4 more hours per day than men on unpaid care and domestic work.**
- **Women have been hit harder than men by the pandemic**, losing income and leaving the labour market at a greater rate.
- According to the **Global Gender Gap Report 2021 by World Economic Forum (WEF)** report, gender gap in economic participation has actually widened in India by 3% this year

Significance of Womenpreneurs in Transformation:
- **Job Creation:** Evidence shows that women-led enterprises have a tendency to hire more women, thus creating a multiplier effect in generating employment.
- **Increase in Social Status:** Apart from advancing economic empowerment, entrepreneurship also enhances the social status of women through ownership of assets and decision-making freedom.
- **Bridging Gender Gaps:** Stimulating women's entrepreneurship can go a long way in bridging gender gaps and empowering women.
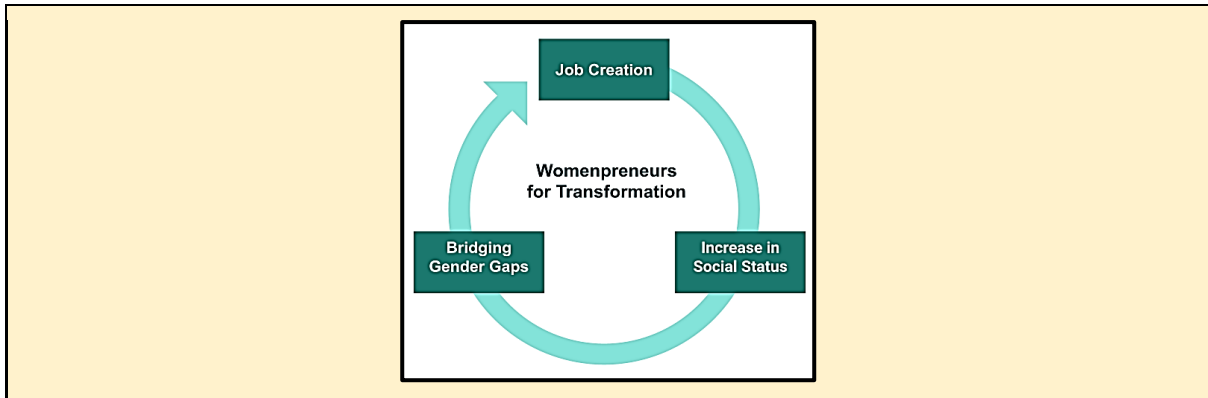
Challenges Faced by Aspiring Women Entrepreneurs:

- **Access to Credit:** There are various risks associated with entrepreneurship and getting a loan from financial institutions requires adequate collateral, however, gendered differences in asset ownership along with lack of sufficient savings, often disqualify women from getting loans.
- **Domestic Responsibilities:** In most Indian households, women are still operating under the framework of predefined gender roles shouldering the responsibilities of household chores and caregiving, which discourages them to take up entrepreneurship.
- **Gender Biases:** The undercurrent gender is the starkest in the investment space for women-owned enterprises. Also, women entrepreneurs are often hesitant to approach investors.
- **Information Asymmetry:** Women are disadvantageously placed when it comes to information exposure about the business world. They also face the issue of lack of formal training and inadequate skill set.
- **Lack of Role Models:** There is also a dearth of role models that limit the confidence of aspiring women entrepreneurs.

Role Played by Niti Ayog to Tackle the Gender Bias in Entrepreneurship:

- **Creating of Women Entrepreneurship Program (WEP):** Niti Ayog has established WEP to promote and support aspiring as well as established women entrepreneurs in India, assist and handhold them in their journey from starting up to scaling up and expanding their ventures. WEP identifies partners who are the pivotal agents that transform WEP's vision to reality through incisive interventions. It works in six domains as follows:
  - o **Community and Networking:** To build a robust network of women entrepreneurs, Women Entrepreneurship Platforms (WEP) help entrepreneurs realise their potential and aspirations, scale up innovation and chalk out sustainable long term strategies for entrepreneurs.
  - o **Compliance and Tax Assistance:** It has been assisting in leveraging knowledge partners for resources around taxation, audit, business licenses and regulations.
  - o **Entrepreneur Skills and Mentorship:** Imparting essential and management skills to stimulate innovation and sustainability.
  - o **Funding and Financial Assistance:** Providing information on sources of funding, financial management for launch and expansion of enterprises.
  - o **Incubation and Acceleration:** Connecting women to incubation and acceleration programs for speeding up the growth of startups and early stage companies.
  - o **Marketing Assistance:** Providing guidance and support to improve online and offline market presence.
- **Atal Innovation Mission (AIM):** AIM is creating vibrant incubators through programs like Atal Incubation Centres in cities and aspirational districts to help the startups grow via providing infrastructure and mentorship.

Way Forward:

- **Multidimensional Approach:** There is a need for a multidimensional and multisectoral approach from different stakeholders like government, financial institutions and NGOs for targeted development of women entrepreneurs.
- **Clearing the Ground:** It's high time that women are provided the space to grow in the outer world and no longer confined to their homes and allocated gender specific roles.
- **Awareness about Government Initiatives:** There is a need to create awareness about government efforts like Mahila-e-haat and hire brand ambassadors who could also be role models for women in the field of entrepreneurship.
- **Monetizing Care Economy:** Care economy must be included while calculating GDP in order to recognize the efforts and work done by women at home in a monetary way.

Conclusion: Women are the counterparts of men, hence, it's imperative they walk hand in hand and side by side to take the national economy to greater heights, helping India achieve the sustainable development goals as well as improve its rank on various global reports.

Q1. Consider the following statements with reference to the Women Entrepreneurship Program (WEP):
1. WEP has been established by the ministry of Women and Child Development for the growth and development of women businesses and start ups in India.
2. WEP works in different areas such as tax and compliance, networking and marketing assistance.

Which of the above statements is/are correct?
(a) 1 only
(b) 2 only
(c) Both 1 and 2
(d) Neither 1 nor 2

Answer: (b)

Explanation:

Statement 1 is incorrect: WEP has been established by the government of India under Niti Ayog.
Statement 2 is correct: WEP works for the assistance and promotion of women enterprises in six domains : **Community and Networking, Compliance and Tax Assistance, Entrepreneur Skills and Mentorship, Funding and Financial Assistance, Incubation and Acceleration and Marketing Assistance.**

Q2. Women shall not only be the seekers but also the creators of job opportunities. Discuss the given statement with reference to women entrepreneurship.

(15 Marks, 250 Words)

2. Sustainable Solid and Liquid Waste Management

Context:

- Rapid economic growth has been instrumental in reducing poverty and unemployment across the world. However, higher economic growth and the associated increase in the pace of industrialisation and urbanisation has also led to increased waste generation.

> **GS 3**
>
> **Environment**
>
> - **Environmental pollution and degradation**

Issue of waste handling in India:

- **Excessive waste generation:** Around **400 million** people living in **India's urban areas** generate **62 million tonnes** of municipal solid waste annually.
- **Poor infrastructure:** The existing **infrastructure is inadequate** and has impeded the process of efficient collection and disposal of waste in cities. The installed capacity for sewage treatment in the country remains way below the requisite levels.
- **Poor maintenance:** The operation and maintenance of existing sewage treatment plants and sewage pumping stations across the country is not satisfactory.
- **Non-conformance to standards:** Sewage treatment plants do not conform to the general standards prescribed under the Environmental (Protection) Rules for discharge into streams as per the CPCB's survey report.

  Due to this, about **80 percent** of municipal solid waste is **disposed** of at dump yards in an **unhygienic and unscientific manner** by the municipal authorities and **only about 28 percent** of sewage generated in India is **actually treated** on a daily basis.

Impact of poor waste management:

- **Damage to the ecosystem:** The gigantic quantity of waste that is being generated is a threat to the global ecosystem.
- **Health issues:** The World Health Organisation (WHO) has observed that 22 types of diseases are associated with improper management of municipal solid waste. For example Cholera, Typhoid, Hepatitis A, Dysentery, Schistosomiasis etc.
- **Water crisis:** Unscientific disposal of waste leads to the formation of leachate in the ground and contaminates the groundwater, which subsequently accentuates the water crisis in the country.
- **Land contamination:** Untreated sewage results in agricultural contamination and environmental degradation.
- **Greenhouse effect and climate change:** The waste sector was responsible for **4 percent** of India's total Greenhouse Gas (GHG) emissions in the year 2015, thus contributing to climate change.
- **Impact on the poor:** Improper management of waste also disproportionately affects poorer communities living in slums and areas nearer to landfills and dumpsites.

Impact of Poor Waste Management — Damage to the ecosystem; Health issues; Water crisis; Land contamination; Climate change; Impact on the poor

Measures taken by the Government:

The Government of India has launched a number of initiatives for efficient and sustainable management of waste in the country:

- **Swachh Bharat Mission (SBM):** The Swachh Bharat Mission (SBM) was launched in **2014** to eliminate open defecation, improve cleanliness, eradicate manual scavenging, establish modern and scientific management of municipal solid waste and hence achieve universal sanitation coverage in the country.
- **Capacity building:** A number of **workshops** have been conducted for Urban Local Bodies (ULBs) by the **National Institute of Urban Affairs** as a part of the capacity building programme under SBM.
- **Waste management rules:** The Government of India also revamped the Municipal Solid Wastes (Management and Handling) Rules 2000 and notified the new **Solid Waste Management (SWM) Rules in 2016**.
- **Swachh Survekshan:** Swachh Survekshan is an **annual survey of cleanliness** conducted by the **Ministry of Housing and Urban Affairs** to foster a spirit of healthy competition amongst towns and cities and to improve service delivery to their citizens.
- **Swachhata Hi Sewa:** Swachhata Hi Sewa **campaigns** are organised at regular intervals in the country **to spread awareness** about the efficient management of waste among the masses.
- **Swachhta Pakhwadas:** Swachhta Pakhwadas are organised in different parts of India to ensure the mass participation of citizens in cleanliness activities and to transform Swachh Bharat Mission into a citizen's movement.
- **Schemes:** Schemes like **'Compost Banao, Compost Apnao'** and **Gobar-Dhan**, promote the conversion of waste into compost and biogas respectively.
- **Waste-to-Energy:** The Ministry of New and Renewable Energy is promoting Waste-to-Energy (WTE) technologies to generate energy from agricultural, industrial and urban wastes.
  - The total estimated energy generation potential from urban and industrial organic waste in India is approximately **5,690 MW.**
- **Budget 2021:**
  - The government of India launched the **Jal Jeevan Mission** (Urban) for universal water supply in all 4,378 Urban local Bodies and liquid waste management in 500 AMRUT (Atal Mission for Rejuvenation and Urban Transformation) cities.
  - The **Swachh Bharat Mission Urban 2.0** was announced with a total financial allocation of Rs. 1,41,678 crores over a period of 5 years from 2021-2026.

Progress in waste management:
- Cities like **Durg and Ambikapur** have achieved 100 percent **door-to-door collection of waste.**
- **Bengaluru** has set up a strong system backed by technology to address the problem of waste generated by **Bulk Waste Generators**.
- **Pune** has presented a **decentralised model** of waste management which is also socially relevant and inclusive in nature.
  - Pune Municipal Corporation (PMC) has signed a contract with a **co-operative society SWaCH** to carry out waste collection, segregation and composting activities.
- The State of **Maharashtra** introduced a **policy of reusing treated wastewater** for cooling thermal power plants, serving industrial estates and servicing other non-potable purposes in 2017.
- A number of initiatives have also been taken up by individuals and non-government organisations in India.
  - **Greensole** is an organisation that collects discarded footwear in Navi Mumbai and refurbishes them to provide recycled footwear to the lesser privileged sections of society.

Factors hindering further progress:
- **Issues with ULBs:** Though SWM Rules 2016 had provided detailed guidelines to ULBs on setting up waste processing and disposal facilities, a significant number of Urban Local Bodies could not comply with these due to a number of reasons like:
  o The inability of municipalities to implement waste segregation.
  o Inadequate institutional and financial means to implement waste processing
  o Lack of access to sophisticated and efficient technologies.
- **Issues with roping in private players:** Non-availability of funds, involvement of multiple contractors, skewed waste management contracts and lack of integration in the waste value chain are some of the factors which have not evinced much interest among private players in this sector.

Way Forward:
- **Public-Private Partnerships:** Cities like Nagpur and Indore have successfully roped in private players for efficient management of solid and liquid waste in their cities. This can be emulated by others.

Hybrid Annuity Model:
- NITI (National Institution for Transforming India) Aayog introduced the concept of the Hybrid Annuity Model (HAM) to promote Public-Private Partnerships and prepared Model Concession Agreements to facilitate ULBs in the waste management process.
  o Under HAM, capital expenditure is shared solely by the Urban Local Body while the operational expenditure is shared by both private players and the civic bodies.
- **It offers a plethora of benefits to both civic bodies and private players:**
  o The Model Concession Agreements (MCAs) provide government guarantees to lending institutions which makes a project bankable.
  o The entire waste value chain gets covered in the new model which obviates the need of hiring multiple contractors.
  o The concessionaire can select any state-of-the-art technology within the ambit of environmental laws.

- **Learning from the best practices:** Countries like **South Korea and Malaysia** have one of the most efficient waste management systems across the world.
  o South Korea is now the country with the second-highest recycling rate in the world (60%) after Germany.
  o In Malaysia, the concept of **Waste Eco Park (WEP)** was introduced to centralise recycling companies from various industries under the same location and tax concessions were provided.
- **Awareness generation:** Community awareness and participation can go a long way in reducing the quantum of waste and saving the planet from further degradation.
- **3-Rs:** The 3 Rs-Reduce, Reuse and Recycle minimise the use and consumption of resources on the planet and help in achieving the goal of the circular economy.

Conclusion:
Considering the fact that waste generation in India is projected to increase to 165 million tonnes by 2031, there is an **urgent need to start working** towards efficient and sustainable management of liquid and solid waste in the country.

Q1. Consider the following statements:

1. The waste sector in India contributes to less than 1% of the total Greenhouse Gas emissions of the country.
2. Model Concession Agreements for waste management has been drafted by the Ministry of Housing and Urban Affairs.

Which of the statements given above is/are correct?

(a) 1 only
(b) 2 only
(c) Both 1 and 2
(d) Neither 1 nor 2

Answer: (d)

Explanation:

Statement 1 is incorrect: The waste sector in India contributes to 4% of the total Greenhouse Gas emissions of the country.

Statement 2 is incorrect: Model Concession Agreements for waste management has been drafted by NITI Aayog.

Q2. In spite of the progress of the Swachh Bharat Mission, India still has a huge gap in the generation and processing of solid and liquid waste. In this context, discuss the issues that prevent India from achieving rapid progress in the effective waste management. Also, suggest suitable measures to overcome the issues.

(15 Marks, 250 Words)
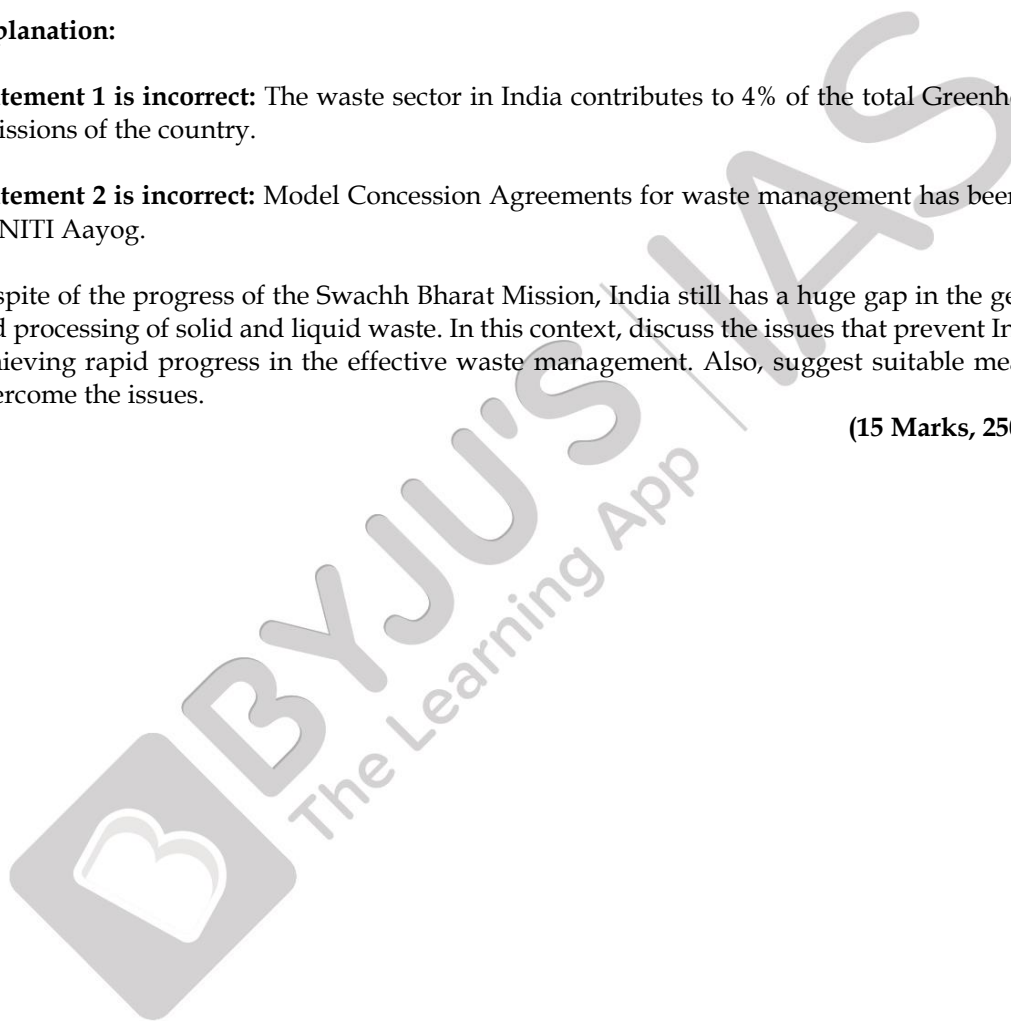
3. Making Gram Sabhas Vibrant

Context:
The **73rd Constitutional Amendment** has provided a strong foundation for citizens' participation at the local level in the form of **Panchayati Raj Institutions** (PRIs) and **Gram Sabhas (GSs)** provide citizens with a direct say in the decision-making process. However, the functioning of the Gram Sabhas has not been smooth.

> **GS 2**
>
> - **Functions and responsibilities of the Union and the States, issues and challenges pertaining to the federal structure, devolution of powers and finances up to local levels and challenges therein.**

About Gram Sabhas:
- **Article 243** of the Indian Constitution defines Gram Sabha as a body consisting of persons registered in the electoral rolls relating to a village comprised within the area of panchayat at the village level.
- As per Article **243A,** a Gram Sabha may exercise such powers and perform such functions at the village level as the Legislature of a State may by law provide.

Issues with Gram Sabhas:

Some of the major hurdles in the effective functioning of Gram Sabha include:
- **Lack of transparency:** Gram Sabhas have come under criticism due to a lack of transparency.
- **Absence of a coherent agenda:** Gram Sabha meetings have no coherent agenda.
- **Low participation:** The participation of Gram Sabha members is poor.
- **Irregularity:** Gram Sabha meetings are not held regularly.
  - It is important that Gram Sabhas are organised regularly as it would further instil confidence among villagers in the institution of Gram Sabhas.
  - Irregular conduct of Gram Sabhas also results in poor participation and turnout.
  - **Note:** Currently, the mandatory number of Gram Sabha meetings in a year to be held varies from a minimum of 1 meeting (in Tripura) to a maximum of 6 (in Chhattisgarh and Telangana); while for most of the other States/UTs, the range for these mandatory meetings is 2 to 4.
- **Fear of voicing opinion:** The vulnerable sections of the village community hesitate to voice opinions due to inhibitions on account of their financial and social standing. The elected representatives of the Gram Panchayat, especially the Sarpanch, exercise significant powers which often prevents their criticism in Gram Sabhas.

  These factors reduce Gram Sabhas to mere symbolic, instead of functional and vibrant platforms of democratic local governance.

Need and Relevance of Gram Sabhas:
- **Highlight grassroots level issues:** The Gram Sabhas are envisioned as unique institutions which would enable the citizens to highlight grassroots-level problems and build consensus on possible solutions.
- **Universal acceptance:** The decisions of Gram Sabhas being open and transparent and in real-time, provide universal acceptance.
- **Better implementation of schemes:** The Government of India is bringing several flagship schemes on Health, Education, Nutrition, Water Supply and Sanitation etc. envisaging large-scale mobilisation and people's direct participation to propel acceptance and effective implementation. Gram Sabhas provide the ideal platform for these schemes to leverage direct contact with the citizens to make them more accepting of these initiatives.
- **Effectively solving local issues:** Gram Sabhas have the power to solve local issues in an effective and efficient manner. One such case is of Dadera Gram Panchayat, Pura Block, Ayodhya in Uttar Pradesh which successfully dealt with the issue of water conservation.

  Thus, considering their significance, there is a need for enhancing the standing of Gram Sabhas as functional institutions to address the local issues highlighted by the citizens.

Efforts at strengthening the Gram Sabhas:
- Towards making Gram Sabhas vibrant, the efforts should enable them with **greater functional autonomy** at the local level:
  - **The Ministry of Panchayati Raj (MoPR)** has been mandated to promote devolution of **funds, functions, and functionaries** to the PRIs across States UTs.
  - The allocation of the **Finance Commission's United Grants** which can be utilised to suit the local needs amongst the various functions devolved to the panchayats is a major step towards strengthening such autonomy.

Way Forward:

The following recommendations have been shared by the MoPR with the States/UTs:
- **Ensuring periodic Gram Sabhas:** The Gram Panchayats (GPs) in the States/Union Territories should hold Gram Sabha meetings at such a frequency, so as to have at least 6 to 12 meetings every year.
- **Preparing Annual Calendar:** An annual calendar ought to be developed by all the Gram Panchayats in the States, for Gram Sabha meetings. The presence of an annual calendar would enable active participation from villagers.
  - A sample calendar has been shared with the States on the website of MoPR.
- **Organising Sabhas at a convenient time:** The timing of the Gram Sabhas should be convenient for the village population to attend in large numbers.
- **Administrative Presence:** The District administration should ensure attendance of Group A and B officers in all the Gram Sabha meetings and grievance redressal should become a part of the effort.
- **Augmenting people's participation in Gram Sabhas:** Efforts should be made to ensure maximum attendance of all eligible citizens in the Gram Sabha Meetings. The minimum **quorum for the meeting should be 10%** of the members out of which at least 30% should be females.
  - **Digital/virtual means** of citizens' participation like video-conferencing systems through mobile applications, etc., wherever possible and permissible, may also be considered.
  - **The services of elected representatives, SHGs** (Self Help Groups), ASHA (Accredited Social Health Activist) workers, Rozgar Sahayaks, etc., should be utilised to create awareness about participation in the Gram Sabhas.
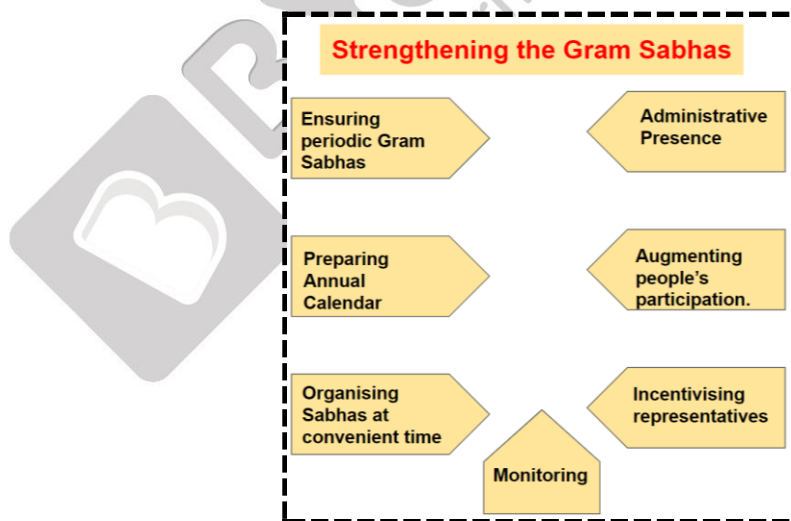
- **Incentivising Ward Members/Elected Members**: A suitable remuneration to the ward members/elected representatives for their services must be provided from the State Government funds/Own Source of Revenues (OSRs) of the Gram Panchayats.
- **Monitoring:** It is important to constitute standing subcommittees for the effective functioning and monitoring of the programmes and schemes implemented at the GP level.

Conclusion:

By facilitating participatory democracy, the Gram Sabhas will not only contribute to the socio-economic development of the villages but also create collective transformational change in the rural areas of the country.

Q1. With reference to Gram Sabhas, consider the following statements:
1. The Constitution of India provides for the definition of Gram Sabha.
2. As per the Indian Constitution, the Gram Sabhas are mandated to meet at least 6 times a year.

Which of the statements given above is/are correct?

(a) 1 only
(b) 2 only
(c) Both 1 and 2
(d) Neither 1 nor 2

Answer: (a)

Explanation:

Statement 1 is correct: Article 243 of the Indian Constitution defines Gram Sabha as a body consisting of persons registered in the electoral rolls relating to a village within the area of panchayat at the village level.

Statement 2 is incorrect: The mandated meetings of Gram Sabhas are not provided in the Constitution. It is for the respective States to decide.

Q2. Even after nearly three decades of enacting the 73rd Constitutional Amendment, the functioning of the Gram Sabhas still leaves much to be desired. Comment.

(15 Marks, 250 Words)

4. ISO Certified Gram Panchayats

Context:

* Kerala has recently achieved the ISO 9001:2015 certification for all the Gram Panchayats in the state.

Need for the certification:

* A local self government is a grassroots governing system that is closer to the lives of people than the Central and State governments.
* This can help them deliver public service with more speed and accuracy, improving citizen satisfaction.
* To achieve this objective it must improve upon its service delivery continuously.

> **GS 2**
>
> * Functions and responsibilities of the Union and the States, issues and challenges pertaining to the federal structure, devolution of powers and finances up to local levels and challenges therein.

What is ISO 9000?

| What is the ISO 9000 Standard Series?	ISO 9000 is defined as a set of international standards on quality management and quality assurance, developed to help companies effectively document the quality system elements needed to maintain an efficient quality system. They are not specific to any one industry and can be applied to organizations of any size.
What is ISO 9001?	ISO 9000 is a series, or family, of quality management standards, while ISO 9001 is a standard within the family.

The Evolution of the ISO 9000 Series
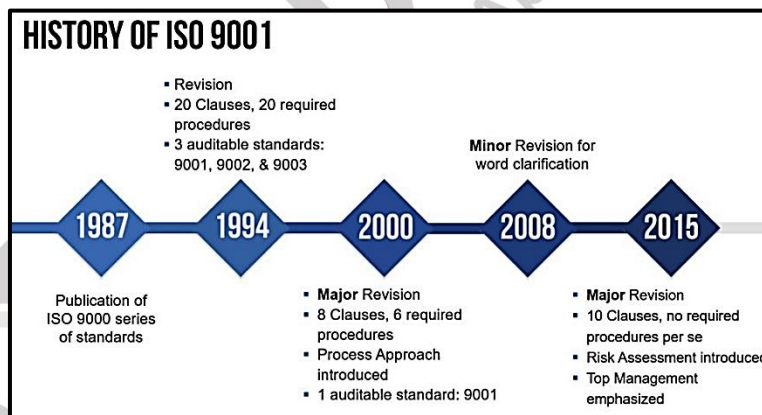
Figure: History of ISO
Source: Latestquality.com

Certification of Gram Panchayats: A Timeline

* **It all started in the year 2010,** with the Kumbala Gram Panchayat in Kasargod District achieving the ISO 9001:2008 certification.
* **Other panchayats soon followed** the example and the government issued guidelines for obtaining the ISO 9000:2008 certification through the implementation of Total Quality Management (TQM).
* **The Kerala Institute of Local Administration (KILA),** then conducted a study to improve the service quality in the certified Gram Panchayats which led to modifications in the guidelines to better target service delivery.
* **District Coordinators,** with professional qualifications were appointed to coordinate the certification activities.
* **Rigorous training, capacity building, and onsite support** enabled the Gram Panchayats to start achieving ISO 9001:2015 certification in 2019.

- This **inspired the Block Panchayats** and all 152 Block Panchayats achieved the ISO certification by the end of 2019.
- **The training and support** for the project was given by KILA and has led to successful certification of 939 Gram Panchayats, 152 Block Panchayats, 8 District Panchayats and the office of the Director Panchayats.

Activities and Targets of the Certification
- The ISO 9000 standard was adopted by KILA.
- Within it, ISO 9001:2015 is a standard that sets out the criteria for a quality management system that helps organisations to satisfy its customers, meet regulatory requirements and achieve continual improvement.
- They are based on **7 quality management principles**.
- Within these principles various activities are undertaken in the organisation.

Quality Management Principles	Activities organised
1. Customer Focus	Citizen Survey, Feedback Form, Complaint Resolution
2. Leadership	Quality Policy Formulation, Assigning Clear Roles and Responsibilities in Quality Management System (QMS)
3. Engagement of people	Quality Circle, Employee Training
4. Process Approach	Front Office Management, File Management, ISO Documentation including Quality Manual and Procedure Manual
5. Improvement	Quality Objectives, Internal Audit, Management Review
6. Evidence-based Decision Making	Record Management System
7. Relationship Management	Identification of interested parties and their requirements, Supplier Assessment

- The objective is to develop a quality management system capable of delivering quality service to the customers/citizens and not just obtaining the certification.

The various activities related to the process are as follows:
- **Status Assessment**: The interaction between employees and top officials and analysis of reports help in identifying the strengths and weaknesses of the system.
- **Awareness related to TQM and ISO**: This needs to be imparted to every employee. Organisation of Quality Circle ensures employee participation and Employee Training every month helps develop skills. Clear roles and responsibilities in the implementation and improvement of QMS are well-defined and assigned to the employees.
- **Record and Document Management**: A systematic and standardized system of record and document management needs to be set up, or improved. This helps in faster record retrieval, within five minutes.
- **Customer/Stakeholder-related Activities**: With the ultimate aim of customer satisfaction, Citizen Charter is published every year. It discloses services, delivery time and requirements. Activities like collecting citizen survey reports, citizen feedback forms and citizen complaint resolution needs to be assessed and improved upon.
- **Documentation Procedure**: This is an integral part of QMS and includes Quality Manual, Procedure Manual, and ISO files. All aspects of QMS need to be clearly documented.
- **Development of Quality Policy and Quality Objectives**: As part of QMS, the organization needs to develop quality policy and quality objectives and every employee needs to be informed of them.

- **Internal Audit and Management Review**: These mechanisms improve QMS and need to be implemented and conducted every six months. It ensures the sustainability of the system established.
- **Pre-assessment Audit**: An assessment of the implemented QMS is conducted by the consultancy agency before an external audit by a certified audit agency.
- **Resolving Audit Findings:** In order to get the ISO certification, the corrections provided by the external audit need to be resolved.
- **Surveillance Audit**: The ISO 9001 certified institution needs to go through a surveillance audit for three years. The auditors need to be satisfied with the sustainability and improvements in the QMS implemented.

Major Benefits/Outcomes
- **Front office system:** The ISO certification ensures that facilities for the public, like information boards, front office counters that deliver quality service to the public are included in the front office system. Along with the above, additional facilities such as ramps, safe drinking water, feeding rooms for breastfeeding mothers, washrooms etc. are mandatory.
- **Record Management System:** A proper record management system setup in all the institutions ensures speedy delivery of services and improves the efficiency of the staff.
- **Infrastructure:** Though not the prime focus, the certification ensures a neat and appealing office for both public as well as employees. This improves employee satisfaction as well as productivity.
- **Service Delivery:** The major focus of the certification is timely delivery of services to the citizen as per the citizen charter. The front office monitoring committee is responsible for monitoring and ensuring there are no pending files.
- **Citizen Satisfaction:** Feedback from the citizens show multi-fold increase in their satisfaction in Gram Panchayats of Kerala.
- **Quality Culture in Organisation:** Internal audit (where employees audit each other), management review (Panchayat Committee reviews quality initiatives in panchayat) have engaged both employees and elected representatives and ensured continuous improvement of services.
- **Employee Participation and Satisfaction:** Quality Circle (a friendly group of employees formed formally) ensures participation of employees of all levels. Moreover, efficient record keeping has reduced the workload of employees and ensured quality service delivery.
- **Skills Development:** At least one employee training every month is insisted by the QMS. It improves the skill set of employees as well as efficiency of the front office functioning.

Conclusion:
The ISO 9000 certification is not an end in itself. It is the starting point of many other quality initiatives. This process has led to the discussions of developing an indigenous quality management system for all the Local Self Governments. It will include standards for every process and service delivery at this level. This may very well serve as a benchmark for the local governments across the country.

Q1. With respect to the ISO 9001:2015 certification, consider the following statements:
1. The ISO 9001:2015 certification is based on 5 quality management principles.
2. All the Gram Panchayats of Kerala have achieved this certification.
Which of the statements given above is/are **incorrect**?
(a) 1 only
(b) 2 only
(c) Both 1 and 2
(d) Neither 1 nor 2

Answer: (a)

Explanation:

Statement 1 is incorrect: The ISO 9001:2015 certification is based on **7 quality management principles.** They are Customer Focus, Leadership, Engagement of people, Process Approach, Improvement, Evidence-based Decision Making, Relationship Management.

Statement 2 is correct: Kerala has achieved the ISO 9001:2015 certification for all the Gram Panchayats in the state.

Q2. Implementing Total Quality Management (TQM) principles to India's local self government will not only improve their functioning but also their quality of service delivery. Discuss the objectives and the targeted outcomes of such a move.

(15 Marks, 250 Words)
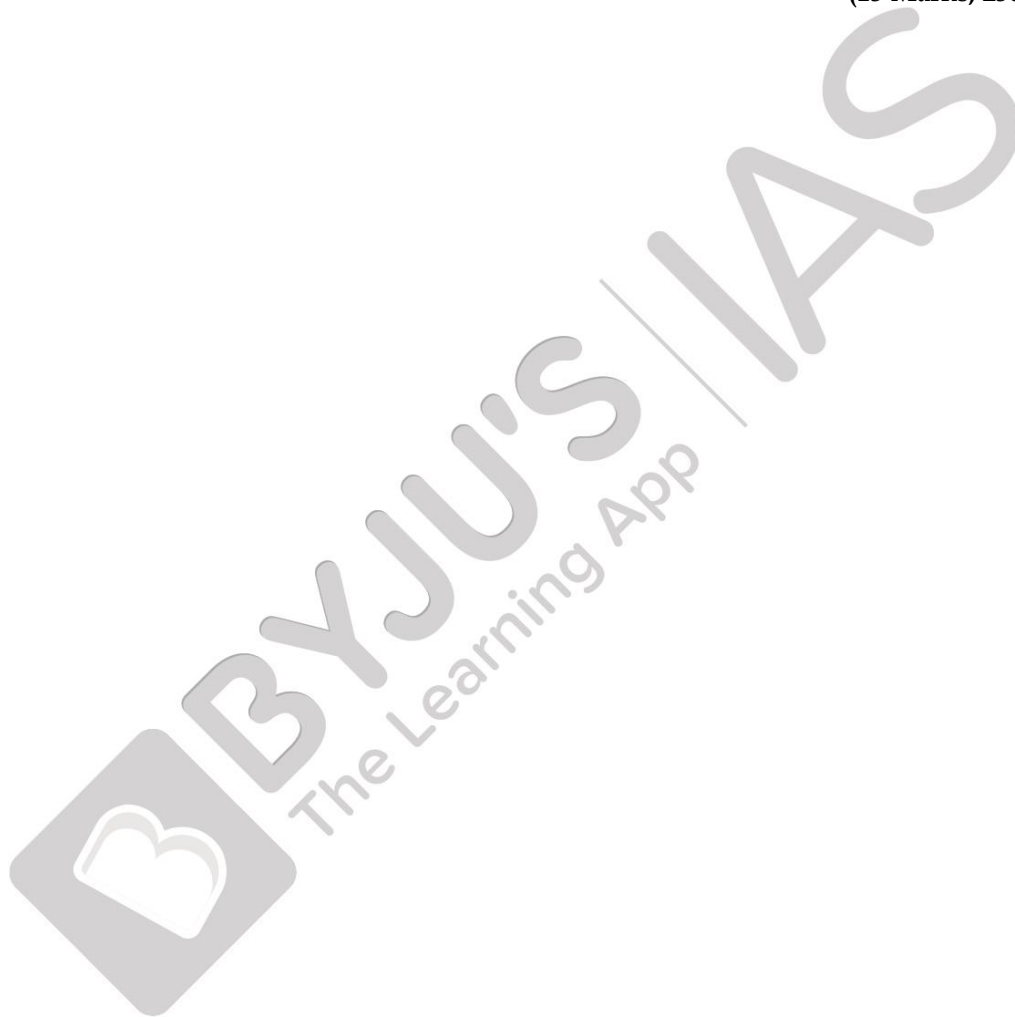
5. Towards Making India a Fit Nation

Context: Good health is central to happiness and fitness, therefore, various initiatives such as the Fit India Movement was launched to make fitness an integral part of people's lives.

Health and Fitness:
- Fitness is a cumulative outcome of appropriate nutrition, good health, as well as physical, social, psychological, and spiritual well-being.
- According to the World Health Organization, health is a state of complete physical, mental and social well-being and not merely the absence of diseases and infirmity.
- WHO's current goal is to achieve "Health for All" at least by 2030.

Health and Nutrition are Inseparable:
- An individual's health largely depends on the nutrition, which in turn is dependent on his/her food intake.
- Proper nutrition comes from a balanced diet which includes a mix of major nutrients like carbohydrates, fats and protein as well as micronutrients such as vitamins and minerals.
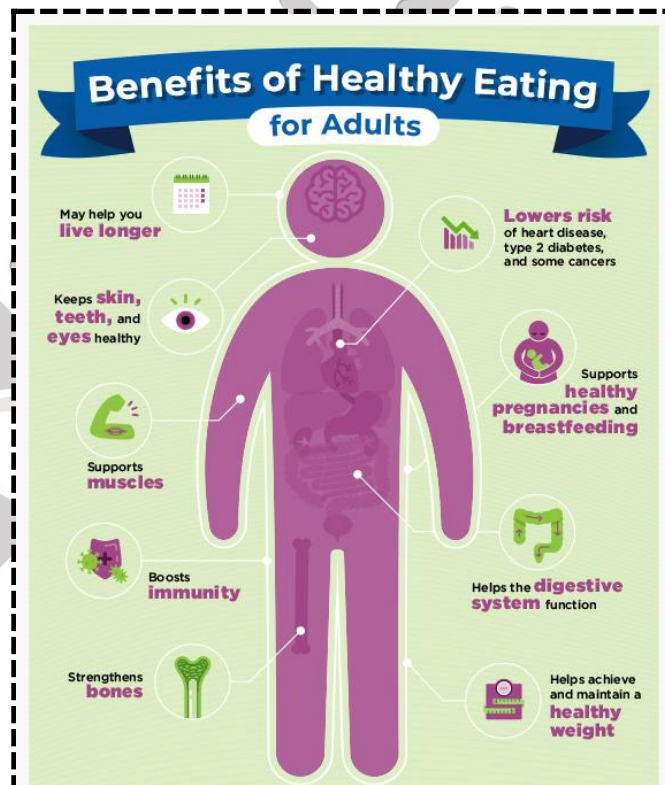

Figure: Benefits of Healthy Eating
Source: Centers for Disease Control and Prevention

Status of Health and Nutrition in India:

- **The Global Hunger Index (2020)**, calculated on the basis of total **undernourishment of the population, child stunting, wasting and child mortality**, has placed India at the **94th spot among 107 countries.**
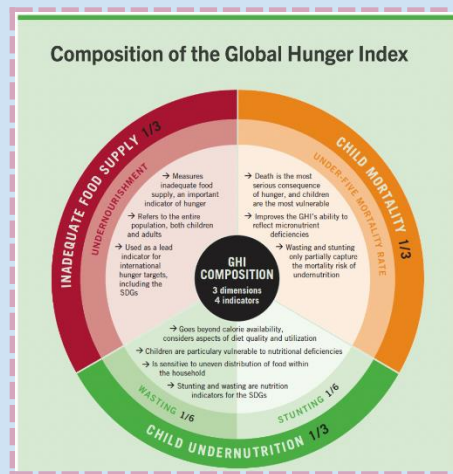

Figure: GHI Parameters
Source: Global Hunger Index

- Child and maternal malnutrition contribute **15 percent to India's total disease burden.**
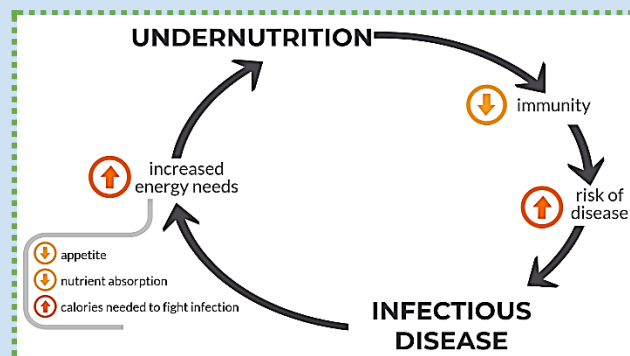- According to the **Food and Agricultural Organisation (FAO)**, **14.5% of India's population is undernourished.**

Figure: Vicious cycle of undernutrition
Source: immunizationevidence.org

- The report given by the **Indian Council of Medical Research (ICMR), states that** the major contributing factor behind the death of children below 5 years of age in India, was malnutrition in children.
- According to the **Global Nutrition Report** India has almost one-third (31%) of the world's stunted children. India tops this list of countries.
- The **fourth round of the National Family Health Survey (NFHS)**, 2015-2016, stated that the prevalence of underweight, stunted, and wasted children under five were at **35.7, 38.4, and 21.0 percent respectively.**
- The **fifth round of NFHS (2019-2021)** in 22 states surveyed, states that only nine states showed a decline in the number of stunted children, 10 in wasted children, and six in underweight children. In remaining states the percentage of stunted, wasted, and underweight children increased or remained unchanged.
- Countries such as **Sri Lanka, Nepal, Bangladesh, Myanmar, and Pakistan have been ranked higher than India on the Global Hunger Index at 64th, 73th, 75th, 78th, and 88th** spots respectively.

Indian Initiatives for Health and Nutrition

- **Anganwadi Services Scheme/ Integrated Child Development Scheme (ICDS)**
  - It's a major flagship program launched in 1975 and is considered as one of the world's largest and unique initiatives for early **childhood development.**
  - **It is a wholesome package of six services, mainly:**
    - Supplementary Nutrition (SNP)
    - Health & Nutrition Check-Up
    - Immunization
    - Non-Formal Education for Children in Pre-School
    - Health and Nutrition Education
    - Referral services
  - The beneficiaries of the scheme are **children from age groups 0-6 years and pregnant and lactating mothers.**
- **POSHAN Abhiyaan**
  - Poshan Abhiyaan, also called the **National Nutrition Mission (NNM),** was launched in 2018 by the Government of India with the objective of tackling the **malnutrition problem** prevalent in India.
  - The chief objective of the mission is to reduce the level of under-nutrition and also enhance the nutritional status of children in the country.
- **Anemia Mukt Bharat**
  - The Anemia Mukt Bharat is an **intensified Iron-plus Initiative** aiming to strengthen the existing mechanisms and foster newer strategies for tackling anemia.
  - It focuses on **six target beneficiary groups,** through **six interventions and six institutional mechanisms** for achieving the envisaged target under the **POSHAN Abhiyan.**
- **Fit India Movement:**
  - The 'Fit India Movement' is a "multi-ministerial effort", including the ministries of sports, Human Resource Development, panchayati raj and rural development.
  - It is aimed at bringing about behavioural change and introducing basic fitness practices in the daily lives of Indians, a majority of whom lack access to sports or fitness infrastructure in their neighbourhoods.
- **National Health Policy:**
  - The policy is aimed at attaining the highest possible level of health and wellbeing for all all ages, through a preventive and promotive health care orientation in all developmental policies.
  - This would be done through universal access to good quality health care services without anyone having to face financial hardship as a consequence.
  - This would be achieved through increasing access, improving quality and lowering the cost of healthcare delivery.
- **Ayushman Bharat:**
  - The Ayushman Bharat programme was launched in 2018 to address health issues at all levels – primary, secondary, and tertiary. It has two components:
    - Pradhan Mantri Jan Arogya Yojana (PM-JAY), earlier known as the National Health Protection Scheme (NHPS)
    - Health and Wellness Centres (HWCs)
  - Ayushman Bharat is an integrated approach comprising health insurance and primary, secondary and tertiary healthcare.
  - The HWCs are aimed at improving access to cheap and quality healthcare services at the primary level.
  - PM-JAY covers the financial protection for availing healthcare services at the secondary and tertiary levels.

Conclusion:

India needs to take care of both the health and nutrition in order to reap the true potential of its **'Demographic Dividend'**. The initiatives taken up must already be implemented in letter and spirit to actualize the vision of a healthy and wealthy India.

Q1. With reference to the 'Fit India Movement', consider the following statements:
1. The movement has been launched single handedly by the Ministry of Health and Family Welfare for making the country fit physically and mentally by 2030.
2. It is aimed at bringing about behavioural change and introducing basic fitness practices in the daily lives of Indians.

Which of the above statements is/are correct?
(a) 1 only
(b) 2 only
(c) Both 1 and 2
(d) Neither 1 nor 2

Answer: (b)

Explanation:

Statement 1 is incorrect: The 'Fit India Movement' is a "multi-ministerial effort", including the ministries of sports, Human Resource Development, panchayati raj and rural development.

Statement 2 is correct: It is aimed at bringing about behavioural change and introducing basic fitness practices in the daily lives of Indians, a majority of whom lack access to sports or fitness infrastructure in their neighbourhoods.

Q2. Discuss the various initiatives taken by the government to improve the health and nutrition in India.

(15 Marks, 250 Words)

BYJU'S | IAS

BYJU'S students in UPSC CSE 2020

Congratulations to our toppers

| **02** Ranks in Top 10 | **06** Ranks in Top 25 | **18** Ranks in Top 50 | **36** Ranks in Top 100 |

RANK 02 — Jagrati Awasthi

RANK 08 — Kartik Jivani
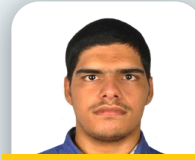
RANK 13 — Gaurav Budania

RANK 14 — Karishma Nair

Incredible results year after year!

Selected candidates from BYJU'S

2013	2014	2015	2016	2017	2018	2019	2020
62 out of 1228 vacancies	**82** out of 1364 vacancies	**162** out of 1164 vacancies	**215** out of 1209 vacancies	**236** out of 1058 vacancies	**183** out of 812 vacancies	**165** out of 829 vacancies	**281** out of 761 vacancies
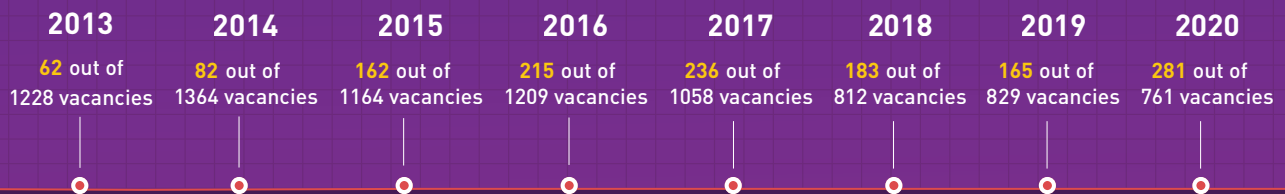
To book a FREE COUNSELLING SESSION with our IAS Mentors call: 9241333666
Visit https://byjus.com/ias/ for more details

BYJU'S The Learning App | Google play | Download on the App Store | **byjus.com**

Awards

EY Entrepreneur Of The Year™ 2018 Start-Up

VCCIRCLE AWARDS — Education Company Of The Year 2016, 2018

BS Business Standard Start-up of the year 2017

BEST OF 2016 WINNER — Google Play's 'Best Self Improvement' App in India – 2016

Google Design Award 2018

Deloitte. — Deloitte Technology Fast 50 India and Fast 500 Asia Award Year 2012, 2013, 2014, 2015, 2016, 2017

EXPRESS IT AWARDS — Express IT Awards for IT newsmaker of the year 2017

DESIGN4INDIA A NASSCOM INITIATIVE — NASSCOM Design4India Design Award 2018 for the 'Best Design' Mobile Category – 2018