

# AN ANTHOLOGY OF POLICIES IN INDIA

Centre for Public Policy  
Anant National University



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# MESSAGE BY THE PROVOST

The world around us is determined by public policies to a large extent. The world of architecture and design is no different. Thus, there is a need for built environment professionals to be aware of the public policy context. More policy professionals coming from this background will augur well for the sector.

The Centre for Public Policy at Anant, India's first DesignX University is a first-of-its-kind initiative in this direction. Set up in collaboration with Communeeti, a Delhi-based not-for-profit entrepreneurial venture on public policy, the centre works towards training architects, designers and climate activists of the future in how policies are designed, implemented and measured. The centre strives to equip them with the knowledge and tools to analyse policies, advocate change and nurture them as future policy professionals.

India, with its rich tapestry of cultures and diverse landscapes, faces unique challenges and opportunities in shaping its built environment. Public policies play an important role in ensuring our built environment planning is futuristic, inclusive and sustainable. I am glad that the Centre has come up with a compendium of public policies in the built environment space. This compendium will act as a ready reckoner of public policies for Anant students and faculty and will enlighten them on the role of these policies in shaping the future of their profession. The chapters within this compendium serve as an invaluable resource for policymakers, urban planners, architects, designers and all those passionate about shaping the future of our built environment.

This compendium is also a testament to the remarkable journey India has undertaken in the pursuit of innovative and inclusive design solutions through effective public policy. This compendium delves into the intricacies of India's evolving landscape, where countless government policies and initiatives have been carefully designed to reshape our built environment. From Smart Cities and Swacch Bharat Abhiyan to affordable housing and sustainable transportation projects, this collection explores the dynamic interplay of public policies, built environment and communities.

The policies within these pages are not just about bricks and mortar but also the aspirations, dreams and livelihoods of millions of citizens. They are about reimagining our built environment as vibrant, inclusive and resilient hubs where culture, tradition and innovation seamlessly coexist.

India's journey in the realm of design-centric public policy is an ongoing one, marked by experimentation, learning and adaptation. By examining the successes and lessons learned, we can foster a deeper understanding of the connection between design and public policy and chart a course toward more liveable, sustainable and inclusive cities and villages.

I hope that this compendium serves as a practical guide for the Anant students and faculty as they continue to shape our built environment with creativity, compassion and a commitment to the common good.

Dr Anunaya Chaubey

**Provost**

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# EXECUTIVE SUMMARY

India is striving to recast its urban landscape to make cities investment friendly and at the same time inclusive. The new urban transformation strategies of India are guided by the twin objectives of meeting the challenges of urbanisation in the country following the policy mandates of the government and at the same time ensuring that the benefits of urban development leaves no one behind – making equitable access to urban infrastructure and decent employment opportunities a sine qua non for sustainable development. In this context, it becomes important for the new generation of students and professionals to develop a clear macro perspective of urbanisation and its multi-faceted aspects so that future strategies and decisions could address urban challenges in a holistic and sustainable manner. New-age built environment professionals must be aware of the environment they operate in, of which public policies form an important determinant. Public policy for the built environment encompasses a vast range of topics such as housing, sanitation, urban governance, building regulations, zoning (land-use, density), public transport, industry, sustainability, real estate, heritage and conservation etc. The aim of this policy anthology is to develop a ready-reckoner of government policies which are related to the built environment for the Anant students and faculty.

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# 1. SMART CITIES MISSION

Cities are engines of growth for the economy of every nation, including India. Nearly 31% of India's current population lives in urban areas and contributes 63% of India's GDP (Census 2011). With increasing urbanisation, urban areas are expected to house 40% of India's population and contribute 75% of India's GDP by 2030. This requires comprehensive development of physical, institutional, social and economic infrastructure. All are important in improving the quality of life and attracting people and investments to the city, setting in motion a virtuous cycle of growth and development. Development of Smart Cities is a step in that direction.

Launched by the Ministry of Housing and Urban Affairs (MoHUA) on June 25, 2015, Smart Cities is an approach to urban development characterised by area-based development, efficient delivery of basic infrastructure and services in an equitable manner and citizens' participation. The objective is to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions. The focus is on sustainable and inclusive development and the idea is to look at compact areas, create a replicable model, which will act like a lighthouse to other aspiring cities.

## **The core infrastructure elements in a Smart City would include:**

- Adequate water supply and assured electricity supply
- Sanitation, including solid waste management
- Efficient urban mobility and public transport
- Affordable housing, especially for the poor
- Robust IT connectivity and digitalisation
- Good governance, especially e-governance
- Citizen participation, sustainable environment
- Safety and security of citizens, particularly women, children and the elderly and
- Health and education

## **Some typical features of comprehensive development in Smart Cities are:**

- Promoting mixed land use in area-based developments — planning for 'unplanned areas' containing a range of compatible activities and land uses close to one another in order to make land use more efficient. The states will enable some flexibility in land use and building bye-laws to adapt to change;
- Housing and inclusiveness — expand housing opportunities for all;
- Creating walkable localities — reduce congestion, air pollution and resource depletion, boost local economy, promote interactions and ensure security. The road network is created or refurbished not only for vehicles and public transport, but also for pedestrians and cyclists and necessary administrative services are offered within walking or cycling distance;
- Preserving and developing open spaces — parks, playgrounds and recreational spaces in order to enhance the quality of life of citizens, reduce the urban heat effects in areas and generally promote eco-balance;
- Promoting a variety of transport options — Transit Oriented Development (TOD), public transport and last mile para-transport connectivity;
- Making governance citizen-friendly and cost effective — increasingly rely on online services to bring about accountability and transparency, especially using mobiles to reduce cost of services and providing

## 1. SMART CITIES MISSION

- services without having to go to municipal offices; form e-groups to listen to people and obtain feedback and use online monitoring of programmes and activities with the aid of cyber tour of worksites;
- Giving an identity to the city — based on its main economic activity, such as local cuisine, health, education, arts and craft, culture, sports goods, furniture, hosiery, textile, dairy, etc.
- Applying smart solutions to infrastructure and services in area-based development in order to make them better. For example, making areas less vulnerable to disasters, using fewer resources and providing cheaper services.

### CONVERGENCE WITH OTHER GOVERNMENT SCHEMES

Comprehensive development occurs in areas by integrating the physical, institutional, social and economic infrastructure. Many of the sectoral schemes of the government converge in this goal, although the path is different. There is a strong complementarity between the Atal Mission for Rejuvenation and Urban Transformation (AMRUT) and Smart Cities Mission in achieving urban transformation. While AMRUT follows a project-based approach, the Smart Cities Mission follows an area-based strategy. Similarly, great benefit can be derived by seeking convergence of other Central and State government programmes/schemes with the Smart Cities Mission. At the planning stage itself, cities must seek convergence in the SCP with AMRUT, Swachh Bharat Mission (SBM), National Heritage City Development and Augmentation Yojana (HRIDAY), Digital India, Skill development, Housing for All, construction of Museums funded by the Culture Department and other programmes connected to social infrastructure such as health, education and culture.

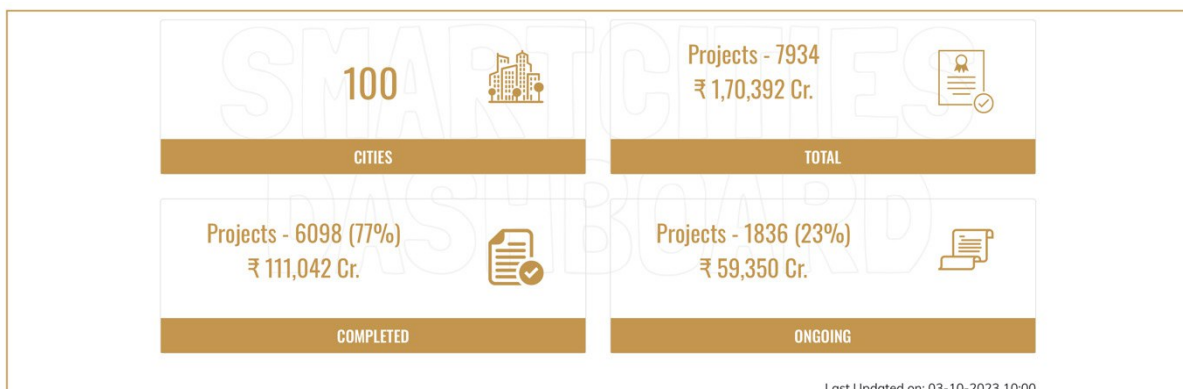
#### There are six fundamental principles or tenets, which drive the Smart Cities mission:

- Community at the core – communities at the heart of planning and implementation
- More from less – ability to generate greater outcomes with the use of lesser resources
- Cooperative and competitive federalism – cities selected through competition, flexibility to implement projects
- Integration, innovation, sustainability – innovating methods; integrated and sustainable solutions
- Technology as a means, not the goal – careful selection of technology, relevant to the context of cities
- Convergence – sectorial and financial convergence

### IMPLEMENTATION BY SPECIAL PURPOSE VEHICLE (SPV)

A Special Purpose Vehicle (SPV) created for the purpose does the implementation of the mission at the city level. The SPV plans, appraises, approves, releases funds, implements, manages, operates, monitors and evaluates the smart city development projects. Each smart city has a SPV, which is headed by a full time CEO and have nominees of Central government, State government and ULB on its Board.

The Government of India has selected 100 cities. These cities have started implementing projects such as smart command and control centres, smart area-based development, smart roads, solar rooftops, intelligent transport systems and smart parks. These projects have the unique feature of integration between different infrastructural elements of the projects.



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## 2. PRADHAN MANTRI AWAS YOJANA-URBAN

Pradhan Mantri Awas Yojana-Urban (PMAY-U), being implemented since June 2015, is one of the major flagship programmes is implemented by Government of India under Ministry of Housing and Urban Affairs (MoHUA) to provide all weather pucca houses to all eligible beneficiaries in the urban areas of the country through States/UTs/Central Nodal Agencies. The scheme covers the entire urban area of the country, i.e., all statutory towns as per Census 2011 and towns notified subsequently, including Notified Planning/Development Areas. The scheme is implemented through four verticals: Beneficiary Led Construction/Enhancement (BLC), Affordable Housing in Partnership (AHP), In-situ Slum Redevelopment (ISSR) and Credit Linked Subsidy Scheme (CLSS). In August 2022, the Union Cabinet approved continuation of PMAY-U up to 31st December 2024 with all verticals, except CLSS, for the completion of already sanctioned houses till 31st March 2022.

All houses under PMAY-U have basic amenities like toilet, water supply, electricity and kitchen. The mission promotes women empowerment by providing the ownership of house in name of female member or in joint name. Preference has also given to differently abled persons, senior citizens, SCs, STs, OBCs, Minority, single women, transgender and other weaker & vulnerable sections of the society. A PMAY-U house ensures dignified living along with sense of security and pride of ownership to the beneficiaries. PMAY-U has adopted a cafeteria approach to suit the needs of individuals based on the geographical conditions, topography, economic conditions, availability of land, infrastructure, etc. The scheme hence, divided into four verticals given below.

- **In-situ Slum Redevelopment (ISSR):**

central assistance of Rs.1 lakh per house is admissible for all houses built for eligible slum dwellers under the component of ISSR using land as resource with participation of private developers.

After redevelopment, de-notification of slums by State/UT Government is recommended under the guidelines. Flexibility is given to states/cities to deploy this central assistance for other slums redeveloped. States/Cities provide additional FSI/FAR or TDR to make projects financially viable. For slums on private owned land, states/cities provide additional FSI/FAR or TDR to land owner as per its policy. No central assistance is admissible in such case.

- **Credit Linked Subsidy Scheme (CLSS):**

Beneficiaries of Economically Weaker Section (EWS)/Low Income Group (LIG), Middle Income Group (MIG)-I- and Middle-Income Group (MIG)-II seeking housing loans from banks, housing finance companies and other such institutions for acquiring, new construction or enhancement\* of houses are eligible for an interest subsidy of 6.5%, 4% and 3% on loan amount up to Rs. 6 Lakh, Rs. 9 Lakh and Rs. 12 Lakh respectively. The Ministry has designated Housing and Urban Development Corporation (HUDCO), National Housing Bank (NHB) and State Bank of India (SBI) as Central Nodal Agencies (CNAs) to channelise this subsidy to the beneficiaries through lending institutions and for monitoring the progress. The scheme for MIG category has been extended up to 31st March, 2021. The CLAP portal has significantly contributed towards streamlining processes under CLSS vertical has also facilitated the Ministry in reducing in grievances.

- **Affordable Housing in Partnership (AHP)**

Under AHP, the Government of India provides central assistance of Rs. 1.5 Lakh per EWS house. An affordable housing project can be a mix of houses for different categories. However, it will be eligible

## 2. PRADHAN MANTRI AWAS YOJANA-URBAN

for central assistance, if at least 35% of the houses in the project are for EWS category. The States/UTs decide on an upper ceiling on the sale price of EWS houses with an objective to make them affordable and accessible to the intended beneficiaries. State and cities also extend other concessions such as their State share, land at affordable cost, stamp duty exemption, etc.

### • **Beneficiary-led Individual House Construction/ Enhancement (BLC-N/ BLC-E):**

Central assistance upto Rs. 1.5 lakh per EWS house is provided to eligible families belonging to EWS categories for individual house construction/ enhancement. The Urban Local Bodies validate the information and building plan submitted by the beneficiary so that ownership of the land and other details like economic status and eligibility can be ascertained. Central Assistance, along with State/UT/ ULB share, if any, is released to the bank accounts of beneficiaries through Direct Benefit Transfer (DBT) by States/UTs.

## **AFFORDABLE RENTAL HOUSING COMPLEXES (ARHCS) FOR MIGRANT WORKERS/ URBAN POOR**

COVID-19 pandemic has resulted in reverse migration of urban migrants/ poor in the country. Urban migrants stay in slums/ informal settlements/ unauthorised colonies/ peri-urban areas to save cost of housing. They need decent rental housing at affordable rate at their work sites. In order to address this need, Ministry of Housing & Urban Affairs has initiated Affordable Rental Housing Complexes (ARHCs), a sub-scheme under Pradhan Mantri Awas Yojana - Urban (PMAY-U). These will provide ease of living to urban migrants/ poor in Industrial Sector as well as in non-formal urban economy to get access to dignified affordable rental housing close to their workplace.

### **The ARHC scheme will be implemented through two models:**

Utilising existing government funded vacant houses to convert into ARHCs through public private partnership or by public agencies.

- Construction, operation and maintenance of ARHCs by public/ private entities on their own vacant land.
- Incentives will be provided to public/ private entities by Central/ State Government for developing & operating ARHCs will include additional FAR/FSI, Income tax and GST exemption, single window approval within 30 days, project finance at lower interest rate, Trunk infrastructure till project site, municipal services at residential rates and use permission changes for houses for the vacant land.
- Beneficiaries for ARHCs are urban migrants/ poor from EWS/LIG categories comprising of street vendors, rickshaw pullers and other service providers, industrial workers along with migrants working with market/ trade associations, educational/ health institutions, hospitality sector, long term tourists/ visitors, students or any other category.
- ARHCs will be a mix of single/ double bedroom dwelling units and dormitory of 4/6 beds including all common facilities and will be exclusively used for rental housing for a minimum period of 25 years.
- MoHUA has provisioned for an additional grant in the form of Technology Innovation Grant (TIG) under TSM for the project using innovative & alternate technology for speedier, sustainable, resource efficient and disaster resilient construction. TIG of Rs. 1,00,000/- per dwelling unit in case of double bedroom (up to 60 sqm carpet area), Rs. 60,000/- per dwelling unit (up to 30 sqm carpet area) in case of single bedroom and Rs. 20,000 per Dormitory Bed (up to 10 sqm carpet area) shall be released by MoHUA to entities through BMTPC.
- TIG will be applicable only for projects using innovative and alternate technologies and sanctioned during the PMAY(U) Mission period (March 2022) and completed within 18 months after getting all statutory approvals.
- The ARHCs ensuring a dignified living environment for urban migrants/poor close to their workplaces at affordable rates. These will unlock existing vacant housing stock and make them available in urban space. It will propel new investment opportunities and promote entrepreneurship in rental housing sector by encouraging public/private Entities to efficiently utilise their vacant land available for developing ARHCs.



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### 3. PRADHAN MANTRI AWAS YOJANA- GRAMIN (PMAY-G)

Public housing programme in the country started with the rehabilitation of refugee's immediately after independence and since then, focus area of the government as an instrument of poverty alleviation. Rural housing programme, as an independent programme, started with Indira Awaas Yojana (IAY) in January 1996. Although IAY addressed the housing needs in the rural areas, certain gaps were identified during the concurrent evaluations and the performance audit by Comptroller and Auditor General (CAG) of India in 2014. These gaps, i.e. non-assessment of housing The shortage, lack of transparency in selection of beneficiaries, low the quality of the house and lack of technical supervision, lack convergence, loans not availed by beneficiaries and weak the mechanism for monitoring was limiting the impact and outcomes of the programme.

To address these gaps in the rural housing programme and in view of government's commitment to providing "Housing for All" by the scheme 2022, the of has IAY has been re-structured into Pradhan Mantri Awaas Yojana –Gramin (PMAY-G) i.e. 1st April 2016.

PMAY-G aims to provide a pucca house, with basic amenities, to all houseless householder and those households living in kutcha and dilapidated houses, by 2022. The immediate the objective is to cover 1.00 crore household living in kutcha house/dilapidated house in three years from 2016-17 to 2018- 19. The minimum size of the house has been increased to 25 sq.mt (from 20sq.mt) with a hygienic cooking space. The unit assistance has been increased from Rs. 70,000 to Rs. 1.20 lakh in plain and from Rs 75,000 to Rs 1.30 lakh in hilly states, difficult areas and IAP district. The beneficiary is entitled to 90.95 person day of unskilled labour from MGNREGS. The assistance for construction of toilet shall be leveraged though convergence with SBM-G, MGNREGS or any other dedicated the source of funding. Convergence for piped drinking water, electricity connection, LPG gas connection etc. Different Government programmers are also to be attempted.

The cost of unit assistance is to be shared between Central and State Government in the ratio 60:40 in plain areas and 90:10 for North Eastern and the Himalayan States. From the annual budgetary grant for PMAY-G, 90% of funds is yet to release to States/UTs for the construction of new house under PMAY-G. These would also include 4%allcation towards Administrative expenses .5%of the budgetary grant is retained at the central level as reserve found for special Projects. The annual allocation to the states is to base on the Annual Action Plan (AAP) approved by the Empowered Committee and the found to States / UTs is to be released in two equal instalments.

Once of the most important features of PMAY-G is the selection of beneficiary. To ensure that assistance is targeted at those who are genuinely deprived and the selection is objective and verifiable, PMAY-G instead of selecting a the beneficiary from among the BPL households selects beneficiary using housing deprivation parameters in the Socio Economic and Caste Census (SECC), 2011 date which is to be verified by the Gram Sabha's. The SECC data captures specific deprivation related to housing among households. Using the data households that are houseless and living in 0, 1 and 2 kutcha wall and kutcha roof houses can be segregated and targeted. The permanent wait list so generated also ensures that the states have the ready list of the household to be covered under the scheme in the coming years (through Annual Select Lists) leading the better planning of implementation. To adders grievances in beneficiary selection an appellate process has also been put in place.

### 3. PRADHAN MANTRI AWAS YOJANA- GRAMIN (PMAY-G)

Towards better quality of construction, setting up of a Nation Technical Support Agency (NTSA) at the national level is envisaged. One of the major constraints in quality house construction is the lack of the sufficient number of skilled masons. To address these, a pan-India training and certification programme of masons has been launched in the States/UTs. These will, in addition and career progression for rural masons. For timely construction/completion to ensure good quality of house construction, it has also envisaged to tag a PMAY-G the beneficiary with a field level Government functionary and a Rural Mason.

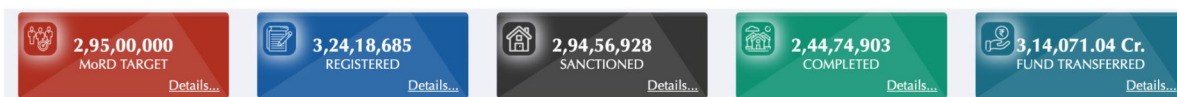
The beneficiary to be assisted by in-house construction with a bouquet of house design typologies inclusive of disaster resilience features the suitable to their local geo-climatic conditions. These designs are developed through an elaborate public consultative process. This exercise will ensure that the beneficiary does not over-construct in the initial stages of house building which often results in the incomplete house or the beneficiary is forced to borrow money to complete the house.

In PMAY-G, programme implementation and monitoring can be carried out through an end to end e-Governance model- using AwaasSoft and Awaas App. While AwaasSoft is a work -flow enabled, web-based electronic service delivery platform through which all critical function of PMAY-G, right from identification of beneficiary to providing construction linked assistance (through PFMS), will be carried out; Awaas App- the mobile application is used to monitor real time, evidence based progress of house construction through date and time stamped and georeferenced photographs of the house. The tow IT application help identify the slip ups in the achievement of targets during the course of implementation of the programme. All payments to beneficiary is to be through DBT to beneficiary's bank/post office accounts registered in Awaas SoftMIS.

The States have to come up with their annual action plan of PMAY-That will include a plan for convergence in with other government programme. The mechanism for convergence in PMAY-G is also to be strengthened through a system-to-system real-time transfer of information between the programmes that are to converge with PMAY-G. A willing beneficiary is to be facilitated to avail institution finance up to Rs.70,000. - which would monitored through the SLBC, DLBC and DLBC.

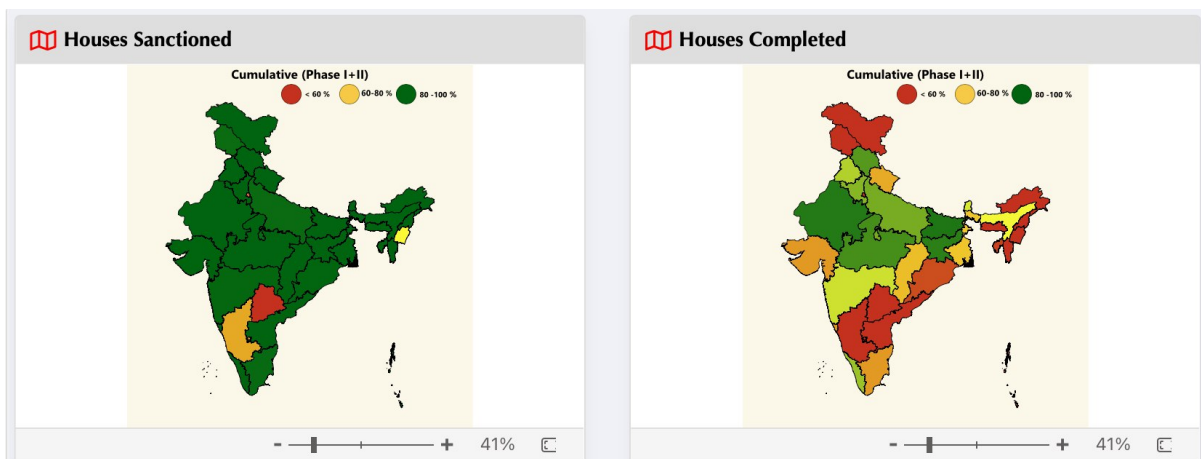
The programme implementation is to be monitored not only electronically, but through community participation (Social Audit), Member of Parliament (DISHA Committee), Central and State Government officials, national level monitors etc.

#### Progress:



As on 29.09.2023

Source: PMAY-G official website



### 3. PRADHAN MANTRI AWAS YOJANA- GRAMIN (PMAY-G)



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## 4. NATIONAL URBAN TRANSPORT POLICY

The National Urban Transport Policy (NUTP) is focus on sustainable urban mobility and the development of public transportation systems. In 2006, The Ministry of Urban Development, Government of India (MoUD) with the National Urban Transport Policy (NUTP) to bring about comprehensive improvements in urban transport services and infrastructure.

The policy focus was on moving people rather than vehicles. Eight years later, Institute of Urban Transport (India), a professional body promoted by MoUD, undertook a comprehensive review of the NUTP 2006. After a series of consultations that included taking cognisance of recommendations of working groups on urban transport, interviews and comments of officials from various cities, review of international practice and several workshops and roundtable discussions, the NUTP 2014 was finalised and published.

The National Urban Transport Policy 2014 recognises the huge deficit in urban transport services and infrastructure both in quality and quantity. The use of desirable modes of transport – walk, bicycle and public transport – is declining use of undesirable modes, i.e. car and two-wheelers, is growing. As a result, congestion is increasing, urban mobility as well as road safety are declining and pollution, use of fossil fuel and accidents are rising by the day. The NUTP 2014 seeks to encourage growth of urban transport along a low carbon path.

The objective of this policy is to ensure safe, affordable, quick, comfortable, reliable and sustainable access for the growing number of city residents to jobs, education, recreation and such other needs within our cities.

### **These are sought to be achieved by:**

- incorporating urban transportation is an important parameter at the urban planning stage rather than being a consequential requirement.
- Encouraging integrated land use and transport planning in all cities so that travel distances is minimised and access to livelihoods, education and other social needs, especially for the marginal segments of the urban population is improved.
- Improving access of business to markets and the various factors of production.
- Bringing about a more equitable allocation of road space with people, rather than vehicles, as its main focus.
- Encourage greater use of public transport and non- motorised modes by offering central financial assistance for this purpose.
- Enabling the establishment of quality focused multi-modal public transport systems that are well integrated, providing seamless travel across modes.
- Establishing effective regulatory and enforcement mechanisms that allow a level playing field for all operators of transport services and enhanced safety for the transport system users.
- Establishing institutional mechanisms for enhanced coordination in the planning and management of transport systems.
- Introducing Intelligent Transport Systems for traffic management.
- Addressing concerns of road safety and trauma response.



- Reducing pollution levels through changes in traveling practices, better enforcement, stricter norms, technological improvements, etc.
- Building capacity (institutional and manpower) to plan for sustainable urban transport and establishing knowledge management system that would service the needs of all urban transport professionals, such as planners, researchers, teachers, students, etc.
- Promoting the use of cleaner technologies.
- Raising finances, through innovative mechanisms that tap land as a resource, for investments in urban transport infrastructure.
- Associating the private sector in activities where their strengths can be beneficially tapped.
- Taking up pilot projects that demonstrate the potential of possible best practices in sustainable urban transport.

## **KEY FEATURES OF THE POLICY:**

### **INTEGRATING LAND USE AND TRANSPORT PLANNING**

An integrated master plan needs to internalize the features of sustainable transport systems. In developing such plans, attention should also be paid to channel the future growth of a city around a pre-planned transport network rather than develop a transport system after uncontrolled sprawl has taken place. Transport plans should, therefore, enable a city to take an urban form that best suits the geographical constraints of its location and also one that best supports the key social and economic activities of its residents.

The Government of India would fully support pilot studies in a few sample cities, of different characteristics and in different regions of the country. As part of this exercise, each city would also be encouraged to identify potential corridors for future development and then establish a transport system that would encourage growth around itself.

### **EQUITABLE ALLOCATION OF ROAD SPACE**

The Central government would encourage measures that allocate road space on a more equitable basis, with people as its focus. This can be achieved by reserving lanes and corridors exclusively for public transport and non-motorized modes of travel. Similarly lanes could be reserved for vehicles that carry more than three persons (popularly known as High Occupancy Vehicle Lanes) In order to facilitate better enforcement of lane discipline, suitable provisions would be introduced in the Motor Vehicles Act and other instrumentalities to enable stringent penalties for violation.

### **PRIORITY TO THE USE OF PUBLIC TRANSPORT**

The Central government would promote investments in public transport as well as measures that make its use more attractive than in the past. Towards this end, the Central government would encourage all State capitals as well as other cities with a population of more than one million to start planning for high capacity public transport systems. Comprehensive city wide plans should be drawn up comprising trunk and feeder corridors as well as good integration with personal modes, suburban traffic, etc.

### **QUALITY AND PRICING OF PUBLIC TRANSPORT**

So far, public transport fares have been kept low as a measure of social equity. This has resulted in most public transport systems being unable to recover their operating costs. In the present day context, however, public transport serves another social purpose. It helps reduce congestion and air pollution, if users of personal vehicles can be persuaded to shift to public transport. Their needs are, however, for improved quality and not so much for low fares.

#### **4. NATIONAL URBAN TRANSPORT POLICY**

It is, therefore, necessary to think of different types of public transport services for different segments of commuters. Those who place a premium on cost are the poorest sections of society and need to be given affordable prices. The cost of providing public transport for them needs to be subsidized by other sections of society. The Central government would encourage the provision of different levels of services – a basic service, with subsidized fares and a premium service, which is of high quality but charges higher fares and involves no subsidy.

To facilitate this, the Central government would offer support under the NURM for premium service infrastructure such as improved bus stations and terminals, improved passenger information systems, use of intelligent transport systems for monitoring and control, restructuring of State Transport Corporations, etc.

To ensure that the fares charged are fair and reasonable, the Central government would require that a regulatory authority be set up by the State Government to, inter-alia, regulate the prices to be charged by different types of public transport services.

#### **TECHNOLOGIES FOR PUBLIC TRANSPORT**

There is a wide spectrum of public transport technologies. At one end are high capacity, but high cost, technologies like underground metro systems and at the other are low capacity bus.

Systems running on a shared right of way. Within these extremes are a range of intermediate possibilities, such as buses on dedicated rights of way, elevated sky bus and monorail systems, electric trolley buses, etc. Factors such as the urban form, terrain, availability of waterways, level of demand, direction and extent of sprawl, projections for future growth, extent of population density etc. are major determinants of the technology that should be chosen.

Given the wide technologies around the world, it would create a knowledge center that would provide the necessary information required for taking the right technological decisions for a specific city. Wherever necessary, support would be provided for techno-economic studies to be conducted by leading global consultants. range of possibilities, it is not possible to prescribe a particular technology in a generic policy and such a choice will have to be made as a part of city specific land use and transport plans. It would also depend on the kind of city that would need to evolve at the particular location. The Central government would, therefore, encourage all proven technologies and not promote any specific technology. In order to facilitate the proper evaluation of all the available.

#### **INTEGRATED PUBLIC TRANSPORT SYSTEMS**

A good public transport system is one that is perceived by the user as a single system and allows seamless travel between one mode and the other as also between systems managed by different operators. The Central government would expect that investments in public transport systems would also seek to ensure that such systems are well integrated and offer a seamless system to the users. Central government's financial support would be contingent on appropriate authorities/entities being set up to ensure that a coordinated and integrated public transport system becomes available.

#### **FINANCING**

The Central government would encourage high capacity public transport systems being set up through the mechanism of Special Purpose Vehicles (SPV) and would offer financial support either in the form of equity or one time viability gap financing, subject to a ceiling of 20% of the capital cost of the project, after evaluating various parameters such as:

- Extent of resources mobilized by the State government through exploitation of its land resources
- Extent of resources likely from private participation

- Institutional mechanisms set up by the State government to ensure a well willingness to introduce premium public transport systems that are priced high but offer better quality with a view to limit the subsidy requirements in normal services.
- Willingness to involve the private sector in operations under the overall supervision and coordination of a public agency
- Willingness to price public transport systems in such a manner as to be financially sustainable at the operating stage or depend only marginally on public budgets coordinated public transport system
- Willingness to divert funds from projects that add to road capacity towards public transit systems
- Initiatives taken to promote non-motorized transport and improve safe access to public transport.

The Central government's capital support would take the form of equity participation or one time viability gap funding and would be subject to a ceiling of 20% of the capital cost of the project. Preference will be given to those who are able to demonstrate additional resources for the project through dedicated taxes and innovative financing methods.

### **PRIORITY TO NON-MOTORIZED TRANSPORT**

The Central government would give priority to the construction of cycle tracks and pedestrian paths in all cities, under the National Urban Renewal Mission (NURM), to enhance safety and thereby enhance use of non-motorized modes. Cities would also be encouraged to explore the possibility of a public bicycle programme, where people can rent a bicycle for use in specially designated areas. The Central government would support the construction of safe pedestrian crossings at busy intersections and high traffic corridors.

The Central government would support formulation and implementation of specific "Area Plans" in congested urban areas that propose appropriate mix of various modes of transport including exclusive zones form-motorized transit. The Central government would also take up pilot projects, in a sample set of cities, to demonstrate the improvements that are possible through the enhanced used of cycling, for possible replication in other cities.

### **PARKING**

Levy of a high parking fee, that truly represents the value of the land occupied, should be used as a means to make the use of public transport more attractive. Preference in the allocation of parking space for public transport vehicles and non-motorized modes Park and ride facilities for bicycle users, with convenient inter-change, would be another useful measure. Simultaneously, a graded scale of parking fee, that recovers the economic cost of the land used in such parking, should be adopted. The objective would be to persuade people to use public transport to reach city centres. as well as easier access of work places to and from such spaces would go a long way in encouraging the use of sustainable transport systems. State governments would be required to amend building bye laws in all million plus cities so that adequate parking space is available for all residents / users of such buildings. To enable this, FAR norms would be made more liberal. Multi-level parking complexes should be made a mandatory requirement in city centres that have several high rise commercial complexes. Such complexes could even be constructed underground, including below areas declared as green belts in the master plan. Such complexes could come up through public-private partnerships in order to limit the impact on the public budget. All such parking complexes would be encouraged to go in for electronic metering so that is there is better realization of parking fees to make the investments viable and also a better recovery of the cost of using valuable urban space in the parking of personal motor vehicles. In residential areas too, appropriate changes in bye-laws would be considered to free the public carriage way from parked vehicles that impede the smooth flow of traffic. Proposals for parking complexes would also be given priority under the National Urban Renewal Mission. Provisions would also be made in the appropriate legislation to prevent the use of the right of way on road systems for parking purposes.

### **FREIGHT TRAFFIC**

Cities would be encouraged to build by-passes, through innovative and viable public – private partnerships. Similarly, facilities for the parking of freight vehicles outside city limits, such as truck terminals, would also be encouraged through public–private partnerships. Proposals for such facilities would be considered under the National Urban Renewal Mission.

### **USE OF CLEANER TECHNOLOGIES**

Renewable sources need to be tapped as a measure of sustainable development and in recognition of India's energy security concerns. The Central government would, therefore, encourage the research, development and commercialization of cleaner technologies. New technologies would be offered suitable concessions and benefits that would enable them to make an entry and compete with established technologies on more equitable terms. While petroleum based fuels are by far the most commonly used today, other alternatives have been emerging, though slowly. CNG has been adopted in a big way for bus transport in Delhi. Electric trolley buses are also being proposed in the city. Electric vehicles have already entered the market for cars and auto rickshaws. Electric two wheelers are also under development. Such cleaner technologies need to be encouraged so that the problem of vehicular pollution can be more effectively dealt with. The Central government would, lay down a clear and time bound schedule of progressively tighter emission norms, with adequate lead-time, to allow the auto and oil industry to make the required investments. Measures would also be introduced to incentivize the use of fuel efficient (zero pollution) and small sized vehicles that use up little road space and also cause low pollution.



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## 5. SWACHH BHARAT MISSION – URBAN

The Swachh Bharat Mission (SBM) was launched on 2<sup>nd</sup> October, 2014, to make India open defecation free by 2019. It has two sub missions –1) Swachh Bharat Mission (Gramin) for rural areas under the Ministry of Drinking Water and Sanitation (MDWS) and 2) Swachh Bharat Mission (Urban) for urban areas under the Ministry of Housing and Urban Affairs. Given the cross-cutting impact of SBM, the Ministry of Drinking Water and Sanitation is the nodal ministry for SBM with several other ministries being actively involved in achieving its goals.

SBM has the potential to address wide-ranging issues. For instance, water and sanitation related diseases continue to remain among the major causes of death among children under five years of age. In India, the under-five mortality rate is 50 per thousand live births as compared to the global average of 41. The lack of sanitation facilities leads to groundwater contamination and pathogen contamination leads to diarrhoeal diseases, resulting in malnutrition, stunting and death. Women, who do not have access to toilets, mostly relieve themselves under the cover of darkness, i.e., before dawn or after sunset. Such practices are not only a threat to their physical security but are also a cause of various diseases.

### **The key objectives of the Swachh Bharat Mission include:**

- Making India Open Defecation Free (ODF)
- Carrying out extensive information, education and communication (IEC) and behaviour change campaigns to change the attitude of people regarding healthy sanitation practices.
- Ensuring scientific solid and liquid waste management.
- Augmenting the capacity of local bodies.
- Creating an enabling environment for private sector participation.
- Eradicating manual scavenging

### **Mission objectives**

- Elimination of open defecation
- Eradication of Manual Scavenging
- Modern and Scientific Municipal Solid Waste Management
- To effect behavioural change regarding healthy sanitation practices
- Generate awareness about sanitation and its linkage with public health
- Capacity Augmentation for ULBs to create an enabling environment for private sector participation in Capex (capital expenditure) and opex (operation and maintenance)

### **Mission components**

- Household toilets, including conversion of insanitary latrines into pour-flush latrines
- Community toilets
- Public toilets and urinals
- Solid waste management
- IEC & Public Awareness
- Capacity building and Administrative & Office Expenses (A&OE)


## 5. SWACHH BHARAT MISSION – URBAN

### Mission strategy

- Comprehensive Sanitation Planning, which includes
- City level sanitation plans
- State Sanitation Concept
- State Sanitation Strategy
- Behavioural Change Strategy and IEC
- Enabling Environment for Private Sector Participation
- Capacity Building
- Special Focus Groups


### Mission Enablers

SWACHH SURVEKSHAN




Competitive Monitoring Framework for accelerating Swachhata outcomes in Urban India

STANDARDISED PROTOCOLS




For consistency in service delivery benchmarks across cities for sanitation and solid waste management

DIGITAL INNOVATIONS









Technology enabled facilitation of citizen outreach initiatives

BEHAVIOR CHANGE INTERVENTIONS



Communication Campaigns and Citizen outreach programs

### Achievements

Sanitation			Waste Management		
					
<b>Individual Household Latrine</b>	<b>Community and Public Toilet</b>	<b>Open Defecation Free</b>	<b>D2D Garbage Collection (Wards)</b>	<b>Waste</b>	<b>Garbage Free Star Rating (Cities)</b>
Constructed <b>63.00 Lacs</b>	Constructed <b>6,36,826</b>	<b>4,355</b> cities ODF <b>3,547</b> cities ODF+	Collection <b>90,819</b>	Generated (TPD) <b>155.92 k+</b>	<b>1</b> 7 Star Rating <b>11</b> 5 Star Rating
Mission Target <b>58.99 Lacs</b>	Mission Target <b>5,07,587</b>	<b>1,191</b> cities ODF++ <b>14</b> cities Water+	Segregation <b>84,166</b>	Processed (TPD) <b>119.09 k+</b>	<b>199</b> 3 Star Rating <b>234</b> 1 Star Rating

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## 6. SWACHH BHARAT MISSION – GRAMIN

The mission aimed at eliminating open defecation in rural areas during the period 2014 to 2019 through mass scale behaviour change, construction of household-owned and community-owned toilets and establishing mechanisms for monitoring toilet construction and usage. Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves “open-defecation free” (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India.

To ensure that the open defecation free behaviours are sustained, no one is left behind and that solid and liquid waste management facilities are accessible, the Mission is moving towards the next Phase II of SBMG i.e ODF-Plus. ODF Plus activities under Phase II of Swachh Bharat Mission (Gramin) will reinforce ODF behaviours and focus on providing interventions for safe management of solid and liquid waste in villages.

### Objectives

- Open defecation free behaviours are sustained and no one is left behind.
- Solid and liquid waste management facilities are accessible and reinforcing ODF behaviours and focus on providing interventions for safe management of solid and liquid waste in villages
- To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To develop, wherever required, community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.
- To create significant positive impact on gender and promote social inclusion by improving sanitation especially in marginalized communities.

### Strategy

- Augmenting the institutional capacity of districts for undertaking intensive behaviour change activities at the grassroots level
- Strengthening the capacities of implementing agencies to roll out the programme in a time-bound manner and to measure collective outcomes
- Incentivizing the performance of State-level institutions to implement behavioural change activities in communities

### Focus on behaviour change

- Behaviour change has been the key differentiator of Swachh Bharat Mission and therefore emphasis is placed on Behaviour Change Communication (BCC). BCC is not a ‘stand-alone’ separate activity to be done as a ‘component’ of SBM-G, but about nudging communities into adopting safe and sustainable sanitation practices through effective BCC.
- Emphasis is placed on awareness generation, triggering mind-sets leading to community behaviour change and demand generation for sanitary facilities in houses, schools, Anganwadis, places of community congregation and for Solid and Liquid Waste Management activities. Since Open Defecation Free villages cannot be achieved without all the households and individuals conforming to the desired behaviour of toilet use every day and every time, community action and generation of peer pressure on the outliers are key.

## **SANITATION TECHNOLOGIES**

Appropriate participation of the beneficiary/communities, financially or otherwise in the setting up of the toilets is advised to promote ownership and sustained use, both at the household and community levels. The built-in flexibility in the menu of options is to give the poor and the disadvantaged families' opportunity for subsequent upgrading of their toilets depending upon their requirements and financial position and to ensure that sanitary toilets are constructed, which ensure safe confinement and disposal of faeces. An illustrative list of technology options, with cost implications is provided to meet the user preferences and location-specific needs. While the Government provides flexibility in choosing the toilet technology considering area's topography, soil conditions etc., properly constructed Twin-Pit is considered the most preferred technology.

## **MONITORING MECHANISMS**

A robust monitoring arrangement has been put in place to monitor Open Defecation Free status of a village, the implementation of Solid and Liquid Waste Management projects as well as the construction and use of household toilets, school and Anganwadi toilets and Community Sanitary Complexes. The monitoring also uses a robust community led system, like Social Audit. Community-based monitoring and vigilance committees will help in creating peer pressure. States decide the delivery mechanisms to be adopted to meet the community needs.

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## 7. REAL ESTATE REGULATION AND DEVELOPMENT ACT (RERA)

In view of various issues plaguing the harmonious development of Real Estate sector and to protect the interest of homebuyers, need for specific legislation was being felt for a long time which culminated in enactment of The Real Estate (Regulation and Development) Act, 2016 [RERA].

### Key Provisions

- RERA was enacted to ensure regulation and promotion of Real Estate Sector in an efficient, transparent and accountable manner and to protect the interest of homebuyers. This transformative legislation seeks to address vital issues of fair transactions, timely delivery and quality construction through speedy adjudication of disputes, thus empowering the home buyers.
- Enactment of RERA marked the beginning of a new era in Real Estate Sector and a step towards reforming the sector, encouraging greater transparency, citizen centricity, accountability and financial discipline.
- Establishment of Regulatory Authorities, Adjudicating Officers and Appellate Tribunals for speedy dispute resolution: To ensure faster resolution of dispute, each State/UT has to establish its own Real Estate Regulatory Authority and Appellate Tribunal and also appoint Adjudicating Officers. For faster disposal, the cases are to be decided within sixty days from the date of application/appeal.
- Applicability of RERA: RERA extends to residential and commercial real estate. It applies to both private and public bodies engaged in sale.
- Mandatory Registration of Projects: Under provisions of RERA, homebuyers' interests are protected as only all the projects (above 500 sq mtrs. and above 8 apartments) registered with Regulatory Authority can be launched thereby obviating possibility of any misrepresentation/ false promises by the developers.
- Registration of Real Estate Agents: All agents dealing in real estate projects also need to register with respective State Real Estate Regulatory Authorities. No deposit or advance to be taken by developer without first entering into agreement for sale with homebuyer.
- Project details to be furnished before Registration: At the time of registration of project, developer has to furnish specific details related to project: Sanctioned plan, layout plan and specifications of the proposed project, proforma of Allotment Letter, Agreement for Sale & Conveyance Deed proposed to be signed with homebuyers; number, type and the carpet area of apartments & garages, Time period within which project is to be completed.
- Separate Bank Account for each project: 70% of the amount collected from homebuyers for a project must be maintained in a separate bank account and only be used for construction of that project only and land cost. Withdrawal of money from this account shall be done after certification of engineer, architect & chartered accountant in regards with of project completion.
- Online Information of registered projects: Through the online portal, the homebuyers are empowered to take the informed decision to buy their dream homes as well. Further, promoter has to quarterly update the relevant details of the project along with project status.
- Mandatory mentioning of RERA registration Number: Developers have to mention RERA registration number in each of his advertisement or prospectus.
- Equal treatment for homebuyers & developers: Developers are now legally obliged to pay similar rate of interest to homebuyers in case of delay.

## **7. REAL ESTATE REGULATION AND DEVELOPMENT ACT (RERA)**

- Formation of Resident Association: Developers have to enable the formation of Association of homebuyers/Residents and after paying all outgoings, execute a registered conveyance deed for common areas in favour of Association of homebuyers.
- No change in project layout without consent of homebuyers: Developers can't do alteration or addition in the sanctioned plans, layout plans and specifications of project layout, without the previous written consent of 2/3rd of allottees/ homebuyers.
- Refund in case of delay: ask for interest for every month of delay, till the handing over of the possession.
- Penal Provisions: RERA provide strict penal provisions of imprisonment in addition to provisions for refund, interest and penalty in case of non-compliance by developers, allotted and agent

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## 8. ATAL MISSION FOR REJUVENATION AND URBAN TRANSFORMATION (AMRUT)

Providing basic services (e.g. water supply, sewerage, urban transport) to households and build amenities in cities, which will improve the quality of life for all, especially the poor and the disadvantaged is a national priority. Learnings from the earlier Mission have shown that infrastructure creation should have a direct impact on the real needs of people, such as providing taps and toilet connections to all households. The focus should be on infrastructure creation that has a direct link to provision of better services to people and this was explicitly stated by the President of India in his speeches to the Joint Sessions of the Parliament on 9 June 2014 and 23 February 2015.

With this thought, Atal Mission for Rejuvenation and Urban Transformation (AMRUT) was launched in 500 selected cities across the country in June 2015. The purpose of Atal Mission for Rejuvenation and Urban Transformation (AMRUT) is to (i) ensure that every household has access to a tap with assured supply of water and a sewerage connection; (ii) increase the amenity value of cities by developing greenery and well maintained open spaces (e.g. parks); and (iii) reduce pollution by switching to public transport or constructing facilities for non-motorized transport (e.g. walking and cycling). All these outcomes are valued by citizens, particularly women and indicators and standards have been prescribed by the Ministry of Urban Development (MoUD) in the form of Service Level Benchmarks (SLBs).

However, the pursuit of better outcomes will not stop with the provision of taps and sewerage connections to all (universal coverage). Other benchmarks will be targeted following a systematic process after achieving the benchmark of universal coverage. Such a gradual process of achieving benchmarks is called “incrementalism.” This does not mean that other SLBs are less important, but that in the incremental process SLBs are achieved gradually according to National Priorities. In the case of urban transport the benchmark will be to reduce pollution in cities while construction and maintenance of storm water drains is expected to reduce and ultimately eliminate, flooding in cities, thereby making cities resilient.

Earlier, the MoUD used to give project-by-project sanctions. In the AMRUT this has been replaced by approval of the State Annual Action Plan once a year by the MoUD and the States have to give project sanctions and approval at their end. In this way, the AMRUT makes States equal partners in planning and implementation of projects, thus actualizing the spirit of cooperative federalism. Reforms will lead to improvement in service delivery, mobilization of resources and making municipal functioning more transparent and functionaries more accountable, while capacity building will empower municipal functionaries and lead to timely completion of projects.

### **The Mission focuses on the following Thrust Areas:**

- Water Supply
- Sewerage facilities and septic management
- Storm Water drains to reduce flooding,
- Pedestrian, non-motorized and public transport facilities, parking spaces and
- Enhancing the amenity value of cities by creating and upgrading green spaces, parks and recreation centres, especially for children.

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## 9. HERITAGE CITY DEVELOPMENT AND AUGMENTATION YOJANA (HRIDAY)

The heritage development of city is not about development and conservation of few monuments, but development of entire city, its planning, its basic services, quality of life to its communities, its economy and livelihoods, cleanliness, security, reinvigoration of its' soul and explicit manifestation of its character. HRIDAY offers tremendous opportunity towards an integrated, inclusive and sustainable development of some heritage in India. HRIDAY offers a paradigm shift in India's approach to city development, bringing together urban planning/economic growth and heritage conservation in an inclusive and integrated manner with focus on livelihoods, skills, cleanliness, security, accessibility and service delivery.

### **Scheme statement:**

Preserve and revitalise soul of the heritage city to reflect the city's unique character by encouraging aesthetically appealing, accessible, informative & secured environment. To undertake strategic and planned development of heritage cities aiming at improvement in overall quality of life with specific focus on sanitation, security, tourism, heritage revitalization and livelihoods retaining the city's cultural identity.

### **Scheme strategy:**

It is a central sector scheme with 100 percent funding coming from Central government.

Cities will be required to prepare Heritage Management Plan for the city and develop DPRs for identified projects for availing assistance under the scheme.

The HMP and DPRs may be developed by the National Mission Directorate / City Mission Directorate through PWOs/SPVs/CPSUs/State Para-statal/ NGO's of repute. The projects will be executed by PWOs/SPVs/CPSUs/State Para-statal/ NGO's of repute and fund will be allocated to Executing agencies by MoUD on the recommendation of Mission Directorate. NIUA is designated as National Project Management Unit for HRIDAY Scheme and will function as a secretariat for Mission Directorate.

City PMU will be procured by National Mission Directorate and will function as secretariat to City Mission Directorate

### **Scheme objective:**

The main objective of HRIDAY is to preserve character of the soul of heritage city and facilitate inclusive heritage linked urban development by exploring various avenues including involving private sector. Specific objectives are:

- Planning, development and implementation of heritage sensitive infrastructure.
- Service delivery and infrastructure provisioning in historic city core areas.
- Preserve and revitalize heritage wherein tourists can connect directly with city's unique character.
- Develop and document a heritage asset inventory of cities – natural, cultural, living and built heritage as a basis for urban planning, growth and service provision & delivery.
- Implementation and enhancement of basic services delivery with focus on sanitation services like public conveniences, toilets, water taps, street lights with use of latest technologies in improving tourist facilities/amenities



- Local capacity enhancement for inclusive heritage-based industry
- Create effective linkages between tourism and cultural facilities and also the conservation of natural and built heritage
- Urban heritage adaptive rehabilitation and maintenance, including appropriate technologies for historic buildings retrofitting
- Establish and manage effective public private partnership for adaptive urban rehabilitation.
- Development and promotion of core tangible economic activities to enhance avenues of livelihoods amongst stakeholders. This would also include necessary skill development amongst them including making public spaces accessible and developing cultural spaces
- Making cities informative with use of modern ICT tools and making cities secure with modern surveillance and security apparatus like CCTV etc.

(i) Increase accessibility i.e. physical access (roads as well as universal design) and intellectual access (i.e. digital heritage and GIS mapping of historical locations/ tourist maps and routes).

The scheme broadly focuses on four theme areas i.e. Physical Infrastructure, Institutional Infrastructure, and Economic Infrastructure & Social Infrastructure for reviving and revitalizing the soul of Heritage City. The projects can be funded directly or through support from other stakeholders including private sector, however broad indicative list of components under HRIDAY is mentioned below, which can further be refined based on the need of the city under broad theme areas.

- Heritage Documentation and Mapping leading to Heritage Management Plan
- Listing of heritage assets of the city ( Tangible and Intangible)  
Tangible and Intangible heritage recordings and documentation
- Profiling of infrastructure service at/around heritage areas  
GIS based mapping of cultural and natural heritage assets  
Develop Heritage Management Plan including conservation/adaptive reuse plans
- Heritage Revitalization linked to Service Provision
- Revitalization of heritage/ historic areas, ghat areas, temple/mosque/basilica areas, kunds and façade improvement of surrounding areas
- Restoration/rehabilitation of heritage monuments and linking with service provisions at community and city levels
- Provision of basic services such as for improved sanitation as toilets, drinking water facilities, parking, solid waste management etc
- Linkage with city infrastructure/trunks for water and waste water management and treatment
- Development of Heritage walks, religious trails, Street furniture including shifting of hanging wires, poles and transformers
- Development of cultural events, fair and festival grounds and associated infrastructure. Development of City museum, interpretation centres and cultural spaces
- Improvement of roads/ pathways, public transportation and parking in heritage areas including provisions for last mile connectivity
- Pedestrian station of tourist attraction areas, solar/battery operated vehicles
- City Information/ Knowledge Management and Skill Development
- Development of Websites, IEC and Outreach Material CCTV Cameras and provision of Wi-Fi
- Direction pillars and signage and digital information Kiosks
- City maps and brochures, Digital Display /Information Board, Wi-Fi-Access Zones
- Local capacity strengthening for heritage management linked to city planning and overall growth
- Skill development of tour operators and guides, local artisans and women entrepreneurs

#### **9. HERITAGE CITY DEVELOPMENT AND AUGMENTATION YOJANA (HRIDAY)**

- Support marketing, promotion and development of local heritage industry including women managed cottage industries, Marketing Centers Heritage sensitive building codes and urban design regulations
- City heritage infrastructure such as web page, heritage linked mobile applications, software, web based interface for heritage conservation, adaptation and management
- Catalogue and brochures for historic and new construction in order to preserve the character of heritage buildings and cultural landscapes

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## 10. NATIONAL CLEAN AIR PROGRAMME (NCAP)

The Ministry of Environment, Forest and Climate Change, Government of India has launched National Clean Air Programme (NCAP) in January, 2019 as a long-term, time-bound, national level strategy to tackle the air pollution problem across the country in a comprehensive manner. The NCAP targets to achieve 20% to 30% reduction in concentrations of PM10 (particulate matter of diameter between 10 and 2.5 micro meter) and PM2.5 (particulate matter of diameter 2.5 micro meter or less) by the year 2024, keeping 2017 as the base year for comparison of concentration. Central Pollution Control Board (CPCB) identified 94 non-attainment cities (NAC) while circulating the draft NCAP in 2018 that was revised to 102 NAC's in January 2019. Two more were added to the list in 2020, taking the total to 124. The list of cities under NCAP focus now stands at 132 cities in 2021 with a million-plus population. Non-attainment cities (NAC)- Cities are declared non- attainment if over a 5-year period they consistently do not meet the National Ambient Air Quality Standards (NAAQS) for PM 10 (Particulate matter that is 10 microns or less in diameter) or NO2 (Nitrogen Dioxide).

### **The aims of the NCAP are-**

- To ensure stringent implementation of mitigation measures for prevention, control and abatement of air pollution
- To augment and evolve effective and proficient ambient air quality monitoring network across the country for ensuring a comprehensive and reliable database
- To augment public awareness and capacity-building measures encompassing data dissemination and public outreach programmes for inclusive public participation and for ensuring trained manpower and infrastructure on air pollution

### **Approach:**

- Collaborative, multi-scale and cross-sectoral coordination between the concerned central ministries, state governments and local bodies.
- Mainstreaming and integrating the existing policies and programmes including the National Action Plan on Climate Change (NAPCC) and other initiatives of Government of India in reference to climate changes.
- With reference to NAPCC, the main focus will be on mainstreaming the initiatives under five national missions of NAPCC viz. National Solar Mission, National Mission for Enhanced Energy Efficiency, National Mission on Sustainable Habitat, National Mission for a Green India and National Mission for Sustainable Agriculture.
- While many of these policies and programmes are already part of the current actions, they may need a change in direction, enhancement of scope and effectiveness and an accelerated implementation of time-bound plans.
- Use the smart cities framework to launch the NCAP in the smart cities falling in the list of the non-attainment cities.
- The NCAP will be dynamic and will continue to evolve based on the additional available scientific and technical information as they emerge and in response to international best practices and experiences that are available.

## IMPLEMENTATION OF NCAP

The CPCB shall, in consonance with the Air (Prevention and Control of Pollution) Act, 1981 and in particular with the provision of Section 16(2)(b) of the Act, execute the nation-wide programme for the prevention, control and abatement of air pollution within the framework of the NCAP.

The NCAP will be institutionalized by respective ministries and will be organised through inter-sectoral groups, which include, in addition to the related ministries, the Ministry of Finance, Ministry of Health, NITI Aayog, CPCB, experts from the industry, academia and civil society. The Ministry of Road Transport and Highways acts as a nodal agency for the implementation of various provisions on control of air pollution from vehicles through Motor Vehicle Act 1988 and Central Motor Vehicle Rules 1989.

In addition, various other ministries viz. Ministry of Environment, Forest & Climate Change, Ministry of Power, Ministry of Petroleum and Natural Gas, Ministry of New and Renewable Energy, Ministry of Heavy Industry, Ministry of Housing and Urban Affairs, Ministry of Agriculture through incorporating pollution in their sectoral policies contribute to air pollution mitigation.

Ministry of Environment, Forest and Climate Change is implementing National Action Plan on Climate Change (NAPCC) with eight missions spreading across various sectors. Five of the missions have direct link with mitigation of air pollution, which can be one of the co-benefit of these ongoing missions.

The Apex Committee in the Ministry will periodically review the progress of these Components. Annual performance will be periodically reported upon. Appropriate indicators will be evolved for assessing the emission reduction benefits of the actions.

## SUSTAINABLE AGRICULTURE AND DISASTER MANAGEMENT

These sets of policies are aimed at promoting sustainable agricultural practices and preventing and mitigating the impact of natural disasters, which directly and indirectly impact the built environment. They cover the entire gamut of challenges ranging from air quality, solid waste management, water pollution, land resources and forestry.

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## 11. NATIONAL MISSION FOR SUSTAINABLE AGRICULTURE (NMSA)

National Mission for Sustainable Agriculture (NMSA) is one of the major missions of the National Action Plan on Climate Change (NAPCC) in the years 2014–2015. Change in agricultural practices plays a crucial role in the mitigation of climate change effects. This mission tries to comprehensively revamp the agricultural practices so that the desired objectives of the Nationally Determined Contributions (NDC's) can be achieved.

Major programmes under NMSA

### **Rainfed Area Development (RAD)**

This advocates an area-based approach for the development and conservation of natural resources along with farming systems. It is a combination of various aspects of agriculture such as crops, fishery, livestock, horticulture, forestry and other agro-based activities which will act as a source of generating revenue. Implement practices that will regulate soil nutrient based on soil health card, development of farming lands. Using an approach that is cluster-based, with an area of 100 hectares or more. Develop new property resources which would be common, like a bank for grains, fodder, shredders for biomass, combined marketing initiative.

### **On-Farm Water Management (OFWM)**

The primary focus is optimum utilisation of water by promoting advanced on-farm water conservation equipment and technologies. Emphasis on efficient harvesting and management of rainwater. Water conservation on the farm itself by digging farm ponds utilising funds from MGNREGA mission.

### **Soil Health Management**

- Promote sustainable practices which preserve the health of soil based on a specific location and the type of crops that could be grown in those locations by taking the help of various techniques like management of residue, organic farming by making new maps with details on soil fertility and linking them with macro-management and micromanagement of nutrients, optimum land use, right utilisation of fertilisers and reducing degradation & erosion of soil.
- Use of thematic maps generated with the help of Geographical Information System (GIS) technology and the databases created on soil and land with the help of scientific surveys.
- State Government, Soil and land Use Survey of India (SLUSI), National Centre of Organic Farming (NCOF), Central Fertilizer Quality Control and Training Institute (CFQC&TI).

### **Climate Change and Sustainable Agriculture: Monitoring, Modelling and Networking (CCSAMMN)**

- Create and disseminate knowledge and updated information on climate change.
- Support pilot blocks for spreading rain-fed technologies and co-ordinate with other schemes or missions like MGNREGS, NFSM, RKVY, IWMP, Accelerated Irrigation Benefit Programme (AIBP), NMAET.

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## 12. NATIONAL DISASTER MANAGEMENT PLAN (NDMP)

The National Disaster Management Plan (NDMP) provides a framework and direction to the government agencies for all phases of disaster management cycle. The NDMP is a “dynamic document” in the sense that it will be periodically improved keeping up with the emerging global best practices and knowledge base in disaster management. It is in accordance with the provisions of the DM Act 2005, the guidance given in the National Policy on Disaster Management (NPDM) 2009 and the established national processes.

The NDMP covers topics such as hazards, risks, challenges, regions in India with fragile ecosystems, climate change, livestock, environment and wildlife conservation, disaster management for cultural heritage sites, their precincts and museums. Building disaster resilience against cyclones, floods, urban flooding, earthquakes, tsunamis, landslides, drought, cold waves, cloudbursts, nuclear emergencies, public health emergencies, fire hazards and forest fires. National Building Codes and By-Laws adhere to these guidelines for the planning, design and construction and maintenance of built environment in respective areas.

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## 13. NATIONAL DESIGN POLICY

### INTRODUCTION

Strategic role of design for national and industrial competitiveness is now universally recognized. Value addition through innovations in designs can play a pivotal role in enhancing the competitiveness of both manufacturing and service industries.

Realizing the increasing importance of design in economic, industrial and societal development and in improving the quality of products and services, the Government of India had initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy.

The strategy to achieve this vision is focused on strengthening quality design education at different levels, encouraging use of designs by small scale and cottage industries and crafts, facilitating active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas, enhancing design and design service exports and creating an enabling environment that recognizes and rewards original designs.

### DESIGNED-IN INDIA: A BY-WORD FOR QUALITY

The vision of the National Design Policy envisages the following: Preparation of a platform for creative design development, design promotion and partnerships across many sectors, states and regions for integrating design with traditional and technological resources.

Presentation of Indian designs and innovations on the international arena through strategic integration and co-operation and international design organizations.

Global positioning and branding of Indian designs and making “Designed in India” a by-word for quality and utility in conjunction with “Made in India” and “Served in India”.

‘Designed in India, Made for the World’ integrates India’s rich tradition with contemporary innovative processes.

### DESIGN FRAMEWORK

One of the primary objectives of India’s Industrial Policy is to enhance the competitiveness of Indian industry. With a view to clearly identify the role that designs play in this process, the National Design Policy is guided by the following multi-pronged framework:

- Promotion of Indian design through a well-defined and managed regulatory, promotional and institutional framework
- Raising Indian design education to global standards of excellence
- Creation of original Indian designs in products and services drawing upon India’s rich craft traditions and cultural heritage

### 13. NATIONAL DESIGN POLICY

- Making India a major hub of exports and outsourcing of designs and creative process for achieving a design-enabled innovative economy
- Enhancing the overall tangible and intangible quality parameters of products and services through design
- Creation of awareness among manufacturers and service providers, particularly SMEs and cottage industries, about the competitive advantage of original designs
- Attracting investments, including foreign direct investments in design services and design related R & D; and
- Involving industry and professional designers in the collaborative development of the design profession

## DESIGN INNOVATION

- The key objective of India's industrial policy is to attain industrial and export competitiveness. In a globalising economy, design is being perceived as a new engine of economic and industrial growth.
- Design is a driver of innovation and is recognized as a key differentiator for providing a competitive edge to products and services.
- Consequently, innovation in manufacturing processes as well as entrepreneurial methodology is an extremely important strategy.
- Design and brand driven value chain and Intellectual Property Development including design registrations need to be developed as core strengths of Indian manufacturing and service industries.
- India also needs to aim at becoming a leading influencer of global design, especially Asian design.
- The National Design Policy intends to make India a major hub for exports and outsourcing of designs and creative process for achieving a 'design-enabled innovative economy'.

### The vision for the policy envisages:

- Setting up of specialized Design Centres or "Innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, electronics/IT hardware products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualization, etc. along with enterprise incubation as well as financial support through mechanisms like venture funding, loans and market development assistance for start-up design-led ventures and young designers' design firms/houses.
- Formulation of a scheme for setting up Design Centres/Innovation Hubs in select locations/industrial clusters/backward states, particularly in the North-East.
- Preparation of a plan for training of trainers and for organizing training programmes in specific processes/areas of design and continuing education programmes for practicing designers from Design Centres/ Innovation Hubs.
- Making India a major hub for exports and outsourcing of designs and creative process for achieving a design-enabled innovative economy.

## QUALITY DESIGN EDUCATION

Endowed as India is with its rich talent pool of creative, technical and entrepreneurial human resources and a wide network of premiere educational institutions, it is the endeavour of the Government of India to promote quality design education to produce designers who can compete in the intensely competitive knowledge economy through the following avenues:

- Setting up New Design Institutes: With a view to spreading quality education in design to all the regions of India, four more National Institutes of Design on the pattern of NID will be set up in different regions of the country during the 11th Five Year Plan. The possibility of new models of setting up of such institutes, in keeping with the current economic and educational paradigms, will be explored. In this context, the public-private partnership mode could also be an option.



- Upgrading Existing Design Institutes and Faculty Resources to International Standards: Laying special focus on the up-gradation of existing design institutes and faculty resources to international standards, particularly the existing campuses and centres of the National Institute of Design (NID).
- Initiation of Action to seek “Deemed to be University” Status for National Institutes of Design: Initiating action to acquire deemed university status under section 3(f) of the University Grants Commission Act for the National Institutes of Design so that they can award B.Des and M.Des instead of just diplomas as in the present.
- Encouraging the Establishment of Departments of Design in Colleges of Engineering and Architecture: Encouraging the establishment of departments of design in all the Indian Institutes of Technology (IITs), National Institutes of Technology (NITs) as well as in prestigious private sector colleges of engineering and architecture
- Upgrading quality of engineering design, machinery design, process design, design materials, environmentally sound and socially and culturally relevant design. Undertaking R & D strategy to produce effective tools and processes that will result in strategic and efficient production processes.
- Design Training in Vocational Institutes and K-12 education: Encouraging the teaching of design in vocational institutes oriented to the needs of Indian Industry, especially small scale and cottage industries in primary and secondary schools.

## STRATEGIC DESIGN

In an increasingly competitive global economy, design forms the key differentiator between products and services in the international market place. Recognizing the importance of design as a business strategy, the National Design Policy encourages strategic design. Two major initiatives include the introduction of an ‘India Design Mark’ as a seal of quality and the development of strategic alliances with businesses abroad.

## INDIA DESIGN MARK: INDIA’S NEW DESIGN SEAL OF QUALITY

The India Design Council is to introduce a new good design selection system called the I mark. The I Mark is to be a seal of quality assurance that encompasses criteria such as originality, innovation, aesthetic appeal, user-centricity, ergonomic features, safety and eco-friendliness.

- The I Mark is intended to benchmark not only the quality of design of the final product but also the design-sensitivity of the production process.
- In addition to being a signal of quality assurance, the I-Mark also signifies the social relevance of the product where levels of pollution and carbon emission will also be taken into consideration.
- The I Mark benchmarking initiative is also intended to be preparation of a mechanism for recognizing and encouraging industry achievers in creating a brand image abroad for Indian designs.
- The I Mark certification is not just a validation of the aesthetic appeal of a product or its economic viability in global markets in terms of export quality. Rather, it is an overall recognition of the product’s contextual ingenuity which incorporates issues of ethics, ecology, sustainability, universal access and equality to improve the quality of life for society. The I Mark, thus, is a seal of responsible, value-centric design.

## DEVELOPING STRATEGIC ALLIANCES

One key strategy of India’s National Design Policy is to develop strategic alliances with design firms , institutions, associations and governments abroad. Developing strategic alliances enhances the long-term competitive advantage of a firm by helping companies leverage critical capabilities, increase innovation, acquire access to technology and know-how and increase flexibility in responding to market and technological changes.

The goal of strategic alliances is to generate new synergies by working collaboratively across the globe and to leverage best practices across the globe and develop new business models for innovative design.

## DESIGN PROMOTION

### ● Organizing Workshops and Seminars

Organizing workshops and seminars to generate awareness and disseminate information particularly in the small scale and cottage industries sector, especially on the intangible aspects of design processes.

### ● Training for Craftspeople and Artisans

India's traditional crafts play a vital role both in our economic landscape as well as in establishing our socio-cultural context. Training programmes are being organised so that our shop floor workers, craftsmen and artisans are equipped to enhance the traditional knowledge, skills and capabilities while being sensitive to global heritage. The idea is for craftspeople and artisans to be engaged in the process of contemporisation of traditional craft products for commercialisation in a broad spectrum of niche markets.

Training programmes will serve to both impart new entrepreneurial skills to participants as well as build new networks and linkages that enable participants to share their knowledge and ideas.

### ● Facilitating the establishment of a Chartered Society for Designers

Facilitating the establishment of a Chartered Society for Designers (CSD) to govern the registration of design professionals and the various matters related to standard settings in the profession.

The CSD is intended to be a multi-disciplinary organization representing designers in all domains of design. Admission to the CSD will indicate professional excellence and adherence to highest professional standards. This move will provide a mechanism for quality assurance in global markets and allow global firms to hire Indian designers with an assurance of their professional capabilities.

In addition, the CSD will also provide a platform to unite Indian designers and provide a cohesive face of Indian design to the global community and serve to brand Indian design.

### ● Intellectual Property Rights

Considering the far reaching effects of design, in the areas of Intellectual Property Rights, Patents and Income generation for the country, Design promotion activity will also focus on a regulatory framework that takes into account copyright and intellectualization of international trade practices.

It has become globally evident that the competitiveness of any enterprise depends on its ability to innovate with respect to its products, services and systems and to distinguish itself in terms of its competitors in the market. Design has become a significant differentiator and a source of value-addition in the market place. Innovation through design involves heavy investments of time and money in research and development (R and D).

Moreover, in the context of ever shortening product life-cycles and product differentiation coupled with a market driven by vagaries, it is becoming more and more essential to manage Intellectual Property Rights effectively. The intangible nature of intellectual property and the world-wide consistency of standard practices create a challenging environment for businesses wishing to protect their innovations, brands and design.

Protection of designs play an important role in the economy by ensuring that other competitors do not get access to the innovations of the company that has developed it by investing substantial intellectual efforts in creating new and alternative designs

## INDIA DESIGN COUNCIL

The India Design Council is a government appointed body. It falls under the auspices of the Department of Industrial Policy and Promotion (DIPP) and has been constituted in pursuance of the National Design Policy announced by the Government of India on 8th February 2007. The Central Government notification dated 2nd March, 2009 stipulates that the India Design Council will have an initial tenure of three years.

Its mission is to promote design awareness and effectiveness of Indian design both within India as well as abroad. While the central aim of the India Design Council is to provide a platform for Indian design to enhance its competitiveness on the global stage, secondary aims include playing an important role in fostering closer ties between industry and academia and showcasing India's design capabilities.

### Major Intended Activities:

- The Major functions of the India Design Council are as follows:
- Undertake design awareness and effectiveness programmes both within India and abroad
- Act as a platform for interaction with all stakeholders
- Undertake R & D and strategy and impact studies.
- Benchmark design institutions
- Develop and design standardized design syllabi for all institutions imparting design education in India
- Conduct Programmes for continuous evaluation and development of design strategies
- Develop and Implement quality systems through designs for enhancing the country's international competitiveness
- Coordinate with Government to facilitate simplification of procedures and systems for the registration of new designs
- Assist industries to engage the services of designers for their existing and new products
- Encourage design and design-led exports of Indian products and services including outsourcing its design capabilities by other countries.
- Enable the designers in India to have access to global trends and market intelligence and technology tools for product development and innovations.
- Encourage close cooperation between academia and industry to produce proprietary design know-how while encouraging creation of new design-led enterprises for wealth creation.
- Encourage and facilitate a culture for creating and protecting intellectual property in the area of designs.

### Working Committees:

- The India Design Council has constituted three major task forces to analyze and provide recommendations for three areas that it deems are of importance:
- The first task force examines and explores the possible ways of taking design into different sectors and fields. Its activities span the implementation of a good design selection system ('I-Mark'), design exhibitions, design sensitization programmes and the setting up of design museums.
- The second task force focuses on criteria for benchmarking design educational institutions and training institutes as well as developing model curriculum.

The third task force focuses on policy mechanisms and the provision of incentives for promoting design. Proposals it examines and debates include tax incentives to industries for undertaking R & D activities in design, tax incentives to industries using design services and tax incentives to the providers of design services.

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## 14. NATIONAL TEXTILE POLICY

### Objectives

The objectives of the policy are to–

- Facilitate the Textile Industry to attain and sustain a pre-eminent global standing in the manufacture and export of clothing
- Equip the Industry to withstand pressures of import penetration and maintain a dominant presence in the domestic market
- Liberalise controls and regulations so that the different segments of the textile industry are enabled to perform in a greater competitive environment
- Enable the industry to build world class state-of-the-art manufacturing capabilities in conformity with environmental standards and for this purpose to encourage both Foreign Direct Investment as well as research and development in the sector
- Develop a strong multi-fibre base with thrust of product upgradation and diversification
- Sustain and strengthen the traditional knowledge, skills and capabilities of our weavers and craftspeople
- Enrich human resource skills and capabilities, with special emphasis on those working in the decentralised sectors of the Industry; and for this purpose to revitalise the Institutional structure
- Expand productive employment by enabling the growth of the industry, with particular effort directed to enhancing the benefits to the north east region
- Make Information Technology (IT), an integral part of the entire value chain of textile production and thereby facilitate the industry to achieve international standards in terms of quality, design and marketing and
- Involve and ensure the active co-operation and partnership of the State Governments, Financial Institutions, Entrepreneurs, Farmers and Non- Governmental Organisations in the fulfilment of these objectives.

In furtherance of the objectives, the strategic thrust will be on:

- Technological upgradation
- Enhancement of Productivity
- Quality Consciousness
- Strengthening of the raw material base
- Product Diversification
- Increase in exports and innovative marketing strategies
- Financing arrangements
- Maximising employment opportunities
- Integrated Human Resource Development

## SPINNING SECTOR

Despite the thrust given by the Textile Policy of 1985 to the spinning sector, resulting in considerable modernisation, 80 percent capacity utilisation and a 20 percent share of global cotton yarn exports, cotton spinning still suffers the problems of over-capacity and of obsolete spindleage. This policy will continue the effort to modernise and upgrade technology to international levels and take the following steps, in cotton spinning as well as the worsted woollen sectors:

- Encourage the spinning sector to continue to modernise
- Liberalise and encourage export of cotton yarn; and
- Review from time to time the hank yarn obligation while ensuring supply of adequate quantity of yarn to the handloom sector.

## WEAVING SECTOR

Despite a 58% global share of looms, consisting of 3.5 million handlooms and 1.8 million powerlooms, technology still remains backward. This sector, critical to the survival of the Indian textile industry and its export thrust, will be rapidly modernised. Clustering of production facilities in the decentralised sector will be encouraged to achieve optimum size and adopt appropriate technology.

The Government will facilitate harmonious development of all the segments of the fabric manufacturing sector. The balanced growth of these sectors will be achieved based on their intrinsic strengths and capacity to meet the demands and requirements of the domestic as well as international markets.

## HANDLOOM INDUSTRY

The handloom sector is known for its heritage and the tradition of excellent craftsmanship. It provides livelihood to millions of weavers and crafts persons. The industry has not only survived but also grown over the decades due to its inherent strengths like flexibility of production in small quantities, openness to innovation, low level of capital investment and immense possibility of designing fabrics. Government will continue to accord priority to this sector. Steps would be taken to promote and develop its exclusiveness for the global market.

Measures will include the following:

- Training modules will be developed for weavers engaged in the production of low value added items, who may not be able to survive the competition consequent on globalisation, with the objective of upgrading their skills to enable them to find alternate employment in the textile or other allied sector
- Comprehensive welfare measures will continue to be implemented in close cooperation with the State Governments, for better working environment and the social security of the weavers
- Effective support systems in research and development, design inputs, skill upgradation and market linkages will be provided
- The implementation of the Hank Yarn Obligation Order and the Reservation Orders issued under the Handloom (Reservation of Articles for Production) Act 1985 will be reviewed keeping in mind the needs of the handloom weavers.
- Weavers Service Centres will be revamped in consonance with the contemporary trends and, using Information Technology for efficacy, their activities suitably dovetailed with activities of centres of design excellence like NIFT and NID
- As merchandising and marketing will be central to the success of the handloom sector, the present package of schemes for production of value added fabrics will be streamlined; innovative market-oriented schemes will be introduced; and joint ventures encouraged both at the domestic and international levels. Brand equity of handlooms will be commercially exploited to the extent possible.

## **CARPETS**

While machine-made carpet manufacturing in the mill sector will be guided by the policy framework for the organised industry, the policy for hand knotted carpet sector will focus on sustained growth of

exports and welfare of weavers and their children. Encouragement will be given to the manufacture of products that conform to and bear the 'KALEEN' mark of standards, with insistence on compliance with the provisions of the Child Labour (Prohibition and Regulation) Act, 1986. Government intervention will be on technology upgradation including indigenisation of machines; development of testing facilities; and use of natural dyes. Adaptation of traditional motifs and promotion of brand image would constitute thrust areas.

## **HANDICRAFT EXPORTS**

Continued and focussed attention will be given to handicrafts to enable the sector to increase both its contribution to exports and its productive employment. Initiatives will include upgradation of skills, creation of better work environment, design and technology intervention, development of clusters for specific crafts with common service facilities, improvement in infrastructure and market development.

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## 15. NATIONAL HANDICRAFTS DEVELOPMENT PROGRAMME

Handicrafts constitute an important segment of the unorganised sector of our economy. It is mainly a rural based sector and has its presence in backward and in-accessible areas also. Originally, handicraft started as a part time activity in the rural areas, however it has now transformed into a flourishing economic activity due to significant domestic and global market demand over the years. Handicraft sector has huge growth potential to provide sustenance to existing lakhs of artisans as well as to a large number of new entrants in the crafts activity. Handicraft sector contributes significantly towards employment generation and export. However, this sector has suffered due to its unorganised nature along with additional constraints like lack of education, capital and poor exposure to new technology, absence of market intelligence and poor institutional framework.

In order to overcome these constraints, National Handicrafts Development Programme (NHDP) scheme and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) have been launched wherein the main thrust is on a projected, need based approach for integrated development of handicrafts with participation of the crafts person at all stages of implementation of the scheme with the ultimate objective of their empowerment and sustainability.

**The NHDP has the following components;**

**National Handicrafts Development Programme;**

- Marketing Support & Services
- Skill Development in Handicraft Sector
- Ambedkar Hastshilp Vikas Yojana
- Direct Benefit to Artisans
- Infrastructure and Technology Support
- Research & Development

The NHDP scheme envisages a package of support to the handicraft clusters and artisans which inter-alia include basic inputs and infrastructure support in addition to capacity enhancement to cater to target market.

The components of NHDP scheme have been designed in such a way that the scheme will provide end to end support to millions of handicraft artisans employed in the sector, create conducive environment and provide a level playing field to them against the machine-made products.

The main focus area of the schemes is to bring every handicraft artisan into a mainstream while preserving & ensuring continuation of prestigious crafts of the country by providing marketing platforms for handicraft products, resilient infrastructure support and skilling new entrants through numerous kinds of design and skill training programmes and thus focus on capacity building for the sector. In addition to strengthening of handicrafts sector and empowering artisans, the schemes also provide an umbrella of safety to millions of artisans by bringing them under various social security coverage by schemes like Aam Admi Jeevan Joyti Yojana, Pradhan Mantri Jeevan Joyti Yojana etc. and providing pension to old aged artisans.

## **15. NATIONAL HANDICRAFTS DEVELOPMENT PROGRAMME**

In essence, NHDP scheme will adopt following three-pronged approach to put the sector on high growth trajectory as well as preserving existing cultural heritage: -

- Promoting premium handicraft products for the niche market.
- Expansion of production base for utility-based, life style and mass production of handicrafts products.
- Empowerment and sustainability of artisans along with preservation and protection of heritage/ languishing crafts.



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## 16. PRADHAN MANTRI VISHWAKARMA SCHEME

‘PM Vishwakarma’, aims at improving the quality as well as the reach of products and services of artisans and craftspeople and to ensure that the Vishwakarmas are integrated into the domestic and global value chains. It is the goal of this Scheme to offer holistic end-to-end support to the Vishwakarmas, i.e. the artisans and craftspeople, to enable them to move up the value chain in their respective trades.

The Scheme will be conjointly implemented by the Ministry of Micro, Small and Medium Enterprises (MoMSME), the Ministry of Skill Development and Entrepreneurship (MSDE) and the Department of Financial Services (DFS), Ministry of Finance (MoF), Government of India.

The objectives of the Scheme are as under:

- To enable the recognition of artisans and craftspeople as Vishwakarma, making them eligible to avail all the benefits under the Scheme.
- To provide skill upgradation to hone their skills and make relevant and suitable training opportunities available to them.
- To provide support for better and modern tools to enhance their capability, productivity and quality of products and services.
- To provide the beneficiaries an easy access to collateral free credit and reduce the cost of credit by providing interest subvention.
- To provide incentives for digital transactions to encourage digital empowerment of Vishwakarmas.
- To provide a platform for brand promotion and market linkages to help them access new opportunities for growth.

PM Vishwakarma is a holistic Scheme that envisages to provide end-to-end support to the artisans and craftspeople through the following components:

- Recognition: PM Vishwakarma Certificate and ID Card
- Skill Upgradation
- Toolkit Incentive
- Credit Support
- Incentive for Digital Transactions
- Marketing Support

### SKILL UPGRADATION

The skilling intervention under PM Vishwakarma is aimed at enhancing the capabilities of traditional artisans and craftspeople, who have been working with hands and traditional tools for generations. This intervention consists of three components: Skill Assessment, Basic Training and Advanced Training. The skill upgradation will embed modern tools, design elements and integration with the sector value chain as its key components of domain skilling. Besides domain skills, skill upgradation will also cover aspects that will enable the Vishwakarma to access other features of the scheme, including usage of toolkits, marketing support, enterprise creation and expansion through credit and benefits of digital transactions.

## CREDIT SUPPORT

To enhance and support the capabilities of traditional artisans and craftspeople, access to affordable credit under this Scheme will be facilitated. The beneficiary must have undergone Skill Assessment and completed Basic Training to be eligible to avail first tranche of credit support of up to Rs 1 lakh under the Scheme.

## INCENTIVE FOR DIGITAL TRANSACTION

The Scheme aims to digitally empower the beneficiaries by facilitating them to adopt digital transactions. An amount of Re. 1 per eligible digital transaction (upto maximum 100 eligible transactions monthly) will be credited to the beneficiary's bank account in DBT mode through Aadhaar Payment Bridge System (APBS). Here, eligible transaction means a digital pay-out or receipt in the bank account of the beneficiary.

The Scheme seeks to incentivize digital transactions undertaken by the artisans and craftspeople through cashbacks. The online transaction trail so created is expected to enhance the credit score of skilled workers for supporting their future credit needs. This incentive is an attempt to promote a new digital culture among the Vishwakarmas with regard to embracing digital payments ecosystem.

## MARKETING SUPPORT

Creating market linkages for the Vishwakarmas is a critical step in improving their livelihood and quality of life. The National Committee for Marketing (NCM) will provide marketing and branding support for the products of the artisans and craftspeople registered under the Scheme. Marketing support in the form of quality certification, branding, advertising, publicity and other marketing activities would be extended to the beneficiaries to improve their linkage to value chain of MSMEs and established companies.

The Ministry of Labour & Employment (MoLE) maintains the National Database of Unorganised Workers (NDUW) on the e-Shram portal, which is mapped with National Classification of Occupations (NCO). This e-Shram mapped database will be primarily used for identification of potential beneficiaries falling in the trade categories covered under PM Vishwakarma. These artisans and craftspeople families will be identified and encouraged to register under the Scheme.

Besides the above, any eligible person, not covered under e-Shram database shall also be eligible to enrol in the Scheme by making an online application through CSCs or online self-application on the PM Vishwakarma Portal.

The scheme will facilitate Marketing Support to the beneficiaries based on the area selected by the beneficiary on PM Vishwakarma portal in the following aspects:

- Create physical and online presence for the products and services of the Vishwakarmas
- List products on e-commerce portals
- Connect Vishwakarmas to exporters and Brand building traders
- Ensure participation of Vishwakarmas in trade fairs and exhibition
- Provide support for ensuring quality of products
- Packaging support and other common use facilities
- Providing support for identifying Government infrastructure which can be used as retail space for display of products

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