

**Only a few of some 40 schemes caught the attention of the country
Too many schemes, too little difference they made?**

Only a couple of schemes of Modi Government caught the imagination of the country in the last two years. Most others of about 40 schemes have hardly reached out so far. Those schemes which involved local civil society, engaged individuals across age groups and the ones which are visible on ground have caught the attention of people across the country. Also schemes which have employment and game change potentials caught the attention of the country.

About 40 schemes in all are being pursued in last two years of Modi government, including a couple of schemes of earlier years. Nearly one thousand crores of rupees (Rs 1000 crores) were spent in the last two years by NDA government to publicize these various schemes, mostly individually by concerned Ministries. Apart from this, Prime Minister and other leaders have been talking of some of these schemes more often. The Prime Minister in fact has been advising MPs to promote the schemes in their respective constituencies more specifically.

CMS study, assessing two years of Modi government, enquired as to the extent these schemes are being aware or/and know of their implementation. This assessment was conducted during the month of March-April 2016, including field work at 70 clusters (urban & rural) across the country, in the specific context of Modi Government completing 2 years.

Of these 40 schemes, this study brings out that about 25 schemes are known or viewed as being implemented by hardly three percent of respondents. Fifteen of these schemes, which have not taken off or hardly known, are listed here. Of course, there is no need for every scheme to be known to everyone. But they should be known to stakeholders for sure. Soil Health Card, for example, should be known among farmers.

14 schemes which hardly made any headway!

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| Finance Scheme to minorities |
| Pradhan Mantri Krishi Sinchayee Yojana |
| Pension Scheme to handicap |
| Marubhumi Vikas Yojana |
| Annapurna Scheme |
| Soil Health Card |
| Scholarships Scheme |
| Janani Suraksha Yojana |
| Baal Vikas Yojana |
| Dean Dayal Upadhyaya Gram Jyoti Yojana |
| Widow Pension Scheme |
| Indira Awas Yojana |
| Sarva Siksha Abhiyan |
| Namami Gange scheme |

Only 6 or 7 schemes in all are acknowledged as being implemented by about a quarter of respondents. These schemes include Jan Dhan Yojana, Swachh Bharat, Atal Pension Scheme, Pradhan Mantri Gramin Sadak.

Although there is nothing yet visible or it is too early to experience, one-fifth or more respondents recalled schemes like Make in India and Digital India. The other schemes recalled as initiatives of government by around ten percent of respondents are – ‘Save Girl Child’, ‘Smart City’, ‘Gas Subsidy’, MNREGS. Jan Suraksha Yojana is an interesting case. Despite it achieved impressive coverage of 126 million it is not acknowledged as well as it is mostly men and limited to a few pockets.

Even Pradhan Mantri Yojanas hardly reached out!

Eight of about 40 schemes are with nomenclature starting "Pradhan Mantri..." But except Gramin Sadak and Rozgar Yojana, most others of these schemes are hardly acknowledged by more than three percent of respondents. In clustered represented by non-BJP, the fate of most schemes is dismal.

Schemes which are not viewed or not recalled much in BJP and non BJP represented clusters:

| Not so much known and viewed as being implemented schemes in... | | |
|--|-------------------------------------|---------------------------|
| Schemes | BJP represented clusters (%) | Other clusters (%) |
| Pradhan Mantri Gramin Sadak Yojana | 19 | 3 |
| Pradhan Mantri Rozgar Yojana | 18 | 2 |
| Pradhan Mantri Fasal Bima Yojana | 5 | 3 |
| Pradhan Mantri Kaushal Vikas Yojana | 4 | 3 |
| Pradhan Mantri Jeevan Jyoti Yojana | 3 | 8 |
| Pradhan Mantri Swasthya Suraksha Yojana | 2 | 4 |
| Pradhan Mantri Mudra Yojana | 3 | 4 |
| Pradhan Mantri Krishi Sinchayee Yojana | 1 | - |
| Pradhan Mantri Jan Suraksha Yojana | 2 | 2 |
| | | |
| Atal Pension Scheme | 19 | 7 |
| Deen Dayal Gram Jyoti Yojana | 1 | 1 |
| National Rural Drinking Water Programme | 2 | 1 |

Old schemes like MNREGS, Indira Awas Yojana, Widow Pension, Sarva Siksha Abhiyan, scholarships program are not viewed as better implemented by a higher percent.

Schemes are not uniformly viewed across the country. In BJP represented cluster, some schemes are viewed by more. In a few cases, they are perceived by more respondent in clusters represented by non-BJP. Nearly one-fifth know of Atal Pension Scheme in clusters represented by BJP against only 7 percent who know in other clusters.

Schemes which are viewed fairly well both in BJP and non BJP represented clusters:

| Better known and/or viewed as better implemented schemes in... | |
|---|------------------------------------|
| Clusters represented by BJP | In other clusters |
| Jan Dhan Yojana | Swachh Bharat Mission |
| Swachh Bharat Mission | Jan Dhan Yojana |
| Pradhan Mantri Gramin Sadak | Make in India |
| Atal Pension Yojana | Digital India |
| Make in India | MNREGS |
| Digital India | Smart City |
| Save girl child, educate | Save girl child, educate |
| Gas subsidy direct transfer | Pradhan Mantri Jeevan Jyoti Yojana |

Even Deen Dayal Gram Jyoti Yojana is not so well known in BJP represented clusters. Some schemes appear fading out even before getting a chance on ground. Some others schemes remain as initial euphoria.

Swachh Bharat, Jan Dhan schemes have caught the imagination across clusters which party is in power.

Of five idea based schemes, ‘Digital India’ and ‘Make in India’ caught the imagination of people more than in the case of ‘Smart City’ or ‘Startup India’ or even ‘Bullet Train’. Respondents in big urban clusters particularly in West and Eastern India are aware more of their potential as this study brings out.

| Reach out of Idea based schemes | | | | | | |
|---------------------------------|-------|-------|------|------|------------------------------|--------------------|
| | South | North | West | East | Responses from | |
| | | | | | BJP represented clusters (%) | Other clusters (%) |
| Make in India | 24 | 7 | 30 | 15 | 17 | 20 |
| Digital India | 15 | 7 | 21 | 21 | 13 | 19 |
| Smart City | 16 | 8 | 16 | 7 | 12 | 12 |
| Start up India | 5 | 2 | 6 | 2 | 5 | 3 |
| Bullet Train | - | - | - | 1 | 1 | - |
| Swachh Bharat | 51 | 37 | 44 | 48 | 39 | 54 |

An overall communication strategy for taking the schemes beyond rhetoric is not evident from this study. Theme orientation is less. It is more “publicity” and “advertising approach” than a communication appeal. To take these schemes much beyond, they not be seen in a political context and their launch should be an inclusive affair of political leaders cutting across party lines.

Contact: Alok Srivastava; E. alok@cmsindia.org

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CMS, Research House, Saket Community Centre, New Delhi – 110 017;
 P. 26851660, 26864020; F. 91-11-26968282; E. info@cmsindia.org ; W.www.cmsindia.org