



PRESS RELEASE



IEC Campaign Launched in Tura

to Extend Welfare Schemes to the Farthest Communities First

Tura, May 18 2026: The district-wide Information, Education and Communication (IEC) campaign titled 'Jan Bhagidaari – Sabse Door, Sabse Pehle' under the Dharti Aaba Janjati Gram Utkarsh Abhiyan (DA-JGUA) was officially launched on Monday at the SMELC Building, Tura, with a strong focus on ensuring last-mile delivery of welfare schemes to tribal and remote communities across West Garo Hills.



The campaign is being jointly organized by the District Rural Development Agency (DRDA), West Garo Hills, and the State Rural Employment Society (SRES), Meghalaya, under the Ministry of Tribal Affairs and PM JANMAN Division. The initiative seeks to create awareness, improve mobilisation, and ensure saturation of government welfare schemes among tribal populations, particularly in geographically isolated villages and vulnerable habitations.





The launch programme was graced by Shri. Vibhor Aggarwal, IAS, Deputy Commissioner of West Garo Hills; Shri Nipon Hajong, MCS, Additional Deputy Commissioner and Project Director, West Garo Hills; Shri Saurabh Suman, Assistant Commissioner, Tura; along with Block Development Officers and officials from various departments.

Delivering the opening remarks, Shri Nipon Hajong, MCS stated that the intensive IEC drive would continue from May 18 to May 25 across the district, while dissemination activities would further continue in the blocks as per the Ministry's instructions. He said the campaign theme, 'Sabse Door, Sabse Pehle', reflects the government's commitment to prioritizing the farthest and most underserved communities before all others.

He further outlined the roadmap of the campaign, which includes orientation programmes for district and village-level officers, convergence and saturation camps, health camps, field-level outreach activities, and "Jan Sunwai" grievance redressal sessions aimed at ensuring that no eligible beneficiary is left out of government support systems.



Dr. Anindita D. Sangma, Ph.D. (Rural Development & Agricultural Production), Thematic Expert under the Rashtriya Gram Swaraj Abhiyan (RGSA), briefed the gathering through a detailed presentation highlighting the technical objectives and implementation strategies of the campaign. The presentation emphasized awareness and access to essential services such as Aadhaar enrolment, PM-KISAN registration, Ayushman Bharat screenings, social security schemes, and other welfare entitlements.

Officially launching the campaign, Deputy Commissioner, Shri. Vibhor Aggarwal, IAS described the initiative as a transformative shift in governance aimed at reaching citizens living in the remotest corners of the district. He said the phrase 'Sabse Door, Sabse Pehle' signifies a change in administrative thinking where governance must begin with those who are most difficult to reach and who often miss out on schemes due to logistical and geographical barriers.

He stressed that effective service delivery is essential to ensure that no individual is left behind, echoing the vision consistently emphasized by both the Prime Minister and the Chief Minister. Referring to the seven-day campaign, the Deputy Commissioner clarified that it should not be viewed as a one-time programme or mere formality, but rather as a reminder of how governance should function on a regular basis.

Shri Aggarwal urged all departments, especially the Block Development Officers, to take the lead in coordinating convergence camps at block and village levels so that multiple departments can work together in unison for better public mobilisation, awareness generation, and seamless delivery of services.



Officials stated that the campaign builds upon the successes of earlier DA-JGUA initiatives and aims to institutionalize inclusive governance practices so that geographical isolation no longer becomes a barrier to accessing government schemes and welfare benefits