

Manual - 4  
(AS ON 31/7/20)

1.3	Norms for discharge of functions [Section 4(1) (b) (iv)]	(i) Nature of functions/services offered	As mentioned in Annexure- <b>'B'</b>
		(ii) Norms/standards for functions/service delivery	Not applicable
		(iii) Process by which these services can be accessed	Not applicable
		(iv) time limit for achieving the targets	Not applicable
		(v) process of redress of grievances	Not applicable

Avenue B

Vertical wise statement iro officers in NITI Aayog as on 17.07.2020

S.No.	Vertical	Vertical Head	Director	Joint Adviser	Deputy Adviser/DS	States
1	Infrastructure – Connectivity	Shri S.K.Saha, Adviser	1.Shri S.S.Meena	1.Shri M.Vijaya Kumar 2.Shri Harendra Kumar		M.P., Chhattisgarh and Haryana
2	Social Sector –I Labour & Employment Skill Development Urban Development, NILERD	Dr. K.Rajeswara Rao, Additional Secretary	1. Shri Mukesh Kumar Gupta(UTs and Goa (except A&N and Lakshadweep), NILERD			Punjab, Goa, UTs (except A&N and Lakshadweep, J&K, Ladakh)
3	Project Appraisal, and PIB, PPP, High Speed Train, Giga Factories	Shri S.K.Saha, Adviser			1.Shri Devendra Dhaggara (PAMD)	West Bengal
4	Agriculture & Allied Sectors	Dr. Rakesh Sarwal, Additional Secretary	1. Shri S.S.Meena	1.Shri Manash Choudhury		
5	Data Management & Analysis; Russia/China Cell; Frontier Technology; 4th Industrial Revolution	Ms.Anna Roy, Sr.Adviser			1.Sh.Sushil Ekka, DS (DM&A financial matters)	Maharashtra

6	Governance and Research State Cordination	Shri Yogesh Suri, Sr. Adviser				1. Dr. Biswanath Bishoi 2. Ms. Poornima Malik, DS 3. Shri G. Jagannath, DS (SC) 4. Shri Kulwant Singh Rana, DS(G&R)	Karnataka
7	Health & Nutrition, WCD, Social Sector-II, Communication, Social Media	Shri Alok Kumar, Adviser	1. Shri Ajay Kumar Nema 2. Ms. Anamika Singh			1. Shri. Shib Kumar Sadhu, US (Communication)	Uttar Pradesh
8	HRD	Dr. Prem Singh, Adviser	1. Sh. T. Kablian, Director(NE States Forum) 2. Shri Ashish Kumar				North Eastern States
9	Natural Resources & Environment	Shri Avinash Mishra, Adviser					Bihar, A&N, Lakshadweep
10	Science & Technology and M/o Earth Science M/o Electronics, I&B and e-Samiksha	Shri Neeraj Sinha, Adviser				1. Dr. Ashok A. Sonkusare 2. Dr. Thyagaraju B.M.	Jharkhand, Bihar

11	Communications and ICT	Ms. Archana G. Gulati, JS				
12	Social Justice and Empowerment including VAC	Shri M. C. Jauhari, JS			1. Dr. Muniraju S. B.	UT of J&K and Ladakh
13	Governing Council Sectt. and Rural Development	Ms. Sanyukta Samaddar, Adviser			1. Ms. Vandana Sharma	Andhra Pradesh
14	Energy vertical	Shri Rajinath Ram, Adviser				Rajasthan
15	D/o Revenue, DIPP, Commerce, Corporate Affairs, MSME, Mines	Shri Ishtiyaque Ahmed, Adviser	Ms. Shubhrata Prakash		1. Shri U. K. Gupta	Odisha
16	WR/PMKSY/Land Resources, M/o Culture, M/o Tourism, M/o I&B, M/o Law & Justice, M/o Panchayati Raj	Shri Avinash Mishra, Adviser			1. Shri R. P. Singh	Telangana

17	D/o Public Enterprises, Textiles, Heavy Industries M/o Steel and Circular Economy	Shri Sudhir Kumar, Adviser				Kerala
18	Agriculture	Shri Avinash Mishra, Adviser (Link Officer)				Uttarakhand
19	Shri Rakesh Ranjan, Sr. Consultant	Security Cell in Addition to Security Related issue-also look after the work relating to MOD and MHA, Aspirational Districts.				
20	Shri Anil Srivastava, Pr. Consultant	All Proposals of the National Mission Transformative Mobility and Battery storage including new ones				
21	Shri Ashok Kumar Jain, Pr. Consultant	Development of Himalayan Region				

22	Shri Ajit Pai, OSD	D/o Economic Affairs, D/o Financial Services, Disinvestment, holding the monthly meetings of oversight committee in NITI Aayog to monitor the implementation of decisions closure of CPSEs and to resolve any problems/disputes relating to disposal of immovable assets.				
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\* Shri Alok Mishra Director is posted in DMEO.

#### Norms set by ANIC team for the discharge of its functions

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The organizational norms of the program are set based on the standard operating protocol of NITI Aayog. All the relevant operational and strategic decisions are taken keeping the beneficiaries (i.e the ANIC grantees) in mind.

#### Procedure followed in decision making process

All strategic and operational approvals for the program are subject to approval by the competent authority and are in-line with the directions of Mission Level High Committee (MHLC) of AIM.

#### (v) ATAL NEW INDIA CHALLENGES (ANIC) - APPLIED RESEARCH AND INNOVATION FOR SMALL ENTERPRISES (ARISE)

ANIC-ARISE is an initiative to promote research, innovation and competitiveness of Indian startups and small enterprises including Micro, Small, and Medium enterprises. The program's objective is to catalyse research, innovation, find solutions to the sectoral problems and subsequently trigger creation of new industrial sectors, through support of Central Government Ministries / Departments, who will become the first buyer of the solutions / products innovated under the ANIC-ARISE program by start-ups and small enterprises. ANIC-ARISE shall follow the Atal New India Challenges framework to operationalize and institutionalize R&D cum innovation efforts.

ANIC-ARISE will be a multi-phase, multi-sector, and multi-stakeholder program to identify, fund, guide, handhold, and procure from Indian startups and small enterprises. It aims to inculcate a culture and mindset of engaging and co-creating amongst the industry as well as the government, to improve India's import substitution capabilities, develop export leadership in nation-critical sectors, and provide indigenous solutions for challenges in India.

#### **Functions and duties of the team**

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- Communicating and coordinating program related operations with the departments/ministries.
  - Design and building necessary technology platforms to operationalize sector specific challenges
  - Organising sector specific events, sessions and activities related to MSME/startup research or innovations
  - Other duties assigned as per the directions of MD, AIM.

### **Program Norms and Decision Making**

Every strategic and operational approvals of the initiative are subject to approval and concurrence by Mission Director and Mission Level High Committee (MHLC) of Atal Innovation Mission.

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(iv)

The norms set by it for the discharge of its functions.

1. DEMO conducts the evaluation studies on CSS/CS Schemes and other programmes of Govt. of India. The programme evaluation work is being looked after under the overall guidance of the Vice Chairman, NITI Aayog. The evaluation work is conducted through different models namely outsourcing it through open tender procedure, outsourcing it through Research guidelines of NITI Aayog, Quick assessments through In-house team etc. All evaluations are conducted keeping all key stakeholders in loop to better understand the ground realities, key issues and challenges faced and their suggestions to improve performance of the scheme. The Evaluation is done on International framework of REESI (Relevance, Efficiency, effectiveness, Sustainability and Impact). In addition efforts are also made to add other dimensions like Equity,

standing of programme on cross sectional themes (Accountability & Transparency, Gender Balance, Use of Technology, employment etc)

ii) To strengthen 'outcome' monitoring DMEO has developed output-outcome monitoring framework (OOMF). In close coordination and consultation with concerned Ministries and Departments, DMEO has developed key output and outcome indicators for all the schemes. The concerned Ministries/Departments set annual targets against each output and outcome indicators since 2017-18. A web based online dashboard has also been created to enable all Ministry/Departments to update their regular/periodic progress. The same can be used for periodic reviews, assessing the performance of the scheme and taking further policy decisions.

iii. DMEO is working with various partners to leverage and activate existing capacities in the external ecosystem to undertake a greater depth and breadth of activities than DMEO can undertake by itself. DMEO aims to explore multi-stakeholder engagements involving organizations like funding partners, technical partners and researchers, technology and data partners, field partners etc. DMEO will act as a conduit for M&E knowledge and skills: learning from leading organizations in India and abroad and helping channel this learning towards Union Ministries, States and other external organizations, thereby raising the equilibrium of the entire M&E ecosystem.

The Office also actively participates in NITI-wide initiatives and provides support as and when requested.

4	Norms set by it for the discharge of its functions	Link of citizen charter may be seen	<a href="https://niti.gov.in/sites/default/files/2019-09/Citizen's%20stakeholder's%20charter%20of%20Niti%20Aayog.pdf">https://niti.gov.in/sites/default/files/2019-09/Citizen's%20stakeholder's%20charter%20of%20Niti%20Aayog.pdf</a>
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