

'Vocal for Local' Initiative

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Government Schemes & Policies

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NITI Aayog's launch of the 'Vocal for Local' initiative under the Aspirational Blocks Programme (ABP) to encourage self-reliance and sustainable growth.



[Ref: CNBC]

About 'Vocal for Local' Initiative:

- The primary aim of the 'Vocal for Local' initiative is to bolster **local economies by promoting locally produced goods and services**.
- The initiative seeks to foster inclusive growth by supporting local businesses through platforms like the [Government e-Marketplace \(GeM\)](#) and the [Open Network for Digital Commerce \(ONDC\)](#).
- **Aakanksha Window on GeM Portal:** A special feature of this initiative is the 'Aakanksha' window on the GeM portal, which:
 - Exhibits local products from 500 Aspirational Blocks.
 - Acts as an umbrella brand, enhancing the visibility of local products and opening avenues for international market exposure.

About Aspirational Blocks Programme (ABP):

- Launched in **2023**, following the successful implementation of the **Aspirational Districts Programme (ADP)**, the ABP aims at transforming the most challenging and underdeveloped areas in India.
- The program targets **500 blocks across 27 states** and 4 Union Territories.

Objectives and Strategies:

- **Enhanced Governance:** Improving administrative efficiency to boost the quality of life for citizens.
- **Monitoring and Evaluation:** Tracking progress through 40 socio-economic indicators categorized under five themes: Health and Nutrition, Education, Agriculture and Allied Services, Basic Infrastructure, and Social Development.
- **Collaborative Efforts:** Encouraging the convergence of central and state schemes and fostering collaboration among different levels of government to ensure effective implementation.
- **Competition:** Promoting healthy competition among blocks to expedite development and improvement.

