

**Government of West Bengal
Department of Planning
Joint Administrative Building
HC-7, Sector III, Salt Lake,
Kolkata 700106**

Memo No.2/APAS/202

Date: 26th July 2025

M E M O R A N D U M

The State Government has announced the launch of “**Amader Para, Amader Samadhan**” campaign (APAS), a unique flagship initiative aimed at institutionalising participatory governance and re-imagining grassroots service delivery through people-engagement and empowerment covering 80,000+ polling booths across the state.

It has been decided that the local administration will undertake an exercise whereby, on an average, 3 polling booths will be clustered for holding one APAS Camp. The total number of camps to be organised in the State under the campaign will be approximately around 27,000. However, depending on local geography and convenience of the people, the local administration may decide to cluster a smaller or larger number of polling booths for scheduling APAS Camps;

Under this initiative, people will be invited to attend APAS camps to deliberate on and play an active role in identifying and prioritizing the resolution of small but crucial infrastructure gaps/issues in their own locality affecting their daily lives by implementing schemes with the fund allocated to the booth; transforming governance from a top – down model to a collaborative, people-led process; and

Additionally, it has also been decided that the applications for various individual beneficiary schemes under **Duare Sarkar** will also be received in these APASCamps.

The timeline to be adhered to for undertaking the various activities under **APAS** has been fixed as follows:

Details of Program	Period of implementation
Holding of APAS Camps for public interactions including meetings, booth level discussions for finalising list of prioritised schemes to be undertaken at the community level including receipt of applications under individual benefit schemes through Duare Sarkar	2 nd August to 3 rd November 2025, excluding Sundays and all public holidays including Durga Puja and Kali Puja etc.
Administrative review and project finalisation of prioritized schemes	By 15 th November 2025
On-grounding & completion of schemes that have come through APAS meetings and Service Delivery of Applications received under Duare Sarkar	By 15 th January 2026.

APAS will be supported by a robust IT portal capturing all important stages of the campaign. SOP for IT requirements including trainings in this respect will be conducted by the State IT team.

Communication strategy / IEC Plan for APAS will be done centrally by the Information and Cultural Affairs Department, Government of West Bengal to be followed by all field offices.

Implementation SOP for APAS will be shared by the State APAS Task Force. Separate Government Order regarding fund flow and procedural issues including manner of utilisation of funds under APAS will be issued subsequently.

The entire Government machinery including infrastructure, IT resources, logistics & Human resources as deemed necessary will be deployed for ensuring the success of the campaign. Planning and Statistics Department will be the Nodal Department for APAS.

Vide Notification No.1/APAS/2025 dated 26th July 2025, committees / task forces at various levels including State Level Apex APAS Committee headed by the Chief Secretary, Government of West Bengal, District Level APAS Task Force headed by the District Magistrate and SDO/ Block level APAS Task Forces headed by the SDO/ BDO respectively etc. have been constituted for the smooth implementation of APAS.

All concerned officials are to take action for the smooth roll out of the campaign to ensure the desired outcomes of the APAS are achieved within the timelines and as per the various orders and guidelines issued in this regard.

This order will come into effect immediately.


Chief Secretary