SDG Choupal 2030 Launch | NitiAayog Dec 20, 2019
The common man neither knew about the MDG nor knows anything about SDG. The people have never been told the meaning of SDG. It is high time that we tell the common man what SDG means and how he stands to gain from it.

It is indeed difficult to imagine that a common man would find time from his busy schedule to research and know in-depth about the Sustainable Development Goals. The simple reason for this is that he neither cares about it nor sees any benefit of SDG for him.

The deprived sections of the society or the aspirational groups are struggling with poverty, unemployment, hunger, and several other existential problems the world over. If we want to develop a village, town or state in the true sense of the term, then we must start a movement for the all-round development of the people of that area. For this, the citizens must be told about the meaning of the development in their language.

Development is an all encompassing word and so it is essential for the development of the village, block, town or district that people should be made aware about it so that they can grasp its meaning and become socially and economically developed. Thereafter they must be made stakeholders and beneficiaries in the government schemes. This would enable every family in the region to grow which in turn would increase the development index of that village, block Tehsil or district.

In simple language, it means that if we are to develop villages, blocks, tehsils, and cities then we must act for the development of the people of that region. In this was the development index of the region will automatically get a fillip. Therefore for the success of SDG, it must be rephrased to mean Self Development goals and the people should be made aware of the various policies of the government for development.

Now let’s talk about Choupal. After all, what is SDG Choupal and what it means for the common man? In Indian traditions, Choupal is a place where people of the village assemble to discuss and find solutions for their problems. Unfortunately this tradition is almost dying out. We intend to revive this old tradition and connect it to regional development. We envision it as a tradition where people can sit together to discuss the issues of development and reach some conclusions for their welfare by taking advantage of government policies meant for their development.

The discussions held in SDG Choupal will enable people to know whom to meet and resolve the problems that they face while availing of the government policies. This would increase the people’s participation in the government projects and bring together people and government officials on a single platform to iron out misunderstandings and problems. This is how we will conduct SDG Choupal at the local level (at the district level) for the all-round development of the region.

Now a big question is why we need SDG Choupal in the first place. You should never lose sight of the fact that when the government makes policies (be it center or state
policy implementation because they are flexible and efficient. The media is even more active and flexible as it works 24X7. There are no holidays, thus, no gaps in its functioning. So if a media organization or a media foundation becomes a stakeholder and an active partner in the project, it gives its hundred percent for the success of that program. It is worth mentioning here that the government machinery works only five days a week. If you add government holidays to it, the working days go down even further. Whereas media works round the year round the clock – no holiday, no weekdays, all days of the year are workdays in a media organization. If any organization of media is roped in for implementation of a project then one can expect, it will be a complete success because it works seven days – night and day. It is a given fact that the efficiency of media organizations would always be more than the government sector. Just ponder over this fact – government office works nine to five while media personnel work from dawn to midnight when the paper goes for printing.

Now let’s talk about the ground reality of implementation of government schemes. The truth is that the bureaucracy works for the implementation of projects under pressure of the leader and till the fear of punitive action looms large. Let us understand this difference. The interests of the political class are in sync with the people’s welfare whereas bureaucracy is neither accountable nor its fate depends upon the implementation of these programs. In a democracy, the government is representative. Its representatives must work to garner the confidence of the people once elected and act accordingly. Since all representatives have to face the elections, they have to perform and work for the welfare of the people. Their present performance decides their future. Those who fail face the people’s wrath. The politicians like the media have to work beyond the working hours of ten-to-five and give their best. Various national and international organizations also work in the same fashion as bureaucracy. Unfortunately with the time-bound bureaucratic approach, we can only hope for the success of SDG on paper and not on the ground level.

Now let’s talk about the real issues. This is all about the successful implementation of the welfare schemes on the ground level. For this the help and cooperation of the local people are mandatory. Our SDG Choupal will work to ensure to fill this missing link. The foremost task of SDG Choupal is to ensure that the government policies made for the welfare of the rural people reach them so that their social and economic upliftment takes place. “Rest not till thy goal is achieve” will be our motto. Indeed we will work tooth and nail until our goal is achieved. We are determined to make India rank number one on the scale of SDG success!

The functioning of the SDG Choupal has been designed in a very simple, yet effective and people-friendly way. The NITI Aayog gave its seal of approval to SDG Choupal in a glittering function of its inauguration held in New Delhi on December 20th, 2019. The NITI Aayog broadcast the function live to 112 aspirational districts to communicate its endorsement for
the initiative. This was proof enough of the effectiveness and need for such a program. It sent a clear message that SDG Choupal would act as a catalyst in implementing government policies on the grassroots level by ensuring people’s participation.
SDG Choupal would be held in 718 districts by 2030. It would be held in 112 districts in the first year itself! These Choupals (public meetings) would be conducted on district headquarters. The people’s representatives, who represent the villages in different panchayats at the village level. This would be an open platform where the members of district panchayats, block panchayats, village panchayats, town areas, municipal corporations, and village cooperative society would be invited to discuss the issues relating to development projects and come up with solutions and suggestions for the best results.
Moreover, in these Choupals District Magistrates and various officials at the district and block level, observers of NITI Aayog, representatives of the United Nation’s implementing agencies and the honorable citizens of the district along with media would also be invited. This is for the first time after India’s independence that in all the 718 districts such Choupals would be organized; 6,612 block-level representatives, 649,481 village representatives, 5,816,673 primary school teachers, 2127,000 junior high school teachers would be given information about the development projects which are in sync with Sustainable Development Goals like health and nutrition, education, agriculture and irrigation, social inclusion, literacy, skill development, and many other basic amenities. Our endeavour is to showcase India as the best example of SDG success by ensuring people’s participation in government policies meant for their welfare!

Prof. Deepak Dwivedi
Chairman & Convener, SDGChoupal
The SDG Choupal, a national transformative and collective initiative, is one of the boldest movements ever to mobilise citizen participation and action towards making India the first country to achieve the ambitious mandate of SDG 2030. Launched under the aegis of Niti Aayog, World Health Organization, Commonwealth Secretariat, Govt & Private Sector, UN Bodies and Civil Society, the SDG Choupal will engage, inform, empower all stakeholders and representatives at the village and district level. It will be firmly supported and guided by the principles and vision of Sabka Saath, Sabka Vikas, Sabka Vishwas.

The SDG Insignia & SDG Sankalp Jyoti is an inspiration for all stake holders to carry forward this people’s mission for New India.

Brief Report SDGChoupal 2030

The SDGChoupal 2030 is a first-of-its-kind peoples initiative inspired by the timeless, universal values of our Hon’ble PM. The SDGChoupal seamlessly brings together a rich heritage with the bright possibilities of a prosperous future for all.

Matching the values of trust, transparency, simplicity and service with a proven foundation of Sabka Saath Sabka Vikas. To create an honest, transparent world specially crafted by the people for New India.

Launch at Niti Aayog, Dec 20/2019 Launch meeting was Chaired by Vice Chairman NITI Aayog Sh Rajiv Kumar, CEO Niti Aayog Sh Amitabh Kant along with the Members and other officers of Niti Aayog, DG TERI Dr Ajay Mathur, Chairman & Editor-in-chief Sh. Deepak Dwivedi, Chief Youth & Livelihoods UnHabitat Nairobi Mr. Douglas Ragan, Special Envoy of Secy General on SDGs Implementation Dr Prajapati Trivedi, Sh Ajay Dwivedi Former Director ONGC, Dr JS Rajput Board Member UNESCO, VC Niti Aayog expressed his interest for SDGChoupal next steps to cover the 112 NITI Aspirational Distts.

*SDGChoupal 2030 Process, to be validated /audited by KPMG Documentation and SOPs are in process.
Launch of SDG Sankalp Jyoti inspiration for the world, Leaving No One Behind mission Sabka Saath Sabka Vikas

Launch of SDG Poster by VC NitiAayog
Launch of SDGChoupal 2030 at NitiAayog, Chaired by VC NitiAayog Sh Rajiv Kumar joined by CEO NitiAayog Sh Amitabh Kant and other important dignitaries

Launch of SDG Insignia

Launch of SDG SankalpJyoti

Launch of SDG Flag

Launch of SDG sticker
First SDGChoupal at Gorakhpur Jan 13/2020 was blessed by the presence of Secretary General Commonwealth Baroness Patricia Scotland along with her Secretariat Team and Special Envoy on SDGs Implementation.

Special Envoy of the SG Dr Prajapati Trivedi, Sh Deepak Dwivedi, Convenor SDGChoupal 2030
At Ahmedabad with State Leadership, SDG Ambassador award for Hon’ble CM Sh Vijay Rupani jee
With Hon’ble CM Sh Yogi Adityanath jee at Gorakhpur, SDG Ambassador Honour
First SDGChoupal on ground at Gorakhpur blessed by presence of Secy General Commonwealth Secretariat London Baroness Patricia Scotland
SDGChoupal at Gorakhpur in progress
आम आदमी को न तो एमडीजी के बारे में कुछ भी भता था और न आज एसडीजी के बारे में ही कुछ मात्र है। भारत ही नहीं बल्कि किसी भी देश के आम नागरिक को एसडीजी का अर्थ आज कोई नहीं बता गया है। आम नागरिक को मतलब था कि उन्हें व्यापक तौर पर स्वतंत्रता देने के लिए एसडीजी का मतलब नहीं है। देश का मतलब सच मूल नहीं है। आप एसडीजी का मतलब एनएस डेवलपमेंट गो नहीं समझते और इसके खिलाफ अन्य सामाजिक संगठनों को भी यह मानते हैं। इसलिए आप यह समझ सकते हैं कि क्यों आम आदमी को एसडीजी का मतलब संयोजन डेवलपमेंट गो सुनकर इसकी इच्छा कर ले या अधिक अपने दैनिक काम में समय निकालें। इसलिए आप यह समझते हैं कि क्यों इसका उपयोग नहीं करें। जब्तियाँ हैं जो उसके लिए एसडीजी का मतलब नहीं है। अगर आप इसने ब्रिटेन में नहीं समझ ले तो अपने दैनिक काम में कुछ समय निकालकर एसडीजी (सतत विकास) पर रस्ता करें और अपने मतलब का कोई अंश उससे निकाल ले। इसलिए आप यह समझ सकते हैं कि क्यों इसका उपयोग नहीं करें।

इसके बाद ही आम नागरिक एसडीजी का अर्थ समझ सकेंगे और वह पूरी विकास के साथ कह सकेंगे कि एसडीजी का मूल अर्थ सीधा और सरल मतलब है। हम इसके लिए अपने दैनिक काम में समय निकालें। इसलिए आप यह समझ सकते हैं कि क्यों इसका उपयोग नहीं करें। इसके तौर पर आप यह समझ सकते हैं कि क्यों इसका उपयोग नहीं करें। इसके बाद ही आम नागरिक एसडीजी का मतलब समझ सकेंगे और वह पूरे विकास के साथ कह सकेंगे कि एसडीजी का मूल अर्थ सीधा और सरल मतलब है। हम इसके लिए अपने दैनिक काम में समय निकालें। इसलिए आप यह समझ सकते हैं कि क्यों इसका उपयोग नहीं करें। इसके बाद ही आम नागरिक एसडीजी का मतलब समझ सकेंगे और वह पूरे विकास के साथ कह सकेंगे कि एसडीजी का मूल अर्थ सीधा और सरल मतलब है। हम इसके लिए अपने दैनिक काम में समय निकालें। इसलिए आप यह समझ सकते हैं कि क्यों इसका उपयोग नहीं करें। इसके बाद ही आम नागरिक एसडीजी का मतलब समझ सकेंगे और वह पूरे विकास के साथ कह सकेंगे कि एसडी�ी का मूल अर्थ सीधा और सरल मतलब है। हम इसके लिए अपने दैनिक काम में समय निकालें।

एसडीजी चौपाल : सक्षम करने वाले नागरिकों का सशक्तिकरण
सामाजिक उदय के लिए दिन रात काम कर रही है, जिनको सूचीबद्ध करके उन्हें समानान्त भागीदार श्रेणी का नाम दिया जाना अभी बाकी है।

सरकार ने सिविल सोसाइटीज़ पर ज्यादा ध्यान दर्शाया इसलिए करते हैं क्योंकि वे बच्चों तक काम करती हैं। इससे यह प्रवर्तक कहते हैं कि यह सभी मास्क अस्थायी को संपूर्ण रूप से नियंत्रित करता है। इसलिए यह प्रत्येक वर्ष की पत्रिकाओं में स्थायी भागीदार श्रेणी का प्राप्ति की जाती है क्योंकि उसका कामकाज हर दिन बच्चों के लिए बना है। कोई दुखी नहीं।

सरकार ने उन्हें समानान्त सीधे अधिकारी के रूप में प्रश्नों के साथ देखा है। इसलिए इस प्रत्येक वर्ष की पत्रिकाओं में स्थायी भागीदार श्रेणी का प्राप्ति की जाती है क्योंकि यह उसके काम का संक्षेप है।

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संडे, नो मंडे, नो हॉलीडे। मीडिया का काम सात के सभी दिनों में होता है। इसलिए मीडिया की कोई भी सहयोगी संस्था यदि किसी भी योजना के क्रियान्वयन में शामिल होती है तो उसके क्रियान्वयन की सफलता के प्रभाव होने से नहीं हो सकता है। क्योंकि यह वर्ग इस समय के साथ तथा उस समय का काम करता है।

अब बात करते हैं मीडिया के सहयोगी संस्थाओं की विशेषता। सब संस्थाओं ने काम करने के लिए इसलिए अनुस्मरणित किया है कि यदि मीडिया की क्रियाशीलता पूरी तरह पूरी हो जाए तो उसके कार्य का काफी सफल हो सकता है। इसलिए संस्थाओं को मीडिया की सहयोगी विशेषता का संदर्भ में अधिक समय दे देना चाहिए।

अब मीडिया की पहचान का महत्व है। यह मीडिया की संचार संस्था का हिस्सा है जो इसके कार्य के पूर्व के साथ उपस्थिति के माध्यम से उसके कार्य की सफलता को सुनिश्चित करती है।

सरकार के साथ संबंध बनाने के कारण सामाजिक संवाद का महत्व है। सरकार ने अनेक समय तक मीडिया के साथ संबंध बनाने का प्रयास किया है।

जिस संस्था के साथ संबंध होता है वह संस्था को सहयोगी माना जाता है। यह संस्था सरकार के नागरिक संबंधों को सुनिश्चित करने का एक महत्वपूर्ण कार्य करता है।

एसडीजी चौपाल देश के 112 एयरेशनल जिलों के साथ-साथ पूरे भारत के 718 जिलों में 2030 तक लगाई जाएगी। यह चौपाल एसडीजी चौपाल के साथ संबंध बनाने का एक महत्वपूर्ण कार्य करेगा।
The SDG Choupal is launched to span up to 2030 till the SDG Agenda are met and will engage people with following initiative on continuous basis:

**SDG SANKALP JYOTI** : During the Choupal, a SDG Sankalp Jyoti (Inspiration for a better world) will be installed at NITI Aayog which will remain aflame till 2030 reminding everyone of us regarding our role and responsibility towards a better world.

**SDG INSIGNIA** : An SDG Insignia shall be installed at NITI Aayog which will remain there till 2030 as reminder and inspiration to every stakeholder.

**SDG AWARDS** : The SDG Choupal celebrates individuals, civil society organizations, local governments and other who are taking action to advance the 2030 agenda across a range of categories. The Awards aim to recognize changemakers from across the nation, especially from the rural community, who may be mobilizers, connectors, campaigners, visualizers, includers, creatives and storytellers. The recognition of achievements will not only serve to showcase the incredible initiatives being led by Awardees but will also serve a meaningful inspiration for those critical connections, Awardees will have the opportunity to lead the campaign in their respective areas of activities.

**SDG AMBASSADORS DRIVE** : The initiative envisions to educate each and every villager and urban and responsibility and actions on advancing SDGs and getting them together to participate and contribute in nation building. Around 1/2 million youth are estimated to be enrolled as SDG Ambassadors in first year.

**SDG RESOURCE CENTRE** : Chandigarh University and few other institutions in different regions will have SDG Resource Centre to showcase the activities of UN Agencies and various Ministries.

**WORLD WE WANT** : A joint venture between the UN and Civil Society which the SDG Choupal will launch. The World we want enables people’s voices on sustainable development. The platform hosts a series of SDGs focused consultations intended to ensure the voices of the most marginalised communities are considered during key development moments at the global, regional and local levels.

**CAMPAIGN FOR SDG INDIA LOGO ON GOVERNMENT/CORPORATE STATIONARY** : The SDG Choupal will unveil a SDG India Logo and will undertake to launch a campaign to put that logo on all government and corporate stationary to remind all of us for contribution towards SDG agenda.

**SDG THINK & ACTION FORUM** : The Choupal will launch a space, virtual and real-time ‘Nagrik Dialogue-Think & Action Forum’, for inviting interaction of SDG leaders, luminaries and think tanks, sharing innovations and registering feedback on progresses made on SDG agenda. The Forum will have periodical meeting and the outcome will be covered in Nagrik Dialogue online and in print version.

**SDG POSTER & STICKER CAMPAIGN** : The SDG Choupal endeavours to launch a campaign to put SDG Poster on all Government Buildings, Public Spaces and Transport. The youth will also be driven to put stickers on their private vehicles making SDG a true peoples movement for a better world.

**PROGRAMME THEMES**

Within the overall mobilize inspire and connect key stakeholders to implement SDG Action, the SDG Choupal will evolve around 10 interconnected action themes.

**CAMPAINING** : Creating, developing or leading impactful communications campaigns (local / national / international) to raise, awareness about the SDGs and / or people’s voice and role in SDG Action.

**MOBILIZATION** : Approaches, tools and effective models employed to mobilize individuals, organizations of networks to act for the SDGs.

**SENSITIZATION OF GOVERNMENT MACHINERY** : Sensitizing and invoking imagination of Government official towards their crucial role for making the dream of SDGs a reality.

**COMMUNITY PARTICIPATION** : Creating community awareness on SDGs and garnering active participation of common citizen-urban and rural from grassroots level. Involvement of community radio at local levels.

**VISUALIZATION** : Harnessing data and applying visual approaches to transform complex concepts into digestible massages in order to tell powerful stories to convince decision-maker and the public of the importance of the SDGs.

**NETWORKING** : Innovative or impactful ways to engage multiple stakeholders or building networks to act for the SDGs.

**INCLUSION** : With a motto of ‘Leave No One Behind’ (Sabka Saath Sabka Vikas), tangible and effective approaches to ensure that excluded groups become part of the SDG dialogue and decision making in their community of at international levels.

**CREATIVITY** : Harnessing artistic expression to spur SDG Action and awareness through creativity, empowering and connecting people.

**SHARING STORIES** : Capturing and communicating powerful human stories to demonstrate and share the importance, impact and interconnected nature of the SDGs to people’s lives through different mediums.

**COMMON GOOD** : Achievement Goals brings common good to all, i proves human happiness and environmental protection for a better world.

The SDG Choupal is envisioned as 10-year continual programme and is launched at a time where critical SDG milestones are on the horizon at the international level.
TWITTER BLOGS

Rajiv Kumar · 20 Dec 19
The #SDGCChoupal is dedicated to support the National & State Govts. & Institutions for advocacy & community engagement for #SDG implementation in India.

Nagrik Foundation · 08 Sep 19
Thanks to Hon’ble Min @TCGEHLOT jee for supporting the #SDGCChoupal Rural India Enabling #SDGs #sabkasasthaisabkavikas #IndiaRising join the movement Salute Country Leadership @PMOfIndia @NITIAayog

Rtn Sandeep @nex... 14 Sep 19
@SabkaSaathSabkaVikas #SDGCChoupal Empowering Rural Communities Enabling #SDGs @NewIndia @minsmme @BSESamman @CsrOngc @commonwealth @UNESCAP @nageshkum @WHOSEARO @globalcompact @GCNIndia @UNHABITAT @UNinHindi

Deepak Dwivedi · 16 Dec 19
With The American Gandhi #Bernie this evening at @DainikNoida discussions around the #sdgchoupal #150YearsOfGandhi #SDGCChoupal Ambassador #SabkaSaathSabkaVikas Empowering Rural India, Enabling #SDGs @NITIAayog @minsmme @NSICLTD @RIS_NewDelhi @commonwealthsec @WHOSEARO @CsrOngc

Syed Akbaruddin · 28 Dec 19
RT unhabitayouth: RT RajivKumar1: The #SDGCChoupal is dedicated to support the National & State Govts. & Institutions for advocacy & community engagement for #SDG implementation in India.

Veer Foundation · 28 Dec 19
RajivKumar1: The #SDGCChoupal is dedicated to support the National & State Govts. & Institutions for advocacy & community engagement for #SDG implementation in India.

@UN-Habitat Youth @unhabitayouth
@UNHabitayouth is honoured to be a partner of @sdgchoupal!! Success is assured with so many great partners.

NITI Aayog · 20 Dec 19
NITI Aayog#SDGCChoupal @NITI_Aayog supports the people's movement for a better world #NewIndia #sundayvibes

@sdgchoupal @sdgh... · 02 Feb
Thanks @RajivKumar1 @amritabhk87 @NITIAayog supporting the people’s movement for a better world #NewIndia #sundayvibes

Deepak Dwivedi · 31 Jan
@sdgchoupal 2030 Empowering Rural India Enabling SDGs @NITIAayog @commonwealthsec @UNESCAP @tenin @unhabita...

Deepak Dwivedi · 14 Feb
@sdgchoupal thanks @vivekatray for solidarity support to SDGCChoupal #forteopleforplanet #levantenonebehind @IASSasso...
Deepak Dwivedi @Deepak ... · 19 Nov 19
Thanks to @NITIAYog for solidarity support for #NewIndia @sdghchoupal Academic Launch @UN Academic Impact alongside 10 yr anniversary cel...

Dilpreet Singh @D... · 19 Nov 19
CEO NITI Ayog message for SDGChoupal Academic Launch with UN Academic Impact at Chandigarh University, youtu.be/TTH3fb4POM@de...
@rtndispenser @nag_foundation @sdgchoupal @dainiknoida @naagrikidialogue @naagrinknews @AbhijitBhaduri @Jesikadalal @RajivGupta11 @KanishRa

ChandigarhUniversity ... · 19 Nov 19
@deepakdwivedi ... @rtndispenser @nag_foundation @sdgchoupal @dainiknoida @naagrikidialogue @naagrinknews
CEO NITI Ayog message for SDGChoupal #AcademicLaunch with @UN UNAcademicImpact at @Chandigarh_uni
#ChandigarhUniversity #youthpower #naini10 #changemakers

Vivek Atray @vivek_atray · 15 Feb
Repeating to @rtndispenser @sdgchoupal and 5 others
Indeed my pleasure to support such a noble cause...

Nagrik Foundation P... ... · 24 Jan
@sdgchoupal #JanAndolan for #NewIndia

Deepak Dwivedi @Deepak ... · 15 Jan
#SDGChoupal2030 first @sdgchoupal at #Gorakhpur blessed by @PScootlandCSEG @myogiadityanath Empowering Rural India Enabling SDGs #Ha...

Deepak Dwivedi @Deepak ... · 20 Dec 19
Launch @NITIAYog @sdgchoupal Empowering Rural India Enabling SDGs Mission to reach over 700 districts and 6 lac villages people's movement for #NewIndia mission inspired by Horible PM @narendramodi jee call to action #SakbasSaatSabkaVikas #EkBharatShreshthaBharat #SankalpSeSiddhi

Deepak Dwivedi @Deepak ... · 22 Sep 19
Repeating to @sdgchoupal @Deepak Dwivedi... and 2 others
How can we be engaged based at Bangalore?

Anand Chaturvedi @Anand ... · 14 Sep 19
Let's join the movement on Oct 2nd 2019 at DAIC 15 Janpath, New Delhi - Rural India Enabling SDGs. @Deepak Dwivedi @rtndispenser @UninHindi @sdgchoupal

Deepak Dwivedi @Deepak ... · 14 Jan
liked your Tweet... people's power... people's movement for a better world #forpeopleforplanet @sdgchoupal @NITIAYog ...

Rtn Sandeep @nexuso... · 15 Jan
Happy to be part of this great initiative for a better world #leaveonebehind big thank you to all stake holders.citizens movement @sdgchoupal #SDGs @SDGAction @DeepakDwivedi_ @NITIAYog @WHOSEARO @minnisme @NISCILT @nag_foundation @CSRONGC @unhabitability @ActionIndia
"India will succeed in its SDG Goals only when we have mainstreamed them not only in our govt policy but also in our societal make up and that's where we have to make this initiative go a long way."

SH. RAJIV KUMAR
Vice Chairman, NITI Aayog

"SDGChoupal today is essentially our aim to see that we are able to achieve the SDG Goals by 2030. Today Choupal is really about improving governance at the grass root level so that on all the indicators we are able to synergise and ensure that at grassroot level our programs are well implemented."

SH. AMITABH KANT
CEO Niti Aayog

"The Strength of methodology/approach to SDG implementation is judged on the basis of following yardsticks:

- Stakeholder engagement at all levels
- Communication to public
- Institutionalisation of SDGs
- Integration with own development and other agendas
- Stakeholder coordination internally and externally

The SDG Choupal, I believe is a necessary condition to achieve the above criteria."

Prof. Prajapati Trivedi
Commonwealth Secretary General's Special Envoy for SDG Implementation

"Proud to be involved in the SDG Choupal initiative, the areas that resonates with us is the localization of SDGs. We really need to ensure that the SDGs are driven from the grass roots and not top down process."

SH. DOUGLAS RAGAN
Chief Youth & Livelihood Programs
UNHabitat Nairobi

"The SDG Choupal has to be a citizens movement for success of SDGs on ground. The mission is to reach 700 plus districts and 6 lac plus villages until 2030 and ensure India leads the global SDG awareness index."

SH. DEEPAK DWIVEDI
Chairman & Convener SDG Choupal
SDGChoupal Secretariat: 8-B, Vandana Building, 11 Tolstoy Marg, New Delhi-110001, INDIA
www.sdgchoupal.org