



हुनर चौपाल — Approval Edition

The political case first — ideas that win the approval · हुनर आपके द्वार · August 2026

Serious = the engines that make this scheme politically lucrative — visibility, loyalty, media and votes; lead the pitch with these. **Low** = identity assets & long-horizon vision. Infrastructure, costing and delivery ideas are deliberately held back for the post-approval discussion (see the Master Ideas List).

गंभीर / Serious · ideas 1–39 · the approval-winning engines

- 1 **Missed-call enrolment engine** — "नौकरी चाहिए? मिसड कॉल दो" — one number branded to the minister on every wall, poster and ration shop
- 2 **Automated call-back registration** — name, village, education captured in 10 seconds; seat reserved on the next visit
- 3 **Family-based registration** — 1 trainee = 4–6 consented family contacts
- 4 **Assembly-wise booth-mapped database** — every aspirant mapped to village and booth; 10,000 trainees = 50,000 contacts — a permanent asset that works between elections
- 5 **Political ROI per unit** — 100+ villages, 2,000 trained youth, 8,000+ influenced family votes — every year
- 6 **Minister-branded visibility** — wrap, inaugurations, certificate ceremonies; every placed trainee says "हमारे मंत्री जी यह लाए"
- 7 **Employment as the strongest promise** — leaders promise roads and water; very few deliver jobs — 2,000 placed youth beats every rival on the ballot
- 8 **Works between elections** — a permanent, active, visible instrument of the minister's governance legacy
- 9 **Mukhiya Mahapanchayat** — monthly CM–MLA–sarpanch video assembly — the whole democracy on one screen
- 10 **Big-screen village viewing** — the audience is 500 villages, not 500 sarpanches — every month
- 11 **Three-tier dialogue** — "सरपंच ने बुलाया, विधायक ने पहुँचाया, मुख्यमंत्री ने भेजा"
- 12 **Rotating merit spotlight** — 5–7 sarpanches monthly by published criteria — villages compete to top the list
- 13 **Village demand pipeline** — every village files one demand; written departmental reply in 30 days — direct channel, no middlemen
- 14 **Fixed first-Monday institution** — the date itself becomes the institution
- 15 **CM framed-photo trophy** — spotlight sarpanch's permanent panchayat-bhavan display
- 16 **Cross-party inclusion shield** — every sarpanch and MLA invited, any party — no one can oppose a shared development platform
- 17 **Disha Diwas** — दूसरा मौका — reserved seat to every failed board student on results day; the minister in every results headline, every year
- 18 **Rozgar Jyoti** — दीवाली — "कमाई का दीया" lit first in placed families — the program appears in crores of family photos by itself
- 19 **Rakhi Vachan** — brothers gift sisters a reserved seat via QR — a women's enrolment wave every August, media's favorite story
- 20 **Rishta Hunar Card** — govt-verified QR skill card in the biodata — the rishta network becomes the promotion machine, tehsil by tehsil
- 21 **Garv plaque** — द्वार पर — "इस घर में हुनरमंद है" door plaque, brass for first-generation jobs — read by every guest and baraat for years
- 22 **Tab–Ab card** — enrolment-day photo vs employment-day uniform photo on one card — the most shared format, every graduate posts it themselves
- 23 **सिंहस्थ वाहिनी 2028** — 1-lakh trained sevaks with numbered IDs, visible before crores in election year
- 24 **Simhastha module in every batch** — crowd management, hospitality, digital payments, first aid — a rising counter giving two years of headlines

- 25 **55-district Hunar Ranking** — quarterly public scorecard — "हमारा जिला 11 पायदान चढ़ा" — every district's newspaper writes its own story
- 26 **Return-migration honoring** — railway-station welcome + "घर लौटे" counter — national media finds and prints this story on its own
- 27 **200+ free headlines a year** — structured media engine, zero advertising spend
- 28 **50% women enrolment** — deliberate composition — the two most decisive voter groups are youth and women
- 29 **Women as opinion leaders** — 1 trained woman = 2–3 family votes; trainees become the family's voice
- 30 **First-time voter engagement** — 18–30 rural youth — the largest bloc, met with skills and jobs
- 31 **OBC/SC-ST reach** — aspirational-district focus lands in historically deprived communities — employment builds loyalty
- 32 **Parent-elder goodwill loop** — when the son or daughter gets a job, the whole family credits who made it possible — and votes together
- 33 **Sarpanch amplifier network** — the minister who brings the unit earns sarpanch goodwill — who then mobilize entire villages
- 34 **Zero political risk** — non-caste, non-communal, pure development work — controversy impossible, benefit maximum
- 35 **MSDE allocation route** — one letter under the aspirational-district skilling program — the framework already exists
- 36 **CSR partnership route** — a bank/corporate adopts it as their CSR project — minister's name, minister's region, zero cost to the minister
- 37 **MPLAD / MLA-LAD route** — costs less than one road-repair project, builds permanent loyalty
- 38 **Migration-reversal narrative** — jobs within the community keep families together — a legacy story
- 39 **National mission alignment** — Skill India, Atmanirbhar Bharat, NEP 2020 — the minister seen as executor of the national vision

निम्न / Low · ideas 40–54 · identity assets & long horizon

- 40 **Slogan: एक बस हज़ार सपने** — core campaign identity
- 41 **Slogan: बस से तकदीर तक** — four-word transformation journey
- 42 **Slogan: गाँव-गाँव कौशल — घर-घर सम्मान** — mission statement
- 43 **Slogan: बस नहीं — पहियों पर भविष्य** — emotional hook
- 44 **Slogan: मंत्री जी का वादा — जनता का रोज़गार** — political credit line
- 45 **Slogan: कौशल ने बनाई बेहतर जीवन की राह** — legacy line
- 46 **Door verse** — "जब बस आए गाँव में — समझ लो मंत्री जी ने कुछ कर दिखाया"
- 47 **#एकBusHazaarSapne** — hashtag campaign
- 48 **Tagline: हुनर आपके द्वार** — skills at your doorstep — brand promise
- 49 **100-unit / 100-district vision** — 3-year national replication model
- 50 **Scaled outcome targets** — 10,000 trained, 70% placement in 60 days, 100+ villages
- 51 **4-phase year-1 roadmap** — mobilize → pilot → expand → sustain & report
- 52 **Three-container leapfrog** — block-by-block scaling pattern
- 53 **May–June service window** — annual maintenance & redeployment period
- 54 **Rail repositioning for multi-state scale** — future expansion beyond MP