

**GOVERNMENT OF INDIA  
MINISTRY OF MINORITY AFFAIRS  
LOK SABHA  
UNSTARRED QUESTION No. 2213  
TO BE ANSWERED ON 01.01.2019**

**Evaluation of awareness building measures**

**2213. DR. L. HANUMANTHAIAH:**

Will the Minister of **MINORITYAFFAIRS** be pleased to state:

- (a) whether Government has evaluated the performance of its awareness campaign initiated to create awareness among minority communities about the schemes/programmes meant for their welfare in the country, if so, the details and the outcome thereof;
- (b) whether there is no increase in beneficiaries of the said schemes/programmes after such awareness campaign, if so, the details thereof, State/UT-wise and Scheme/Programme-wise during the last three years and the current year; and
- (c) the other steps taken by Government in this direction?

**ANSWER**

**MINISTER OF MINORITY AFFAIRS  
(SHRI MUKHTAR ABBAS NAQVI)**

(a) to (c): The awareness campaign is carried out under the Scheme of Research/Studies, Monitoring and Evaluation of Development Schemes including Publicity of this Ministry to create awareness among the six centrally notified minority communities, namely, Muslims, Christians, Sikhs, Buddhists, Parsis and Jains, about the schemes/programmes implemented by this Ministry for their welfare in the country. An evaluation study of this scheme of awareness has been conducted in 2014 and a copy of this Study Report is available on the website of the Ministry at [www.minorityaffairs.gov.in](http://www.minorityaffairs.gov.in). Based on the recommendations of this Study, the scheme has been revised and approved for implementation during 2017-18 to 2019-20. A copy of the Guidelines of this scheme is also available on the website of the Ministry at [www.minorityaffairs.gov.in](http://www.minorityaffairs.gov.in).

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Awareness campaigns carried out by this Ministry have created positive impact on the targeted beneficiaries which has resulted in increase in the number of applications received in case of the three scholarship schemes, namely, Pre-matric, Post-matric and Merit-cum-Means based scholarship schemes, of this Ministry. Similarly, other schemes of the Ministry have also been benefitted through positive impact on the targeted groups through the nationwide awareness campaigns. The State/UT-wise details of applications received and number of beneficiaries under the said three scholarship schemes are available on the website of the Ministry at [www.minorityaffairs.gov.in](http://www.minorityaffairs.gov.in).

The Government has taken up multi-media campaign to spread awareness of welfare schemes meant for minorities through print and electronic media, All India Radio Network including FM Channels, and websites all over the country. Pocket booklets and pamphlets on various schemes / programmes of the Ministry are published in Hindi, English, Urdu and other regional languages. In order to directly reach out to the public especially minority communities and spread awareness among them, 'Progress Panchayats' are organized in various places. Regional Coordination & Review Conferences are also held with State Governments from time to time where, inter-alia, information about the Ministry's schemes is provided. In addition, outdoor publicity is also being done by organizing 'Hunar Haat'. Recently, Hunar Haats have been organized at (i) India International Trade Fair 2016, 2017 & 2018, (ii) Baba Kharak Singh Marg, New Delhi in February 2017 & 2018, (iii) Puducherry in September, 2017, & October, 2018, (iv) Allahabad in September, 2018, and (v) Mumbai in January, 2018 & December, 2018, to further promote traditional crafts/arts, generate employment and strengthen their market linkages.

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