

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

RAJYA SABHA
UNSTARRED QUESTION NO. 3330
TO BE ANSWERED ON 28/03/2025

**EFFORTS TO RAISE AWARENESS ABOUT AGRICULTURAL POLICIES AND
FAMILY WELFARE INITIATIVES**

3330 SHRI SANT BALBIR SINGH:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the efforts being made to raise awareness about agricultural policies and family welfare initiatives among the rural population;
- (b) the educational programs focused on improving health, nutrition, and farming techniques for rural communities;
- (c) the key challenges currently faced by the Ministry in implementing agricultural and family welfare programs; and
- (d) any future plans or reforms in place to enhance the effectiveness of these initiatives?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SHRI KAMLESH PASWAN)

(a) to (d): A Centrally Sponsored Scheme ‘Support to State Extension Programmes for Extension Reforms’ popularly known as ATMA Scheme is under implementation by Ministry of Agriculture and Farmers Welfare since 2005. Presently, the scheme is being implemented in 740 districts of 28 states and 5 UTs in the country. The scheme promotes decentralized farmer-friendly extension system in the country. Under the scheme, Grants-in-aid is released to the state Governments with an objective to support State Government’s efforts to make available the latest agricultural technologies and good agricultural practices in different thematic areas of agriculture and allied sector among farmers through Framers Training, Demonstrations, Exposure Visits, KisanMela, Mobilization of Farmers Interest Groups and setting up of Farm Schools in the field of awardee farmers.

The Government of India has launched several initiatives to promote family welfare and improve health and nutrition, particularly in rural communities. The National Family Planning Programme offers a wide range of contraceptive choices, including new options like Injectable MPA (Antara) and Centchroman (Chhaya). Programs such as Mission ParivarVikas focus on improving access to contraceptives in 13 high-priority states. Other efforts include post-pregnancy contraceptives, home delivery of contraceptives by ASHAs, and observance of events like ‘World Population Day’ to boost awareness. Additionally, the Family Planning Logistics Management System ensures the availability of commodities at all health facilities.

Nutrition and health programs include the Anemia Mukht Bharat strategy, which targets anemia reduction through IFA supplementation, deworming, fortified food, and awareness campaigns. Nutrition Rehabilitation Centers provide care for malnourished children, while the Mothers’ Absolute Affection (MAA) program promotes breastfeeding. National Deworming Day

and Village Health Sanitation and Nutrition Days (VHSNDs) ensure delivery of maternal and child health services and raise awareness in collaboration with the Ministry of Women and Child Development.

To enhance maternal health awareness, outreach camps and educational tools like the Mother and Child Protection (MCP) Card disseminate vital information on services, nutrition, and danger signs. Regular reviews and field visits ensure effective implementation of these initiatives, aiming for better health outcomes in rural areas.

To monitor and ensure the effective implementation of maternal health initiatives, periodic Regional/State Level Review meetings and field visits in States/UTs and Common Review Mission (CRM) field visits are undertaken.
