

O.I.H.

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 1628
TO BE ANSWERED ON 28.12.2017

AWARENESS PROGRAMME FOR POOR IN RURAL AREAS

1628. SHRI ASHOK MAHADEORAO NETE:

Will the Minister of **RURAL DEVELOPMENT** be pleased to state:

- (a) whether the Government has taken or proposes to take any steps for launching an awareness programme at national level for improving the living conditions of poor and backward sections of people especially women in rural areas of the country;
- (b) if so, the details thereof till date; and
- (c) if not, the reasons therefor?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SHRI RAM KRIPAL YADAV)

(a) & (b) : The Ministry of Rural Development, inter alia, is implementing Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Deen Dayal Upadhyay – Gramin Kaushalya Yojana (DDU-GKY), Pradhan Mantri Awaas Yojana – Gramin (PMAY-G), Pradhan Mantri Gram Sadak Yojana (PMGSY) and National Social Assistance Programme (NSAP) to bring about overall improvement in the quality of life of the poor and marginalized section of people, including women in rural areas through employment generation, strengthening of livelihood opportunities, promoting self-employment, skilling of rural youths, provision of social assistance and other basic amenities.

Realizing in importance of Information, Education and Communication (IEC), the Ministry has been progressively strengthening its IEC activities to disseminate information through most of the available modes of communication across various media platforms. Intensive campaign to create awareness about Rural Development Programme is undertaken across media.

- (c) : Does not arise.
