

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2176
TO BE ANSWERED ON 08.03.2018

IEC TO KEEP RURAL AREAS CLEAN

2176. SHRI CHANDU LAL SAHU:

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

- (a) whether one of the main objectives of the campaign for Information, Education and Communication (IEC) is to promote maximum utilization of waste material to keep Gram Panchayats clean and green and to educate the community to use improved methods of waste management i.e.three components of waste management-garbage reduction, reuse and recycling and if so, the details thereof;
- (b) whether the Government proposes to create awareness in the villages selected under Saansad Adarsh Gram Yojana (SAGY) through this campaign and if so, the details thereof;
- (c) the total budget allocated for this campaign during each of the last three years and the current year; and
- (d) the details of the amount spent on it during the said period, State-wise?

ANSWER

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

(a): The Ministry of Rural Development carries out various IEC activities to create awareness among target beneficiaries regarding the schemes/ programmes and initiatives of the Ministry.

(b): The Saansad Adarsh Gram Yojana (SAGY) envisages effective use of IEC in the entry point activities to energize and mobilize the community towards positive common action. As per SAGY Guidelines, a systematic environment creation and social mobilisation spearheaded by the Hon'ble Members of Parliament, fully involving the Gram Panchayat precedes the start of formal plan formulation. The suggested IEC activities include :

(i) Hygienic Behaviour and Practices - House-to-house campaign through health volunteers and Swachhata Mitras; Education through anganwadi centres, schools, SHGs, and organisation of camps.; Wall Writings; Information Boards at relevant locations; Street Plays, Film Shows etc.; Community Radio, if established, can be a very useful medium.

(ii) Clean village - IEC initiatives to create demand for and promote use of toilets – both individual and institutional. Initiate behaviour change campaigns on hygiene and sanitation through involvement of youth groups and social communication methods like street theatre and puppetry for File No.H-11011/01/2018-IEC open defecation free villages.

The Hon'ble Members of Parliament led various activities organised during 'Gram Samridhi Evam Swachhta Pakhwada' in their adopted SAGY Gram Panchayats during 1-15 October 2017.

(c) & (d): A one week TV campaign at a cost of Rs. 65,14,504/- and two weeks Radio Campaign at a cost of Rs. 2,19,75,057/- were undertaken through DAVP for Gram Samridhi Evam Swachhta in 2017.