

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO. 509**  
TO BE ANSWERED ON 13.12.2018

**WELFARE SCHEMES FOR RURAL MASSES**

**509. ADV. JOICE GEORGE:**

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

- (a) whether the Union Government has recently launched a high-intensity outreach programme to deliver welfare schemes to rural masses and if so, the details thereof;
- (b) whether this initiative aims for 100% coverage of schemes launched by the Union Government for eligible beneficiaries and if so, the details thereof;
- (c) whether this is focused on doubling farmers' income, enhance livelihood opportunities and re-emphasize national priorities such as cleanliness and strengthen Panchayati Raj Institutions across the country; and
- (d) if so, the details thereof?

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

(a) to (d) : The Government organized "Gram Swaraj Abhiyan (GSA)" from 14<sup>th</sup> April to 05<sup>th</sup> May, 2018 and also extended the campaign to villages having population of more than 1,000 in 117 Aspiration Districts from 1<sup>st</sup> June 2018 to 15<sup>th</sup> August 2018.

The campaign, undertaken under the name of "Sabka Sath, Sabka Gaon, Sabka Vikas", was to promote social harmony, spread awareness about pro-poor initiatives of the government, reach out to poor households to enroll them as also to obtain their feedback on various welfare programmes. As a special endeavour during the Gram Swaraj Abhiyan, saturation of eligible households/persons was envisaged under seven flagship pro-poor programmes, namely, Pradhan Mantri Ujjwala Yojana, Saubhagya, Ujala scheme, Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, Pradhan Mantri Suraksha Bima Yojana and Mission Indradhanush. During GSA, farmers meeting was also organized at block level in rural areas of the country with the aim of "Doubling the farmers' income till 2022".

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