

**GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION**

**LOK SABHA
UNSTARRED QUESTION NO.1685
TO BE ANSWERED ON 13TH DECEMBER, 2023**

AWARENESS GENERATION PROGRAMMES

1685. SHRI GAURAV GOGOI:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

(a) whether awareness generation programmes were organized by the Government to sensitize eligible beneficiaries and PDS dealers of the nitty-gritties of the scheme;

(b) if so, the details of such programmes in the FY 2020-21, 2021-22, 2022-23, State-wise;

(c) whether the Government is aware that households in the past have experienced 1.3 times as many transaction failures and 4 times as many denials compared to those collecting rations from their respective registered centre; and

(d) if so, the details of steps taken by the Government to deal with poor connectivity, biometric authentication issues and other such technological problems that were the primary reasons for households experiencing transaction failures under this scheme and if not, the reasons therefor?

A N S W E R

**MINISTER OF STATE FOR MINISTRY OF RURAL DEVELOPMENT AND
CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION
(SADHVI NIRANJAN JYOTI)**

(a) & (b): The Department of Food & Public Distribution (DFPD) provides funds to the State/UT Governments under the project titled "Financial Assistance to the States for Generating Awareness amongst TPDS beneficiaries about their entitlement and redressal mechanism" for undertaking awareness campaign to sensitize the Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) beneficiaries and the media about the initiatives taken by Department of Food & Public Distribution to ensure food and nutritional security for the poor and vulnerable people. Funds released by the Department of Food & Public Distribution(DFPD) to States/UTs & Central Organizations for awareness programme during last 3 years are as below:

S. N.	States/UTs/CBC	Financial Year	Funds Released (Rs. In Lakhs)
1	Karnataka	2020-21	7.98
2	Madhya Pradesh		1.00
3	Tripura		8.00
4	Bureau of Outreach and Communication (BOC)		65.96
5	Central Bureau of Communication	2021-22	14.22
6	Central Bureau of Communication (CBC/BOC)	2022-23	85.00
7	Arunachal Pradesh		6.40
8	Tripura		8.00
9	West Bengal		8.00
10	Kerala		8.00
11	West Bengal	2023-24 (as on 06.12.2023)	8.00
12	Mizoram		8.00
13	Central Bureau of Communication (CBC)		14.27
TOTAL			242.83

In addition, the Department has taken following initiatives for generating awareness and inform the public on extending the distribution of free foodgrains to all ration cardholders across the country.

- i. Pan-India awareness campaigns of Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) and One Nation One Ration Card (ONORC) on TV Channels, FM Channels and social media have been undertaken.
- ii. Inter-department collaboration for publicity amplification of PMGKAY for information dissemination on social media has been undertaken.
- iii. Ministry of Petroleum and Natural Gas (MoPNG) has installed PMGKAY banners/hoardings at 1000 fuel retail outlets.
- iv. More than 6 crore SMSs have been delivered on mobile numbers of beneficiaries and FPS dealers across States/UTs.
- v. 15 workshops for awareness generation of ONORC have been conducted across states/UTs in India.

(c) & (d): As part of the PMGKAY this Department allocates foodgrains to States/UTs for distribution to around 80 crore beneficiaries in the country on a monthly basis. Further, due to Aadhaar seeding and installation of ePoS devices at the FPSs, at present, around 98% of total ePoS transactions in the country are done in a transparent manner through biometric Authentication on a monthly basis. All States/UTs have been advised that no genuine beneficiary or household shall be denied from receiving entitled quota of free of cost foodgrains only for want of Aadhaar or due to failure of biometric/Aadhaar authentication due to network/connectivity/linking related issues, other technical reasons, or poor biometrics of the beneficiary. Hence, bio-metric identification enables distribution of foodgrains to the genuine beneficiary.

As per provisions of this Department's Aadhaar Notification dated 8 February 2017, till the Aadhaar is assigned to the beneficiaries, either of the eight identification documents shall be used for identification purpose (i.e.Voter ID Card, PAN Card, Passport, Driving License, Certificate of Identity with photo issued by Gazetted Officer/Tehsildar on official letter head, Address card having Name and Photo issued by Department of Posts, Kisan Photo Passbook and any other document as specified by State/UT Governments). Also, the timeline given to all States/UTs for linking of Aadhaar numbers of beneficiaries with their ration cards has been extended upto 31/12/2023.
