

**GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY**

**LOK SABHA
UNSTARRED QUESTION NO. 3937
TO BE ANSWERED ON 28th MARCH, 2022**

Awareness about Education Schemes

3937. SHRI ADALA PRABHAKARA REDDY:

Will the Minister of EDUCATION be pleased to state:

- (a) whether the Government is aware that most of the rural population across the country are unaware of the schemes under the Ministry of Education; and
- (b) if so, the steps taken by the Government to create awareness among the children and their parents in utilizing the available schemes?

**A N S W E R
MINISTER OF STATE IN THE MINISTRY OF EDUCATION
(SMT. ANNPURNA DEVI)**

(a) and (b): The Ministry of Education, Department of School Education and Literacy has taken various steps to create awareness among the different stakeholders including children and parents and rural population. Samagra Shiksha is an integrated centrally sponsored scheme which envisages all round development of children. Under Samagra Shiksha, financial assistance is provided to the States and UTs for Community Mobilization activities @ ₹ 1500 per school for Government Schools. The Community Mobilisation activities are held to enhance Community participation and monitoring for universal access, equity and quality. Workshops/Lectures/Programmes are done for creating Awareness on RTE Act, Learning Outcomes etc.

Training to School Management Committee (SMC)/School Management and Development Committee (SMDC) is provided for their Capacity building. The financial norms for the same are up to ₹ 3000 per school for Government schools.

Department of School Education & Literacy, in coordination with State Governments and UT Administrations, has been observing Swachhata Pakhwada from the year 2016 from 1st -15th September every year. The schools and students across all states and UTs have been participating whole-heartedly in the Swachhata Pakhwada every year. As per report furnished by States/UTs, 3,78,15,074 students of 7,82,827 schools, participated in Swachhata Pakhwada, 2021.

A teacher's fest, 'Shikshak Parv' was especially organized from 8th to 25th September 2020 for discussing various recommendations of National Education Policy (NEP) 2020 and its implementation strategies, which attracted around 15 lakh suggestions. Department of School Education and Literacy incorporated these suggestions in development of an indicative and suggestive NEP Implementation Plan for School Education, called 'Students' and Teachers' Holistic Advancement through Quality Education (SARTHAQ)'.

Another teacher's fest in the series, 'Shikshak Parv- 2021' was organized from 7th to 17th September 2021 to generate awareness about the implementation of New Education Policy. Shikshak Parv- 2021 experienced wide participation from practitioners of school education like Teachers, Principals, etc. who shared their experiences on webinars based on the theme: "Quality and Sustainable Schools: Learnings from Schools in India".

A large number of teachers, principals, students, parents and stakeholders attended the Shikshak Parv inaugural conclave and subsequent webinars across the country. The celebration of 'Shikshak Parv 2021' not only encouraged innovative practices to ensure improved quality, inclusive practices and sustainability in school education but also developed confidence in all Education Stakeholders for a successful implementation of the National Education Policy-2020 across the country.

Ministry regularly undertakes extensive print & audio visual media campaign, nation-wide awareness programme including Kala Jathas, Road shows, Public meetings, Padayatras; advertisements on railway tickets and bus panels etc. to generate awareness about the benefits of education for adults.

Further, 'One year achievement booklet' on various initiatives undertaken by Ministry of Education for implementation of the NEP-2020 was released on 24th August 2021. It highlighted the efforts made by the Ministry for the implementation of NEP 2020 in a mission mode and accomplishing 62 major milestones with a view to transform the school education sector.

In addition, a very successful social media campaign was run by the Department of School Education and Literacy in the months of December, 2021 and January, 2022 for creating awareness among masses regarding the numerous achievements and initiatives taken by the Department under the purview of NEP-2020. A campaign with theme #NEP2020InAction, was run on Twitter from Dec 1, 2021 onwards. It highlighted Ministry's various schemes/ initiatives including those targeted at the rural India. Posts with this hashtag reached 55,67,126 people till 28th February, 2022.

Department School Education and Literacy, Ministry of Education, Government of India has launched a 100 days Nation Wide Reading Campaign called Padhe Bharat Badhe Bharat starting from 1st January 2022 so that each child learns to read with comprehension, in a joyful manner, as per the vision of National Education Policy (NEP) 2020. Social media posts with #100DaysReadingCampaign have reached 76,14,646 people and #PadheBharat has reached 75,93,859 people.

Under PM POSHAN Scheme, provision has been made in the Guidelines for the awareness generation of the parents and other community members to know about the rights of their children w.r.t. Mid-Day Meal. Para 6.3 of the Guidelines envisages the “Display of Information under Right to Information Act”. Ministry has requested all States/UTs to issue necessary instruction to spread awareness among the children and their parents about the Scheme. Posts creating awareness on #PMPoshanScheme on Twitter reached 50,51,294 people till 30th September, 2021.
