

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:2870  
ANSWERED ON:15.03.2010  
PUBLICITY OF RURAL DEVELOPMENT SCHEMES  
Sushant Dr. Rajan

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

- (a) the steps taken by the Government for the publicity of various rural development schemes being implemented under his Ministry with a view to make them accessible to the common man;
- (b) the funds released and utilized in this regard during each of the last three years and current year, State-wise and scheme-wise;
- (c) the level-wise details of the officers authorized to spend the said amount;
- (d) whether the said amount has been spent under any other Head in various parts of the country including Himachal Pradesh; and
- (e) if so, the details thereof and the steps taken to check the same.

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI PRADEEP JAIN 'ADITYA')

- (a) To create awareness about Rural Development Programmes being implemented by the Ministry of Rural Development amongst target groups in rural areas, IEC activities through most of the available modes of communication, including print, audio, video and outdoor publicity, are undertaken by the Ministry.
- (b) Details of amount earmarked under Communication Head of Account as well as the pooled up amount bracketed in the different programmes for publicity is as under:-

Sl.No.	Year	Allocation (Rs. in crores)	Utilisation (Rs. In crores)
--------	------	-------------------------------	-----------------------------

1	2006-07	18.00 crores	18.00 crores
---	---------	--------------	--------------

2	2007-08	52.10 crores	50.02 crores
---	---------	--------------	--------------

3	2008-09	44.00 crores	43.98 crores
---	---------	--------------	--------------

4	2009-2010	42.00 crores	25.49 crores (as on date)
---	-----------	--------------	---------------------------

- (c) The amount under IEC is spent with the approval of competent authority and with due concurrence of Integrated Finance Division.
- (d) No Sir.
- (e) Does not arise.