

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:4850

ANSWERED ON:26.04.2010

EXPENDITURE ON PUBLICITY OF RURAL DEVELOPMENT SCHEMES

Pangi Shri Jayaram;Rawat Shri Ashok Kumar

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Government has developed or proposes to develop the Rural Information System in the country to facilitate the rural population to obtain necessary information for development in the various walks of their life;
- (b) if so, the details thereof;
- (c) the details of the expenditure incurred by the Government on the publicity of various rural development schemes during last one year and the current year in each State including Orissa;
- (d) whether the expenditure made for this purpose in the year 2009-10 was much more than the budgetary provisions;
- (e) if so, the reasons therefor;
- (f) whether there has been diversion of fund to meet the extra expenditure; and
- (g) if so, the details thereof and the action taken by the Government in this regard?

Answer

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

(a): There is no such proposal under consideration. However, at present, all modes of media including Radio, TV, Outdoor Publicity, Print and Newspapers etc, are used to create awareness of Rural Development programmes. Additionally, all relevant information is available on Ministry's website, www.rural.nic.in.

(b): Does not arise in view of above.

(c): The details of expenditure incurred on the publicity of various Rural Development Schemes (including all the three Departments of the Ministry of Rural Development) during last one year and the current financial year is as under:

Year Expenditure Incurred (Rs. In crores.)

2009-10 Rs. 53.10 crore (Plan)

2010-11 Nil

(d): Yes, Sir. Against the Budgetary Provision of 42 crore rupees, expenditure of Rs. 53.10 crore was carried out;

(e): To step up awareness & publicity of Rural Development Programmes;

(f): Yes, re-appropriation was carried out to meet the extra expenditure.

(g): While the approved budget outlay was Rs.25 crores for the Department of Rural Development, additional requirement of Rs.10 crores was met by way of re-appropriation of funds from the savings available under the three other schemes of the Department (three crores each from NREGS, SGSY and IAY) and one crore rupees from Management Support Scheme. In Department of Drinking Water Supply, additional appropriation of 1.1 crore was made for publicity.