

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:3175  
ANSWERED ON:29.11.2010  
RURAL SCHEMES  
Alagiri Shri S. ;Singh Rajkumari Ratna

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

- (a) whether the Government's proposed schemes for the upliftment of rural India have failed to achieve the target due to inadequate mechanism of dissemination of information/awareness amongst the rural population;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) the steps the Government proposes or have taken to give due publicity to these schemes and proper implementation of the same through print and electronic media in the rural areas of the country ; and
- (d) the system for monitoring the progress of the implementation of such schemes?

**Answer**

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

(a)&(b): The Ministry of Rural Development is implementing a number of programmes namely Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Swarnjayanti Gram Swaroggar Yojana (SGSY)/ National Rural Livelihood Mission (NRLM) for employment and poverty alleviation, Indira Awaas Yojana(IAY), Pradhan Mantri Gram Sadak Yojana(PMGSY) for development of rural infrastructure, Integrated Watershed Development Programme (IWMP) for area development, National Rural Drinking Water Programme(NRDWP) and Total Sanitation Campaign (TSC) for basic amenities in rural areas through State Governments and Union Territory Administrations. As per the progress reports received from the States and UTs., the performance of these programmes have been found satisfactory.

(c): The Ministry of Rural Development has been making efforts to disseminate information on Rural Development Programmes through available tools of communication like Print Media, Electronic Media, Press Conferences, publishing a monthly News Letter, 'Grameen Bharat, in Hindi and English to distribute free of cost to all the implementing agencies. To add quality to the awareness campaign, the Ministry is also bringing out a monthly news letter 'Kuruksheetra' in Hindi and English through Publication Division of the Ministry of Information and Broadcasting. Further, Leaflets, Booklets, Brochures and Guidelines in Hindi, English and Regional Languages are brought out for widely distribution at all levels across the country.

(d): The Ministry of Rural Development has put in place a comprehensive system of monitoring the implementation of the programmes, including utilization of funds through Periodical Progress Reports, Performance Review Committee, Area Officer's Scheme, Vigilance and Monitoring Committees at the State and District Levels and National Level Monitors. The State Governments and Union Territory Administrations have been advised to adopt a five-pronged strategy to improve the implementation of the rural development schemes consisting of (i) creation of awareness about the schemes, (ii) transparency, (iii) people's participation, (iv) accountability, social audit and (v) vigilance and monitoring of rural development programmes at all levels to achieve maximum success.