

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:3364
ANSWERED ON:14.12.2011
AWARENESS CAMPAIGN FOR GIRLS
Das Shri Ram Sundar

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

- (a) whether the Government has launched an awareness campaign at block level to promote education among girls in the country;
- (b) if so, the details thereof;
- (c) the funds allocated to each State/UT for the purpose; and
- (d) the estimated number of girls likely to be benefited from this campaign?

Answer

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (DR. D. PURANDESWARI)

(a) to (b): The Government has launched a year long, nation- wide campaign, titled Shiksha ka Haq Abhiyan on 11th November, 2011 at Nuh, Mewat district, Haryana to disseminate information on the provisions of the Right of Children to Free and Compulsory Education (RTE) Act to all schools across the country. The campaign includes school level interactions with children, teachers and community members, as well as media and communication effort, comprising short TV spots, radio jingles and newspaper based campaigns.

(c) to (d): The existing Sarva Shiksha Abhiyan norms provide for 0.5% of the total district outlay to be utilized for community mobilization, as approved in the AWP&B. The campaign will reach out to all children, including girls. The specific number of girls cannot be quantified.