GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:4396
ANSWERED ON:21.12.2011
ADULT LITERACY PROGRAMME
Maadam Shri Vikrambhai Arjanbhai

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

(a) whether extensive publicity of Adult Literacy Programme has been carried out across all rural areas;

(b) if so, the details thereof;

(c) the details of the funds allocated/utilized for the said scheme during the last three years and the current year, year-wise and State-wise; and

(d) the steps being taken to encourage adults to join the literacy campaign?

Answer

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

(a)(b)(c)&(d): To encourage adults to join literacy programmes/campaigns, multiple strategies are being adopted by National Literacy Mission Authority entailing all forms of media including print, electronic and folk media for extensive publicity of Saakshar Bharat, the new variant of national literacy mission programme. For this purpose, services of various agencies like Doordarshan, All India Radio. National Film Development Corporation Ltd., Directorate of Audio and Visual Publicity, Ministry of Information & Broadcasting and their field agencies, national level non-government agencies having experience and expertise in literacy mobilizing programmes are being used. Besides, State Literacy Mission Authorities and their agencies involved in implementation of the programme at District, Block and Gram Panchayat level are also undertaking environment building activities at local level.

The amount released to various agencies for this purpose during the last three years is as under:

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Year    Agency   Amount (Rs. in crore)



2009-10   Doordarshan   6,80


   AIR    1.20



2010-11   NFDC    15.75




2011-12   Song & Drama Division  0,50


   Directorate of Field Publicity 0.50


   Bharat Gyan Vigyan Samiti 0.55
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Since all the above agencies have Pan India presence and their programmes cover various States, State-wise break-up is not feasible.