

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:1030
ANSWERED ON:10.07.2009
AWARENESS CAMPAIGN FOR NREGS
Singh Shri Pashupati Nath

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the number of workers who were provided employment under the National Rural Employment Guarantee Scheme (NREGS), State-wise and Gender-wise;
- (b) whether the Government has launched any campaign to create awareness among rural masses about (NREGS) and other rural development schemes; and
- (c) if so, the details thereof?

Answer

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

(a): A household is the basic unit for providing employment under NREGS. Therefore, number of workers who have been provided employment under the Act is not maintained separately. As regards women workers, data is maintained in terms of the women persondays. State-wise number of households who have been provided employment, total persondays of employment generated and women persondays during the years 2006-07, 2007-08, 2008-09 and 2009-10 is annexed.

(b)&(c): Awareness generation among rural population about rural development programmes is a continuous process. The Ministry has undertaken intensive IEC activities for generating awareness. The efforts made in this regard involve print as well as electronic media such as brochures, people's primers, hand books, TV spots, radio jingles, advertisements, films, press etc. Under NREGA, in addition to these activities, Gram Sabhas have been convened, Village camps have been organized by the District teams and Self Help Groups associated with awareness generation campaign. Government of India has introduced awards known as Rozgar Jagrookta Puraskar to recognize the outstanding contributions by the Civil Society Organizations (CSOs) for promoting effective implementation of NREGA in different States of the Country. In the NREGA Sammelan held on 2.2.2009, five such NGOs have been awarded Rozgar Jagrookta Puraskar for their outstanding contributions in the field of awareness generation.