

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:1937
ANSWERED ON:23.08.2012
AWARENESS PROGRAMME ON RURAL DEVELOPMENT SCHEMES
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Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether there is any specific scheme or plan in the Ministry which target or bring about much needed awareness of various initiatives that are being made by the Ministry;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor;
- (d) whether there is any mechanism in the Ministry to conduct a survey from time to time to know the psyche of the rural population with a view to improve their living standards; and
- (e) if so, the details thereof and if not, the reasons therefor?

Answer

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

- (a) to (c): Though there is no separate scheme for awareness generation regarding different schemes and programmes being implemented by the Ministry, each of the programme provides for Information, Education and Communication to bring about awareness regarding entitlements, rights available to the beneficiaries under these schemes and also about the processes through which benefits under the scheme can be obtained. Awareness generation among the prospective beneficiaries is done through various modes of communication right upto the Village Panchayat level. Besides, Ministry of Rural Development has taken up a new initiative for generating awareness among the rural community about the different schemes being implemented by the Government of India in rural areas of the country. Under the initiative titled 'Lab-to-Land', rural community especially the youths are mobilized as Bharat Nirman Volunteers and trained for creating awareness about the different schemes of the Government among the rural community and facilitating delivery of public services under various government programmes. The volunteers help in the organization of Gram Sabhas and preparation of Village Development Plan. They work on voluntary basis without any expectation of remuneration.
- (d) & (e): Each Bharat Nirman Volunteer is attached to rural households not exceeding forty. They undertake survey of households attached to them to obtain their Socio- economic details with a view to improving their living standards.