

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:781

ANSWERED ON:08.08.2013

AWARENESS PROGRAMME UNDER MGNREGS

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Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Government proposes to formulate any Information, Education and Communication (IEC) strategy exclusively for Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS);
- (b) if so, the details and the objectives/ salient features thereof;
- (c) whether the Union Government has asked the States to prepare IEC annual action plans and quarterly deliver the report under MGNREGS;
- (d) if so, the details thereof and the reaction of various States thereto; and
- (e) the name of States so far prepared IEC annual action plans?

Answer

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

(a) & (b): The Government has formulated an Information, Education and Communication (IEC) strategy for Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS). The objectives/salient features of the IEC strategy of MGNREGS, inter alia, are to:

identify IEC needs, key messages of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) to fill-in information gaps and to classify target audience for effective IEC activities.

create awareness among rural people with special focus on MGNREGA workers about rights and entitlements

sensitize MGNREGA implementing staff for effective implementation

(c) to (e): Yes, the States have been instructed to prepare IEC Annual Action Plans for the financial year 2013-14 based on the National Annual IEC Action Plan and overall IEC strategy of the Ministry. So far, four states viz., Jharkhand, Maharashtra, Rajasthan and West Bengal have prepared IEC Annual Action plans.