

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:1312  
ANSWERED ON:12.12.2013  
WOMAN RURAL COORDINATOR  
Pandey Shri Ravindra Kumar

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

- (a) whether the Government proposes to appoint woman rural coordinator to ensure socio-economic development of women in rural areas;
- (b) if so, the details thereof;
- (c) the manner in which the said action plan is likely to benefit women;
- (d) whether such projects are likely to be launched from tribal areas; and
- (e) if so, the details thereof?

**Answer**

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

(a) & (b) Yes, Madam. As reported by the Ministry of Women and Child Development, the National Mission for Empowerment of Women (NMEW) is promoting the convergence model intervention project for socio-economic development of women in rural areas. The key component of the model is the women centre set up at the village level, the first point of contact for women known as 'Poorna Shakti Kendra' (PSK). The PSK is the focal point action on ground through which the services to grass roots women would be facilitated. Women rural coordinators (Gram Samanvayaks) at the Kendras would reach out to women with the motto 'Hum Sunenge Nari Ki Baat'. One of the important elements of the PSK project is the thrust to demonstrate processes that are instrumental in bringing about women's empowerment through various convergence strategies at the ground level. PSKs are working as convergence centres facilitated by two rural women coordinators (Gram Samanvayaks) in each Gram Panchayat.

(c) The Gram Samanvayaks have already developed one to one and door to door relations with families in villages. This has transferred a kind of trust and belongingness to them from the side of villagers. The major contributions by Gram Samanvayaks for the benefit of women are mentioned below:

- (i) Helping women in getting the services/ entitlements like Widow Pensions, Old Age Pension, Pensions for Physically Challenged, Nirmal Bharat Abhiyan, support for second girl child, Janani Surksha, Self-Help Group formation and facilitation. Facilitation for getting Pan Card / Voter ID Card/ Rashan Card / Adhar Card etc.
- (ii) Planning and conducting community based girl child birthday celebration
- (iii) Helping hand to women victims of sexual violence and domestic violence
- (iv) Enrolment of Children and drop out in school
- (v) Helping the Gram Sewaks in processing the applications and sanctioning the benefits to women

(d) & (e) Yes, Madam. The project has been launched in 21 districts of different States including the Pali district of Rajasthan, three Blocks of which are tribal blocks. In other districts also, PSKs are being implemented in Tribal Areas.