

GOVERNMENT OF INDIA  
MINISTRY OF PLANNING

LOK SABHA  
UNSTARRED QUESTION NO. 662  
TO BE ANSWERED ON 06.02.2019

**NUDGE UNIT**

**662. SHRI SUSHIL KUMAR SINGH:**

Will the MINISTER OF PLANNING be pleased to state:

- (a) whether the NITI Aayog has established a 'NUDGE Unit' to design better behavioural interventions for proper implementation of schemes and policies;
- (b) if so, the details thereof;
- (c) the details of composition of such unit if it exists;
- (d) the mandate of the said unit; and
- (e) the details of the schemes which the unit has worked on?

**ANSWER**

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF PLANNING AND  
MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS  
(RAO INDERJIT SINGH)

(a): No, madam.

(b) to (e): Does not arise.