

Schemes for welfare of rural people

115. SHRI RAM KUMAR KASHYAP: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the details of programmes/policies formulated by Government to improve the quality of life and economic welfare of rural people;

(b) the details of measures taken to reduce the poverty and unemployment to improve the health and educational status and to fulfil the basic needs such as food, shelter and clothing of the rural population; and

(c) the details of action taken to popularize Government programmes/policies amongst rural people?

THE MINISTER OF RURAL DEVELOPMENT (SHRI CHAUDHARY BIRENDER SINGH): (a) and (b) The Ministry of Rural Development, *inter alia*, is implementing Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Pradhan Mantri Gram Sadak Yojana (PMGSY), National Rural Livelihoods Mission (NRLM), Indira Awaas Yojana (IAY), Integrated Watershed Management Programme (IWMP) and National Land Records Modernization Programme (NLRMP) in rural areas of the country, as a part of overall planning process through State Governments and UT Administrations. The objective of these programmes is to bring about overall improvement in the quality of life in rural areas through employment generation, development of rural infrastructure and provision of other basic amenities.

(c) The Ministry has separate Information, Education and Communication (IEC) Division for planning and executing IEC activities. Realizing its importance, the Ministry has progressively strengthened its IEC activities to disseminate information through most of the available modes of communication. Besides, separate funds have been earmarked for IEC activities under Rural Housing, MGNREGA and NRLM which are pooled together and are utilized for undertaking IEC activities in respect of all the programmes of the Ministry in a holistic manner.

Saansad Adarsh Gram Yojana

116. SHRI D. KUPENDRA REDDY: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Ministry has recently announced the Saansad Adarsh Gram Yojana;