

Press Information Bureau
Government of India
Ministry of Social Justice & Empowerment
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Prevention of Disability

The Government has launched a Awareness Generation & Publicity Scheme in September, 2014 with an objective to give publicity to the schemes/programmes of the Government through electronic, print, film media etc., to educate Persons with Disabilities (PwDs) and civil society about legal rights of PwDs, sensitize the employers on special needs of PwDs, promote awareness and sensitize society on causes leading to disabilities etc. Components, admissible for assistance under the scheme, include setting up a help line for online counselling of the PwDs'; contents development; publications and news media; organizing national events; participation in the international initiatives, to support various programmes, organized by NGOs, or self-help groups; volunteer service/ outreach programme for sensitizing commercial establishment and employers; recreation and tourism; participation in community radio; and media activities.

A sum of Rs.0.71 Crore was sanctioned for various projects under this Scheme to different organizations in the financial year 2014-15 for taking up activities for persons with disabilities

This information was given by the Minister of State for Social Justice and Empowerment, Shri Krishan Pal Gurjar in a written reply to a question in Lok Sabha here today.
