

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION No.2637
(TO BE ANSWERED ON 19.3.2018)**

MEDIA WING FOR GOVERNMENT'S OUTREACH PROGRAMME

2637. SHRI HUSAIN DALWAI

Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state :

- (a) whether the Ministry has plans to hire 716 social media executives to monitor local news media and analyse how Government's message is being received by the public, if so, the details thereof;
- (b) whether the Ministry has set up a media wing as a part of the outreach programme;
- (c) if so, the details of the functions to be performed by this media wing and purpose of setting up the wing; and
- (d) the details of the break up of the expenditure incurred on this outreach programme?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL. RAJYAVARDHAN RATHORE (Retd.)]

(a) to (d): Yes Sir. Social Media Executives are proposed to be hired on contract basis in every district across the country through Broadcast Engineering Consultant India Ltd (BECIL), a PSU under the Ministry of Information & Broadcasting. The Ministry has set up a New Media Wing in 2013 as part of the outreach programme with the mandate of dissemination of Information through multiple Social Media Platforms including providing feedback analysis to its Media Units. Hiring of social media executives in every district is a new initiative on which no expenditure has been incurred till date.