

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

**RAJYA SABHA
UNSTARRED QUESTION No.2641
(TO BE ANSWERED ON 19.3.2018)**

SOCIAL MEDIA COMMUNICATION HUB

2641. SHRI VIVEK GUPTA

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

- (a) whether it is a fact that the Ministry had decided to set up a social media communication hub under which media persons would be employed at contract basis in district; and
- (b) if so, the details thereof, and the details of the functions of the media persons, budget outlay and expenditure for this scheme and by when would this scheme be implemented?

ANSWER

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

(a) & (b): Ministry has decided to hire Social Media Executives in every district across the country through Broadcast Engineering Consultant India Ltd (BECIL), a PSU under the Ministry of Information & Broadcasting. These social media executives would be involved in advocacy of policy initiatives and providing feedback analysis to media units of this Ministry. The total budget outlay earmarked for the scheme including hiring of Social Media Executives for the years 2017-20 is Rs.42.4583Cr. and the expenditure incurred as on date for this scheme is 'Nil'. The scheme is likely to be implemented by May, 2018.
