GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA

UNSTARRED QUESTION NO. 3912
TO BE ANSWERED ON 02/04/2018

INFORMATION AND COMMUNICATION POLICY

3912. SHRI K.C. RAMAMURTHY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a)   whether the Ministry has reviewed the Information and Communication Policy;

(b)   if so, the details thereof;

(c)   whether developments have been made in making information and communication infrastructure and new technologies, accessible to the rural areas of the country and if so, the details thereof and if not, the reasons therefor; and

(d)   the corrective action taken by Government in this regard?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING

[COL. RAJYAVARDHAN RATHORE (Retd.)]

(a) & (b) Government has always adopted an integrated communication approach. The communication approach of the Government is to enhance outreach through focused dissemination and advocacy in order to ensure appropriate and relevant information to the people. Being a dynamic process, changes in approach are taken into account regularly through communication requirements of policies & programmes.

The objective is to ensure focused communication through multiple media platforms incorporated within Media Units. This has ensured a 360 degree approach in addressing critical issues on a regular basis.

(c) & (d) Prasar Bharati has informed that for both All India Radio and Doordarshan, modernization/infrastructure upgradation is a continuous process to keep pace with the technological advancement. Modernisation/ Upgradation plan covers a broad spectrum, which, inter-alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipments and their upgradation etc.

As far as other Media Units are concerned, the technological tools such as use of smart phones, better internet connectivity etc. to enhance outreach and dissemination have been incorporated in the work plan and publicity mechanism so as to address the communication needs of the targeted audience.

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