

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA**

**UNSTARRED QUESTION No. 878**  
**(TO BE ANSWERED ON 09.02.2023)**

**PUBLICITY OF PUBLIC WELFARE SCHEMES IN REMOTE AREAS**

**878. SHRI GHANSHYAM TIWARI:**

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

**(a) whether Government has any plan for publicity of various public welfare schemes being implemented by it in remote areas, areas with comparatively less education and Scheduled areas in the country, if so, the details thereof; and**

**(b) if not, whether Government is considering any plan for the publicity of government schemes in such areas, the details thereof?**

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS {SHRI ANURAG SINGH THAKUR}**

**(a) to (b) Central Bureau of Communication (CBC), under Ministry of Information and Broadcasting, is mandated to disseminate information and create awareness amongst general public, both rural and urban, about various schemes, policies, programmes and initiatives of the Government, through available vehicles of communication viz. print, audio-video, outdoor, digital and new media. CBC also carries out interpersonal communication through live media utilizing wide range of performing arts such as drama, dance-drama, puppetry, folk and traditional recitals and other local folk and traditional forms.**

**Communication through printing and distribution of New India Samachar up to the level of Gram Panchayat is also a medium of informing people to the last mile about the ongoing and new programmes and policies of Government of India.**

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