GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION No. 1676
(TO BE ANSWERED ON 03.08.2023)

EMPANELLING SOCIAL MEDIA PLATFORMS

1676. SMT. JEBI MATHER HISHAM:

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

(a)   the details of the procedure for empanelling or selecting social media platforms as part of the Government's outreach campaigns;

(b)   whether Government has opted for overseas social media platforms for its outreach campaign activities; if so the details thereof;

(c)   details of funds placed in advance with the Bureau of Outreach and Communication (BOC) for the social outreach campaign;

(d)   the criteria to run Government advertisements on websites; and

(e)   whether any outreach campaign connected with social media handle has been verified and monetized, the details thereof?

ANSWER

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

(a) and (b): Central Bureau of Communication (CBC, erstwhile Bureau of Outreach and Communication (BOC)) under Ministry of Information and Broadcasting empanels social media platforms for publicity/ awareness generation about programmes/ schemes of Government of India as per the provisions of "Policy guidelines for empanelment/

engagement of social media platforms with CBC" which is available on its website i.e. www.davp.nic.in. CBC has empanelled Google India Pvt. Ltd. (YouTube) and Twitter under this policy.

(c): CBC undertakes campaigns relating to publicity/ awareness generation of programmes/ schemes of Government of India through different media, including social media, on the basis of target audience, budget availability, etc. as indicated by client Ministries/ Departments.

(d) and (e): CBC releases advertisements on website under the provisions of "Policy guidelines for empanelment and rate fixation for Central Government advertisements on Internet Websites" and keeping in view factors like theme of the campaign, target audience, budget availability, etc., as indicated by the client Ministries/ Departments.

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