

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 1511**  
TO BE ANSWERED 15.12.2023

**INFLUENCER MARKETING AGENCIES FOR EMPANELMENT WITH MYGOV**

**1511. SHRI SYED NASIR HUSSAIN:**

Will the Minister of Electronics and Information Technology be pleased to state:

- (a) details of the process to identify the campaign objectives and key influencers for the Influencer Marketing Agencies for Empanelment with MyGov;
- (b) whether the recommendations of the empaneled agencies will be binding to Government, if so, the details thereof;
- (c) whether the scope of work of the empaneled agencies would fall under the Right to Information Act, if so, the details thereof;
- (d) if not, the reasons therefor; and
- (e) the details of the metrics to evaluate the success of the project?

**ANSWER**

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI RAJEEV CHANDRASEKHAR)

(a) to (e): MyGov has been established as a citizen engagement platform for promoting participatory governance. MyGov published a Request For Empanelment (RFE) to empanel Influencer Marketing Agencies. This is merely empanelment process whereby 8 agencies have been empaneled with MyGov.

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