

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
UNSTARRED QUESTION NO. 1523
TO BE ANSWERED 15.12.2023

**TENDER FOR EMPANELMENT OF INFLUENCER MARKETING
AGENCIES**

1523. SHRI MALLIKARJUN KHARGE:

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

- (a) whether it is a fact that the Government has floated a tender to Request for Empanelment (RFE) for the selection of influencer marketing agencies for empanelment with MyGov, if so, the details thereof;
- (b) the reasons behind the “reach out to a wider targeted population and enhance citizen engagement objective of the tender”;
- (c) the details of the citizen engagement programs and awareness campaigns proposed by Government;
- (d) the details of the timeline of the project; and
- (e) the details of the funds allocated and utilised, as of date, for 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.
