

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 1372
TO BE ANSWERED ON 06.12.2024

VARTALAP PROGRAMS BY PIB

1372. SHRI SAMIK BHATTACHARYA:

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

- (a) the number of Vartalap programs conducted by the Press Information Bureau (PIB), State-wise, across the country in the last five years;
- (b) key topics discussed and outcomes during these sessions;
- (c) whether any specific regions or States have been underrepresented in the Vartalap initiative; and
- (d) the measures being taken by Government to ensure that all regions, including remote and underserved areas, receive adequate attention through these programs?

ANSWER

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)

(a) & (b): Vartalaps are media conclaves undertaken by Press Information Bureau (PIB) with journalists from small towns and rural areas with an objective to create awareness about various schemes/ programs of Government of India at the grass-root level and rural media for creating a multiplier effect for dissemination of such information. During the last 5 years, the PIB has undertaken 259 Vartalaps across the country on various flagship Schemes/ programmes/initiatives of the Government of India like Ek Bharat Shreshtha Bharat, Pradhan Mantri Aawas Yojna, Ayushman Bharat, Ujjwala Yojna, Pradhan Mantri Fasal Beema Yojna, Pradhan Mantri Jan Dhan Yojna, etc.

(c) & (d): The PIB ensures that all regions, including remote and underserved areas, receive due attention during the Vartalap programs. To achieve this, PIB Regional Offices rotate the locations of conducting the Vartalaps to ensure comprehensive coverage across all districts.
