

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION No. 1376
(TO BE ANSWERED ON 06.12.2024)

AWARENESS ABOUT MISSING GIRLS AND WOMEN

1376. SHRI SANJAY RAUT:

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

- (a) steps taken by Government to raise awareness through public campaigns about missing girls and women;
- (b) the details of the reach and impact of these campaigns, particularly in rural and tribal areas;
- (c) the manner in which the Ministry is coordinating with the Ministry of Women and Child Development and the Ministry of Home Affairs to ensure comprehensive communication strategies on this issue; and
- (d) the role of the Ministry in promoting the use of digital media and mobile apps for reporting and tracking missing persons?

ANSWER

MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND
PARLIAMENTARY AFFAIRS {DR. L. MURUGAN}

(a) to (d): Government uses all means available, including modern technology to trace missing children. Ministry of Women and Child Development has also initiated the “Track Child Portal”, which enables tracking of the missing and found children. Police Stations, Juvenile Justice Boards and Child Care Institutions are required to update the information, on the portal, about missing and found children regularly.

For providing outreach services to missing and needy children, the Ministry of Women and Child Development operates Child Helpline No. 1098, which is operational 24x7. Apart from this, Railway Childlines at major railway platforms are also being operated to provide assistance to any needy children.

The Ministry of Women and Child Development is implementing a Centrally Sponsored Scheme namely Mission Vatsalya Scheme (erstwhile Child Protection Services (CPS) Scheme) under which support is provided to States and UT Governments for delivering services for children in need and in difficult circumstances. The Child Care Institutions (CCIs) established under the scheme, inter-alia, support age-appropriate education, access to vocational training, recreation, health care and counseling.

Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes information/awareness campaigns to disseminate information and create awareness about the schemes/programmes/initiatives of Government of India as per the nature of messaging, target audience, availability of budget, etc. indicated by the client Ministries/Departments. Ministry of Women and Child Development is the nodal Ministry for matters relating to missing children.
