

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1693
(TO BE ANSWERED ON 13.02.2026)**

OBJECTIVE OF NATIONAL MEDIA WING

**1693: SHRI SHAMBHU SHARAN PATEL:
SHRI RAJIB BHATTACHARJEE:
DR. BHAGWAT KARAD:
DR. MEDHA VISHRAM KULKARNI:
SHRI SADANAND MHALU SHET TANAVADE:**

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

- (a). whether the objective of the National Media Wing is to strengthen the collaboration with digital platforms and online content creators;
- (b). if so, the kind of coordination envisaged in respect of social media platforms and digital intermediaries;
- (c). whether this wing would also focus on disseminating information in regional languages also; and
- (d). if so, the measures taken in this direction so far?

**ANSWER
MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d):

The New Media Wing (NMW) functions as an information-serving and disseminating unit under the Ministry of Information & Broadcasting. It has been established for dissemination of Government's Initiative/policies through Ministry of Information and Broadcasting's handles on various social media platforms i.e. Facebook, X (formerly Twitter), Instagram etc.

NMW integrates the Government's profile across different social media platforms. It undertakes tasks relating to integrating communications across social platforms, constructing messages so as to suit socio-economic, cultural, linguistic diversity. NMW seeks to enable the Government's presence and provide a direct interface with the citizens who use the medium of social media in all major regional languages.
