

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION No.3387  
(TO BE ANSWERED ON 15.03.2018)**

**APPOINTMENT OF SOCIAL MEDIA EXECUTIVES**

**3387. SHRI PRALHAD JOSHI**

**Will the MINISTER of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government has allowed the appointment of social media executives in each district of the country and if so, the details thereof;
- (b) the likely functions of these executives; and
- (c) the manner in which these executives are likely to be hired ?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL. RAJYAVARDHAN RATHORE (Retd.)]**

**(a) to (c):** Yes Madam. These social media executives would be involved in advocacy of policy initiatives and providing feedback analysis to media units of this Ministry. They are proposed to be hired through Broadcast Engineering Consultant India Ltd (BECIL), a PSU under the Ministry of Information & Broadcasting.

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