

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 2535
TO BE ANSWERED ON 02.08.2018

MERGER OF INDEPENDENT BODIES INTO ONE MEDIA BUREAU

2535. SHRI DIBYENDU ADHIKARI

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

- (a) whether the Government has merged the different independent bodies into one media bureau;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government proposes to centralize the policy, finance, legal and control over the regional media centers;
- (d) if so, the details thereof; and
- (e) the manner in which this bureau is likely to be helpful to integrate the regional focus and the independency of the units merged therein?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL. RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b): The three erstwhile media units under the Ministry of Information and Broadcasting, viz. Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD), have been merged into a single entity i.e. Bureau of Outreach and Communication (BOC) in order to achieve synergy and coordinated approach among these units for effective communication.

(c) & (d): The heads of Regional Outreach Bureaus (ROBs) of BOC who are in-charge at the Regional level are vested with administrative/financial powers and undertake planning and implementation of programmes/activities in the region.

(e): Integration of the media units facilitates synchronized co-ordination with different external stakeholders which provides critical support and play an integral part in successfully executing the special outreach programmes in different parts of the country, with specific focus on media dark areas and rural areas and on communicating with people in the form and language understood by them.
