

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 3656
TO BE ANSWERED ON: 08.08.2018

AWARENESS OF GOVERNMENT SCHEMES

3656. SHRI PANKAJ CHAUDHARY:

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Government proposes to formulate any action plan to make the common people aware of Government schemes and to ensure its benefit to the people;
- (b) if so, the details thereof;
- (c) whether the benefit of the Government schemes does not reach the common people fully due to lack of awareness about them;
- (d) whether the Government is evolving a system to interact directly with the mobile owners to propagate the Government schemes and to ensure that the benefit of schemes reach the common people and also for proper implementation of the schemes; and
- (e) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI S.S. AHLUWALIA)

(a) to (c): The objective of undertaking publicity campaigns of Government programmes/schemes is to enable the intended beneficiaries to become aware of them and utilize the benefits thereof, which is essential for successful implementation of such programmes/schemes. Such campaigns are launched on the basis of decision taken by the concerned Ministries/ Departments in respect of schemes administered by them. Bureau of Outreach & Communication (BOC), erstwhile Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information and Broadcasting, being the nodal agency for release of advertisements on behalf of Ministries/Departments of Government of India, undertakes such publicity campaigns about various policies, programmes and schemes of the Government.

(d) and (e): Awareness campaigns for the schemes/programmes of Government of India through new media like internet websites, SMS etc. is undertaken by BOC as per requirement of the client Ministries/ Departments on need basis.
