

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

**LOK SABHA
UNSTARRED QUESTION NO. 3718
TO BE ANSWERED ON 09.08.2018**

PRESS INFORMATION BUREAU

3718. DR. SUNIL BALIRAM GAIKWAD:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the Government has not achieved the desired objectives for which the Press Information Bureau (PIB) was constituted;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government has reviewed/proposes to review the functioning of PIB; and
- (d) if so, the details thereof and if not, the steps being taken by the Government to further strengthen the Bureau?

ANSWER

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

(a) & (b): Press Information Bureau is the nodal agency of the Government of India for dissemination of information through various media products like Press Releases, Press Conferences, Press Communiqué, Press Notes etc. PIB arranges Press briefings/ interviews for the Ministries/ Secretaries on the various important policy initiatives, announcements of the Central Government, which are well attended by both Print and Electronic Media. PIB has also become very active in social media and it disseminates information through various social media platforms. PIB is working for the desired objectives for which it was setup.

(c) & (d): Review of Press Information Bureau is done on regular basis by the Ministry. Secretary, Information and Broadcasting reviews its working through Weekly Meetings. Based on such review and deliberations, for the purpose of effective communication outreach, the country has been divided into eight zones and Additional Director General Level officers have been posted in all major states and designated as ADG (Regions). A detailed Standard Operating Procedure (SOP) of Indian Information Service (IIS) officers posted as Additional Director General (Region) has been put into operation w.e.f. 15th January 2018 which is available at http://mib.gov.in/sites/default/files/ORDERNO.8_2018.pdf.
