

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

**LOK SABHA
UNSTARRED QUESTION No. 1970
(TO BE ANSWERED ON 01.08.2023)**

DISSEMINATION OF AWARENESS ABOUT WELFARE SCHEMES TO PEOPLE

1970. DR. BHARATIBEN DHIRUBHAI SHIYAL:

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

- a) the details of efforts being made/proposed to be made for dissemination of information of various types of developmental and other schemes of the Union Government for making these accessible to the common man;**
- b) whether the Government proposes to disseminate the information/awareness of the welfare schemes of the Union Government especially to the people living in slums and on the tracks;**
- c) if so, the details thereof; and**
- d) the quantum of funds allocated for providing such information by the Central Bureau of Communications during the last three years?**

ANSWER

MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS {SHRI ANURAG SINGH THAKUR}

(a) to (d): Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting is mandated to disseminate information and create awareness amongst general public, both rural and urban, about various schemes, policies, programmes and initiatives of the Government through available vehicles of communication viz. print,

audio-video, outdoor, digital and new media. CBC also carries out interpersonal communication through live media utilizing wide range of performing arts such as drama, dance-drama, puppetry, folk and traditional recitals and other local and traditional forms, through its regional and field offices, which ensures direct participation of people.

This Ministry makes allocation to CBC under the plan scheme “Development Communication and Information Dissemination (DCID)” for publicity/awareness campaigns about various schemes/programmes of Government to generate awareness and to enable the targeted beneficiaries to avail the benefits of these schemes/programmes. The budget allocations to CBC under the scheme for the last three years is as under:

(Rs. in Crore)

Financial year	Budget allocation (BE)
2020-21	199.68
2021-22	174.19
2022-23	166.52

Besides this, CBC undertakes publicity/awareness campaigns in respect of schemes/programmes of different Ministries/Departments based on requirements of such campaigns and budget indicated by the respective Ministries/Departments from time to time.
