

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

**LOK SABHA
STARRED QUESTION No. *161
(TO BE ANSWERED ON 29.11.2019)**

PROGRAMME ON GOVERNMENT SCHEMES

***161. SHRI SUNIL KUMAR PINTU:**

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

- (a) whether any programme is being implemented by his Ministry to make the people aware of the Government schemes being implemented in the country so that they can get the maximum benefit of the same; and
- (b) if so, the details thereof and if not, the reasons therefor ?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
{SHRI PRAKASH JAVADEKAR}**

(a) & (b) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) & (b) OF
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(a) & (b) Publicity of the policies and programmes of the Government of India is undertaken by the Ministry of Information and Broadcasting through its media units mainly through Press Information Bureau (PIB) and Bureau of Outreach and Communication (BOC).

Press Information Bureau (PIB) disseminates information about Government decisions and also the flagship schemes/ programmes of the Government by issuance of Press Releases, organizing media interactive sessions at national, regional and district levels. Press tours are also undertaken to showcase success stories of various flagship programmes. Vartalaaps (workshops for rural media) are conducted at regional/ local levels to create awareness about Government policies and programmes at grassroot level.

Bureau of Outreach and Communication (BOC) undertakes Information, Education and Communication (IEC) campaigns on behalf of Ministries/Departments of Government of India in respect of Schemes/Programmes implemented by them for creating awareness about these Schemes/Programmes among the intended beneficiaries and general public, to enable the targeted beneficiaries to avail of the benefits of the developmental schemes of the Government, to elicit enhanced participation of the people in the process of development and governance.

Prasar Bharati, as a public broadcaster, has a mandate to inform and educate its viewers/ masses by telecast/ broadcast of programmes on policies and schemes implemented by Central Government and other State Governments. All Schemes announced by the Government and its related aspects are regularly disseminated by Prasar Bharati through All India Radio and Doordarshan in coordination with concerned Ministries/ Departments through TV/ Radio and other means of communication for the benefit of general masses.
