

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 3285
TO BE ANSWERED ON 13.03.2020**

ADVERTISEMENTS IN REGIONAL LANGUAGES

3285. SHRIMATI SUMALATHA AMBAREESH:

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

- (a) whether the Government is aware that many advertisements on various schemes and products are being broadcast on various television channels in the country and if so, the details thereof;
- (b) whether the Government has put any mechanism to bring out advertisements in regional languages maintaining standard of translation;
- (c) if so, the details thereof;
- (d) whether the Government is aware that accuracy level of translation of the advertising schemes or products in regional language is not up to the mark and needs to meet the benchmark of translation; and
- (e) if so, the steps taken to ensure better translation of advertisements in regional languages?

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) The Bureau of Outreach and Communication (BOC) under the Ministry of Information and Broadcasting undertakes awareness campaigns and disseminates information about the Government schemes, policies and programmes through various media platforms including television channels.

(b) to (e) Advertisements by BOC are released in various languages, including regional languages, on the basis of requirements conveyed by the client Ministries/ Departments. For accuracy of translation of creatives developed by BOC, wherever necessary, services of regional units of Press Information Bureau (PIB) and Regional Outreach Bureaus of BOC are used.