

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

**LOK SABHA
STARRED QUESTION No. *251
(TO BE ANSWERED ON 12.03.2021)**

DISSEMINATION OF INFORMATION

***251. SHRI L.S. TEJASVI SURYA:
SHRI PRATHAP SIMHA:**

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

- (a) the details of methods of communication adopted by the Government to disseminate important information to the public;
- (b) whether the Government has conducted any model study to assess the efficacy of its communication methods, if so, the details and outcome thereof;
- (c) whether the Government has considered digital advertising as a better tool to effectively communicate its notifications, schemes, orders, etc. to the public;
- (d) whether such digital advertisements are regulated by the Government; and
- (e) if so, the details thereof?

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) to (e) A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK
SABHA STARRED QUESTION NO. *251 FOR ANSWER ON 12.03.2021**

(a) Ministry of Information and Broadcasting disseminates information on Government policies, programmes, initiatives and achievements through various media units like Press Information Bureau (PIB), Bureau of Outreach and Communication (BOC) and Prasar Bharati, the public broadcaster, through Doordarshan and All India Radio, utilizing various media vehicles like print, electronic media, social media, internet websites, outdoor publicity, live arts and interpersonal media.

(b) An independent third party agency conducted an all India survey/ Impact Assessment Study of Multi Media Campaigns of BOC and submitted its report on 14.01.2020.

(c) to (e) The Ministry undertakes Information, Education and Communication (IEC) campaigns through various media including digital platforms (Internet Websites and Social Media) as per the requirements conveyed by the client Ministries/ Departments, the budget of campaigns as well as target audience. The policy guidelines for release of Government advertisement by BOC on digital media are available on the website of this Ministry, i.e. <https://mib.gov.in/>.
