

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3978  
TO BE ANSWERED ON 19.03.2021**

**AWARENESS OF CITIZEN CENTRIC PROGRAMMES**

**3978. SHRI ANNASAHEB SHANKAR JOLLE:**

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

- (a) the measures being taken by the Ministry for disseminating information and awareness generation on all the citizen centric programmes, schemes run by Union Government;**
- (b) whether the same is also being done in vernacular/regional languages and if so, the details thereof;**
- (c) whether any innovative ways have been used such as developing a common platform or a website where all the people centric schemes and services are available at single source; and**
- (d) 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) and (b): 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, in English, Hindi and other regional languages utilizing various media vehicles like print, electronic media, social media, internet websites, outdoor publicity, live arts and interpersonal media.**

**(c) and (d): MyGov, Government of India's Citizen Engagement Platform, in collaboration with various Ministries and Departments, engages people in policy formulation and seeks opinion of people on issues/topics of public interest and welfare, and also disseminates information on various Government schemes and programmes, with multiple engagement methodologies such as discussions, tasks, polls, surveys, blogs, talks, quizzes and on-ground activities by innovatively using various technology.**

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