

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

**LOK SABHA**

**UNSTARRED QUESTION NO. 3124**  
**TO BE ANSWERED ON 06.08.2021**

**AWARENESS PROGRAMMES ON GOVERNMENT SCHEMES**

**3124. SHRI MALOOK NAGAR:**  
**DR. KRISHNA PAL SINGH YADAV:**  
**SHRIMATI SANDHYA RAY:**

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

- (a) the efforts being made by the Government to ensure that the information related to Government schemes reaches to the public in its original form;
- (b) the success rate of the efforts being made in this regard and the level upto which the dissemination of the information is ensured;
- (c) whether there is any provision to ensure public participation in the circulation of such information and also in the awareness programmes on Government schemes; and
- (d) if so, the details thereof and the role of governmental and non-governmental institutions in this regard?

## **ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF  
YOUTH AFFAIRS AND SPORTS**

**{SHRI ANURAG SINGH THAKUR}**

**(a) to (d) 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. Communication through printing and distribution of New India Samachar, a fortnightly publication, up to the level of Gram Panchayat is also a medium of informing people to the last mile about the ongoing and new programmes and policies of Government of India. Beside this, e-version of New India Samachar is being sent to approx. 6.50 crore readers in flip book as well as PDF format in 13 languages via emails using E-Sampark platform of MyGov India.**

**The Government also conducts awareness through people's participation. For awareness of Covid appropriate behaviour the Government took extensive outdoor and interpersonal communication along with a special Jan Andolan campaign in October, 2020 with active participation of Frontline Workers, Anganwadis and Panchayati Raj Institutions, along with several Institutions and bodies of the Central and State Governments, under the overall campaign theme of #Unite2FightCorona, with emphasis on COVID-19 appropriate behaviour.**

**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.**

**The Government also collaborates with private media, including private Satellite TV channel, private FM and Community radio Station in awareness generation.**

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