

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

**LOK SABHA**

**UNSTARRED QUESTION No. 902  
TO BE ANSWERED ON 23.07.2021**

**DISSEMINATION OF INFORMATION TO GENERAL PUBLIC**

**902. SHRI JANARDAN SINGH SIGRIWAL:**

**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 general public;**
- (b) whether the Government has conducted any study to assess the efficacy of these communication methods and 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; and**
- (d) if so, the details thereof and the other measures being taken by the Government to disseminate important information to public in easy method?**

**ANSWER**

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

**{SHRI ANURAG SINGH THAKUR}**

**(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. 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.**

**(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) & (d): 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/>.**

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