

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

**LOK SABHA
STARRED QUESTION No. *136
(TO BE ANSWERED ON 26.07.2022)**

AWARENESS ABOUT GOVERNMENT SCHEMES

***136. SHRI MAHENDRA SINGH SOLANKY:
SHRI PRATAP CHANDRA SARANGI:**

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

- (a) the details of steps being taken by the Government to ensure that the information related to the schemes of the Ministry reaches to the common man in its true form;
- (b) the success rate of the efforts being made and the time by which their access is ensured;
- (c) whether there is any provision for public participation in dissemination of this information and awareness generation of such schemes; and
- (d) if so, the details thereof along with the involvement of Government and Non-Governmental Organizations in this regard?

ANSWER

**MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS {SHRI ANURAG
SINGH THAKUR}**

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

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF
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(a) to (d) Ministry of Information and Broadcasting disseminates information on Government policies, programmes, initiatives and achievements through its various media units like Press Information Bureau (PIB), Central Bureau of Communication (CBC, erstwhile 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.

During the months from April - June 2022, Ministry of Information and Broadcasting initiated a comprehensive Public Information Campaign on the theme of 'Seva, Sushashan aur Gareeb Kalyan' highlighting a variety of Government schemes and programmes including those for upliftment of weaker sections of the society.

Also the Media Units of the Ministry of Information and Broadcasting played a crucial role in conducting awareness campaigns through people's participation against COVID-19. The Government organized extensive outdoor and interpersonal communication as part of a special Jan Andolan campaign with active participation of Frontline Workers, Anganwadis and Panchayati Raj Institutions, for awareness of Covid appropriate behavior 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.

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. 7 crore readers in flip book as well as PDF format in 13 languages via emails using E-Sampark platform of MyGov India.

As a part of the initiative for inclusive governance, Dooordarshan has introduced simultaneous sign language interpretation during the live telecast of Press Conference related to Cabinet decisions.

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.
