

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 3900
TO BE ANSWERED ON 18.12.2024

CHALLENGES FACED BY PIB KOLKATA

3900. SHRI JAGANNATH SARKAR:

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

- (a) whether the Press Information Bureau (PIB) Kolkata faced challenges in effectively liaising with regional and district-level media outlets across West Bengal resulting in limited media engagement in these areas;
- (b) if so, the reasons for the inadequate coordination with regional and district media by PIB Kolkata along with the steps being taken by the Government to address this issue;
- (c) whether there has been a noticeable lack of media coverage during visits of Central Government Ministers to Kolkata and if so, the factors that contributed to this situation;
- (d) the measures being implemented by the Government to ensure greater media outreach and more comprehensive coverage during Central Government Ministers' visits to Kolkata and other parts of West Bengal;
- (e) the reasons for which the 'Vartalaap' programme has not been conducted in Nadia district during the last six years; and
- (f) whether the Government proposes to organize such programmes in the near future to enhance media engagement in the district?

ANSWER

MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS

(DR. L. MURUGAN)

(a) to (d): The Press Information Bureau (PIB) under Ministry of Information and Broadcasting is the nodal agency of the Government to disseminate information to the print, electronic and digital media on Government policies, programmes, initiatives and achievements both at central and regional levels. The PIB officers at the regional level, apart from disseminating information emanating from the Headquarter, also ensure coverage of important events organised by Central Ministries or Central Public Sector Undertakings in their respective regions. Towards this end PIB works in coordination with the State Government authorities and local media outlets.

(e) & (f): While conducting Vartalaps, which are media conclaves undertaken by Press Information Bureau (PIB) with journalists from small towns and rural areas, PIB ensures that all regions, including remote and under-served areas, receive due attention. For this purpose, the locations of conducting the Vartalaps are rotated to ensure comprehensive coverage across all districts in a Region. Vartalap programme was organized at Krisnanagar in Nadia District on 22.01.2020.
