

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1719
TO BE ANSWERED ON 30.07.2025**

COLLABORATION WITH SOCIAL MEDIA INFLUENCERS/AGENCIES

1719. DR. BACHHAV SHOBHA DINESH

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

- (a) whether it is a fact that several Union Ministers have appeared in interviews with influencers under the ambit of collaborations with MyGov;
- (b) if so, the details of the selection procedure adopted for aforementioned interviews and expenditure incurred, agency/influencer-wise;
- (c) whether it is a fact that the Government intends to collaborate with social media influencers under a tender dated 07 March, 2023 "Request for Empanelment (RFE) for selection of Influencer Marketing Agencies for Empanelment with MyGov"; and
- (d) if so, the detailed list of such influencers/agencies and total expenditure incurred to date, agency wise?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND
PARLIAMENTARY AFFAIRS
(DR. L.MURUGAN)**

(a) to (d): MyGov is a citizen engagement platform for information dissemination and fostering participatory governance. MyGov regularly engages with relevant stakeholders for disseminating information about government programs directly and through empaneled agencies. Interactions of Hon'ble Ministers and senior officers with media are part of such outreach activities.

On 7th March 2023, MyGov issued Request for Quotation (RFQ) for engagement of Influencer Marketing Agencies. Eight agencies were empaneled following due process. Till date, no expenditure has been incurred for engaging any social media influencer.
