

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

**LOK SABHA
UNSTARRED QUESTION NO. 1883 (H)
(TO BE ANSWERED ON 11.02.2026)**

New Media Wing

1883: Shri Ravindra Shukla *Alias* Ravi Kishan

Shri Saumitra Khan

Shri Tejasvi Surya

Shri Vijay Baghel

Shri Pradeep Kumar Singh

Shri Mahendra Singh Solanki

Shri Dineshbhai Makwana

Shri Mukeshkumar Chandrakaant Dalal

Shri Chavda Vinod Lakhamsi

Shri Yogender Chandolia

Shri Jugal Kishore

Shri Chandan Chauhan

Dr. Sanjay Jaiswal

Shri Alok Sharma

Shri Chandra Prakash Joshi

Shri Manoj Tiwari

Shri Praveen Patel

Shri Bhartruhari Mahtab

Smt. Kamaljeet Sehrawat

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

- (a). whether the New Media Wing (NMW) is intended to strengthen engagement with digital platforms and online content creators;
- (b). if so, the nature of coordination envisaged with social media platforms and digital intermediaries;
- (c). whether the wing will focus on dissemination of information in regional languages like Bengali, particularly in Dewas-Shahjahanpur Lok Sabha Constituency of Madhya Pradesh; and
- (d). if so, the measures undertaken in this regard?

ANSWER

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)

(a) to (d): The New Media Wing (NMW) functions as an information-serving and disseminating unit for the Ministry of Information & Broadcasting. It has been established for dissemination of Government's Initiative/policies through Ministry of Information and Broadcasting's various Social Media handles on platforms like Facebook, Twitter, Instagram etc.

NMW integrates the Government's profile across different social media platforms. It undertakes tasks relating to integrating communications across social platforms, constructing messages so as to suit socio-economic, cultural, linguistic diversity. NMW seeks to enable the Government's presence and provide a direct interface with the citizens who use the medium of social media in all major regional languages including Bengali and in all regions including Devas-Shahjahanpur Loksabha Constituency of Madhya Pradesh.
