

**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 Solanky  
Shri Dineshbhai Makwana  
Shri Mukeshkumar Chandrakaant Dalal  
Shri Chavda Vinod Lakhamshi  
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.

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