

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

**LOK SABHA
UNSTARRED QUESTION No. 5427
TO BE ANSWERED ON 25.03.2026**

**DEVELOPMENTAL COMMUNICATION AND INFORMATION DISSEMINATION
SCHEMES IN SONIPAT**

5427. SHRI SATPAL BRAHAMCHARI

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

- (a) whether the Government is aware of the need to strengthen the implementation of schemes related to developmental communication and information dissemination in the Sonipat Lok Sabha Constituency;
- (b) whether the Government is conducting special information outreach campaigns for public awareness programmes in the said constituency;
- (c) whether any projects have been sanctioned for the expansion of Radio (Akashvani), Doordarshan and Digital Broadcasting Services in the region;
- (d) whether there is any proposal to set up additional resources or new transmission facilities for Broadcasting Infrastructure and Network Development (BIND); and
- (e) the progress made through these initiatives in ensuring that information regarding Government schemes reaches the citizens of the region?

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

(a) to (e):

Government disseminates information about its policies, programmes and schemes across the country, including in Sonipat Lok Sabha Constituency. It is done through various media units such as Press Information Bureau (PIB), Central Bureau of Communication (CBC), Akashvani, Doordarshan and other digital platforms. The outreach activities are carried out on a pan-India basis, including Sonipat, to ensure wider reach and awareness among citizens.

Press Information Bureau (PIB) carries out number of public multimedia campaigns, outreach activities including Vartas (Media workshops), Vartalaps (Media conclave) and press conferences for information dissemination about the various government schemes.

The Central Bureau of Communication (CBC) undertakes Information, Education and Communication (IEC) campaigns in consultation with respective functional ministries/departments. Various media such as print, electronic, outdoor publicity, social media and interpersonal communication are deployed according to the need.

The Broadcasting Infrastructure and Network Development (BIND) scheme is a Central Sector Scheme for development, modernization and upgradation of broadcasting infrastructure of Doordarshan and Akashvani in the country. BIND scheme has been approved with a total outlay of ₹2539.61 crore for 2021-26.

BIND scheme aims to strengthen and expand broadcasting infrastructure across the country including Sonipat. Expansion and modernization of public broadcasting infrastructure is undertaken by Prasar Bharati from time to time. It is based on techno-economic need and feasibility, availability of resources and overall policy framework. Under the current BIND scheme, 68 transmitters are sanctioned, which will expand AIR coverage from 70% in 2021 to 81%.
