

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION No. 1625
(TO BE ANSWERED ON 29.07.2026)

MEDIA OUTREACH PROGRAMMES IN WARANGAL:

1625. DR. KADIYAM KAVYA:

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

- (a) whether the Government has supported community radio stations, public awareness campaigns, media outreach programmes and other communication initiatives in Warangal district during the last three years and if so, the details thereof;
- (b) the details of financial assistance, grants, publicity support and other assistance provided for such initiatives including the names of beneficiary organisations and programmes, year-wise; and
- (c) the details of public awareness campaigns undertaken by the Government through print, electronic, digital and community media in Warangal district during the said period for dissemination of information on various flagship schemes and public welfare programmes?

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

(a) to (c):

Community radios are supported under "**Supporting Community Radio Movement in India**" – a Central Sector Scheme. The objectives of the scheme are to strengthen new and existing Community Radio Stations (CRSs) with resources, capacity and technology. The key components of the scheme include providing financial assistance to new and existing CRSs for procurement or replacement of equipment and, capacity building and training of community radio operators. At present there is no Community Radio Station in Warangal district.

To create awareness and promote knowledge sharing, the Ministry organises workshops, seminars, and regional/national Sammelans across the country under the scheme.

During the last three years (as of July, 2026), the Ministry conducted 17 Integrated Communication and Outreach Programmes (ICOPs) and other awareness programmes in Warangal and surrounding areas on themes such as International Day of Yoga, Swachh Bharat Abhiyan, Azadi Ka Amrit Mahotsav, SVEEP (ECI), Hyderabad Liberation Day, Constitution Day, Vande Mataram @150, Ek Ped Maa Ke Naam, Nasha Mukta Bharat Abhiyan, Telugu Freedom Fighters and Poshan Maah.

DD Saptagiri, a 24x7 dedicated channel for the state of Telangana telecasts programmes related to art, culture, literature, history, heritage, traditions, people, eminent personalities, news and current affairs, Government Schemes and their implementation etc. of the entire state of Telangana including district of Warangal. Content telecast by channel includes dissemination of information on various flagship schemes and public welfare programmes/initiatives and their implementation in the state of Telangana including Warangal district.
