

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 64**  
**TO BE ANSWERED ON 19.07.2021**

**GOVERNMENT OUTREACH STRATEGY**

**64. DR. L. HANUMANTHAIAH:**

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

**(a) whether Government through a Group of Ministers is preparing a “Government Communications” or a media and outreach strategy;**

**(b) if so, the details thereof;**

**(c) whether Government, through this proposed strategy intends to identify and track “negative influencers”;**

**(d) if so, the reasons therefor and the plan of action to track and counter “negative influencers”; and**

**(e) the criteria used to classify a media or social media person/entity as a “negative influencer”?**

## **ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF  
YOUTH AFFAIRS AND SPORTS**

**{SHRI ANURAG SINGH THAKUR}**

**(a) to (e) The Government considers various views and suggestions, including recommendations of Committees, for its media and communication strategies.**

**The Government undertakes communication strategies across media platforms for disseminating the programmes and policies of the Government, including through the Press Information Bureau (PIB), the Bureau of Outreach & Communication (BOC), public broadcaster-Doordarshan and All India Radio, various Social media handles of the Ministry and the Media units. Towards this end publicity is also carried out through Print Media, TV, Digital platforms, social media, SMS, Multi-media exhibitions, Integrated communications and outreach programmes etc.**

**Communication through printing and distribution of New India Samachar up to the level of Gram Panchayat is also a medium of informing people to the last mile about the ongoing and new programmes and policies of Government of India. Beside this, e-versions of New India Samachar is being sent to approx 6.50 crore**

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