

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

RAJYA SABHA

**UNSTARRED QUESTION No. 2479
(TO BE ANSWERED ON 24.03.2022)**

AWARENESS PROGRAMMES ON GOVERNMENT SCHEMES

2479. DR. KIRODI LAL MEENA:

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

- (a) the efforts being made by Government to ensure that the information related to Government schemes reach the public in its original form;**
- (b) the success rate of the efforts being made in this regard and the level upto which the dissemination of the information is ensured;**
- (c) whether there is any provision to ensure public participation in the circulation of such information and also in the awareness programmes on Government schemes; and**
- (d) if so, the details thereof and the role of Governmental and non-Governmental institutions in this regard?**

ANSWER

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF YOUTH AFFAIRS AND SPORTS
{SHRI ANURAG SINGH THAKUR}**

(a) & (b): Ministry of Information and Broadcasting disseminates information on Government policies, programmes, initiatives and achievements through various media units like Press Information Bureau (PIB), Bureau of Outreach and Communication (BOC) and Prasar Bharati, the public broadcaster, through Doordarshan and All India Radio, utilizing various media vehicles like print, electronic media, social media, internet websites, outdoor publicity, live arts and interpersonal media.

Communication through printing and distribution of New India Samachar, a fortnightly publication, 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-version of New India Samachar is being sent to approx. 6.50 crore readers in flip book as well as PDF format in 13 languages via emails using E-Sampark platform of MyGov India.

(c) & (d): Ground level outreach programmes in the form of Multi Media Digital Interactive exhibitions, Photo Exhibitions, Film Shows, Cultural Performances, Integrated Communication and Outreach Programmes (ICOPs), Special Outreach Programmes (SOPs), door to door campaigns etc. are conducted by Bureau of Outreach and Communication (BOC) through its 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs) which ensures direct participation of people. Gram Panchayats/ Urban Local Bodies, Nehru Yuva Kendra, NSS, UNICEF, UNFPA India, etc. are also associated in the field outreach programmes.