

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2157
(TO BE ANSWERED ON 09.08.2024)

PROGRAMS TO PROMOTE SCHEMES OF GOVERNMENT

2157. SHRI SAMIK BHATTACHARYA:

Will the Minister of Information and Broadcasting be pleased to state:

- (a) whether All India Radio, Kolkata is currently conducting any programs to promote the schemes of Government;
- (b) if so, the details of the programs being broadcast in the last one year to raise awareness about these schemes;
- (c) the frequency of airing these programs and the specific Government schemes that are being highlighted; and
- (d) the measures being taken to ensure that these programs reach a wide audience and effectively communicate the benefits of Government schemes to the public?

ANSWER

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

(a) to (d): Yes, Sir. Several programs are being broadcast on All India Radio (AIR), Kolkata to create awareness about the schemes of Government, such as Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Mudra Yojana, Pradhan Mantri Gramin Sadak Yojana, Pradhan Mantri Garib Kalyan Yojana, Sarva Shiksha Abhiyan, etc. These

programs are being aired once, or are also repeated in a week. They are in multiple languages, such as Bengali, English, Hindi, Urdu, and Santhali.

To ensure that these programs reach a wide audience and effectively communicate the benefits of Government schemes to the public, wide coverage is given on social media platforms and announcements are made in the news bulletins by AIR Kolkata.

Further, the free-to-air Direct to Home (DTH) service of 'DD FreeDish' also carries 48 AIR channels, including AIR Kolkata. The AIR Kolkata channel is also available on 'NewsOnAir' mobile application.
