

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:5233

ANSWERED ON:20.04.2001

REVAMP OF INFORMATION MANAGEMENT SYSTEM

GANGASANDRA SIDDAPPA BASAVARAJ;GOWDAR MALLIKARJUNAPPA;IQBAL AHMED SARADGI;M.V.V.S MURTHI;SHIVAJI MANE;Y.S. VIVEKANANDA REDDY

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

- (a) whether in view of the militant violence in Kashmir, the Government are all set to revamp its information management system in a big way;
- (b) if so, whether the Kashmir Media Cell likely to be revived;
- (c) if so, the details thereof;
- (d) the main reasons for this revamp; and
- (e) by what time, this process is likely to be completed?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (e) All the Media Units of the Ministry of Information and Broadcasting as also Prasar Bharati are engaged in carrying out responsibilities for dissemination of information regarding the policies and schemes of the Government amongst the people of Jammu and Kashmir. Under the J&K special package, expansion and upgradation of AIR and Doordarshan establishments is under implementation, which will increase the electronic media coverage in border areas. Doordarshan has launched the Kashmir Channel on 26.1.2000. Special programmes are launched by Media Units to counter the propaganda from hostile countries and to maintain communal harmony and peace in the State. Though no Kashmir Media Cell has been formed in the Ministry, it is the constant endeavour of the Government to make its information management system more effective.