

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

UNSTARRED QUESTION NO:1540
ANSWERED ON:31.07.2003
DISSEMINATION OF GOVERNMENT'S POLICIES
T.T.V. DHINAKARAN

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

- (a) the projects/ schemes implemented by the Government for providing necessary information in respect of Government policies and schemes;
- (b) the modalities used for reaching such information to the rural people in far-flung areas, particularly the illiterates; (
- (c) whether the Government have any proposal to expand the information base to be disseminated for the benefit of the people; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) This Ministry carries out the publicity work through its Media Units viz. All India Radio, Doordarshan, Song & Drama Division, Directorate of Field Publicity, Press Information Bureau, Directorate of Advertising and Visual Publicity and Films Division.

(b) The Media Units use different methods to transmit the message to the people. All India Radio and Doordarshan, with network spread throughout the country, are the medium to disseminate information on various programmes of the Government through talks, discussions, documentaries, jingles, news capsules, docu-dramas etc.

Song & Drama Division (S&DD) and Directorate of Field Publicity (DFP) are the largest inter-personal communication medium having access to far-flung areas of the country. DFP has been using various communication formats such as film shows, photo exhibitions, seminars, symposia, group discussions etc to reach the people in the most interior parts. S&DD utilizes a wide range of performing arts such as dramas, folk dance- dramas, puppet shows etc to convey their messages. Both these organizations utilize the services of local people and transmit the information in local dialects, which is easy for the rural people and illiterates to understand.

Similarly the Directorate of Advertising & Visual Publicity (DAVP) is a multi- media agency of the Central Government to advertise the policies and programmes of the

Government and other important social issues with social commitment. It uses various forms of mass media like distribution of printed material, out-door publicity, exhibition, audio-visual communication, press advertising etc. to communicate at grass root level.

Film Division produce documentary films on Government schemes and policies and various social issues for screening in the theatres throughout the country, for field units of DFP, mobile units of State Governments, Doordarshan etc.

(c)&(d) For expansion of information base, the Ministry endeavors constantly to expand its reach to as many people as possible. The coverage of Doordarshan and All India Radio has been expanded and newer technology is being inducted. A wide range of newspapers are utilized for dissemination of information. Film Division productions are released through cinema halls. Commensurate with budget provisions, the other media units viz., DFP, S&DD, DAVP and Films Division undertake field activities to communicate with the grass root level.