

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

UNSTARRED QUESTION NO:1649

ANSWERED ON:10.12.2008

FUNCTIONING OF PIB

Chavda Shri Harisinh Pratapsinh;Patel Shri Jivabhai Ambalal;Singh Deo Smt. Sangeeta Kumari;Vasava Shri Mansukhbhai D.

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

- (a) the functions of Press Information Bureau(PIB) and the details of the mechanism available for monitoring its working;
- (b) the expenditure incurred by the Government on PIB during each of the last three years and the current year;
- (c) whether the Government has assessed/reviewed the performance of PIB with regard to its objectives/obligations;
- (d) if so, the details thereof alongwith the steps taken/proposed to make the functioning of PIB more effective and infuse professionalism and efficiency in its working;
- (e) whether the Government has any proposal to scrap the PIB and shift its functions to Public Relation (PR) Cells of the respective Ministries;and
- (f) if so, the details thereof and the reaction of the Government thereto?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

- (a)
 - (i) Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on Government policies,programme initiatives and achievements through different modes of communications such as Press Releases, Press Notes,Feature Articles, Backgrounders, Press Briefings and Photographs, Press Conferences, Interviews,Press Tours etc. It functions as an interface between the Government and the media and also provides feedback to the Government on public reaction as reflected in the media.The information released in Hindi, English, Urdu and other regional languages reaches about 8,400 newspapers and media organizations.
 - (ii) The functioning of PIB is monitored, like any other Media Unit under the Ministry of Information & Broadcasting, through a system of review of performance periodically by Ministry of Information & Broadcasting, Parliamentary Committees, Planning Commission etc.
- (b) Expenditure incurred on PIB during 2005-06, 2006-07, and 2007-08 was Rs.2867.37 lakhs, Rs.3055.26 lakhs and Rs.3044.30 lakhs respectively and Rs.2298.93 lakhs during the current year (2008-09) up to October, 2008.
- (c) & (d): As in (a)(ii) above.
- (e) No, Sir.
- (f) Does not arise.