

**GOVERNMENT OF INDIA  
FINANCE  
LOK SABHA**

UNSTARRED QUESTION NO:1359  
ANSWERED ON:11.03.2005  
MULTIMEDIA CAMPAIGN ON VAT  
Mediyam Dr. Babu Rao

**Will the Minister of FINANCE be pleased to state:**

(a) whether the Government is launching a multimedia campaign in regional languages to inform and educate the public and the trading community over "Value Added Tax"; and

(b) if so, the details thereof?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI S.S. PALANIMANICKAM)

(a) & (b): The Empowered Committee of State Finance Ministers has launched a publicity campaign to inform and educate the public and the trading community over "Value Added Tax". The publicity campaign would cover print media, radio as well as television.