

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

UNSTARRED QUESTION NO:3073
ANSWERED ON:16.03.2010
PRESS INFORMATION BUREAU
Alagiri Shri S. ;Jaiswal Shri Gorakh Prasad

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

- (a) the details of recommendations made by the monitoring committee regarding the functioning of the Press Information Bureau (PIB) so as to make it more effective and efficient;
- (b) whether the quality of Press Releases, Press Notes, Feature Articles, Backgrounders, Press briefings and Photographs, Interviews etc. of the PIB are poor and most of them are not getting place in national leading newspapers and electronic media;
- (c) if so, the details thereof; and
- (d) the corrective measures taken/proposed to be taken by the Government to improve the functioning of PIB and to make it more effective?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C.M. JATUA)

- (a): The functioning of PIB is monitored through a system of periodical review of performance by Ministry of Information & Broadcasting, Parliamentary Committees, Planning Commission, etc. The recommendations made at such forums are implemented to make the functioning of PIB more effective and to improve efficiency in its working.
- (b) & (c): PIB ensures that the Press Releases, Feature Articles, Backgrounders, Photographs etc. issued by PIB match the best of the standards set for preparation of such publicity material. PIB arranges Press Briefings/Interviews for the Ministers/Secretaries on various important policy initiatives, announcements of the Central Government, which are well attended by both print and electronic media. PIB disseminates information to media and simultaneously posts it on PIB's website for free use by national, regional as well as vernacular media. PIB's publicity material is widely used by the media.
- (d): Improvement in delivery of services and adaptation to emerging technologies suiting the need of media in terms of format as well as content is an ongoing process. PIB has been increasingly using the tools of information technology to ensure quicker dissemination of information which is effected through e-mail, posting of press releases, photographs etc. on PIB's website. PIB is also putting videos of important events on its website in the form of streaming video and is also webcasting events of significant importance for use by audio-visual media.