

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

STARRED QUESTION NO:446
ANSWERED ON:27.04.2010
PUBLICATIONS DIVISION
Bheiravdanji Shri Gadhvi Mukeshkumar

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

- (a) the number of books and journals published and sold by the Publications Division during each of the last three years;
- (b) whether the functioning of the Publications Division was subjected to any scientific review in the recent past, particularly in view of the emerging trends in the media sector;
- (c) if so, the details thereof; and
- (d) the steps proposed to be taken by the Government to make the Publications Division popular among the masses?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. AMBIKA SONI)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF THE LOK SABHA STARRED QUESTION NO. 446 FOR ANSWER ON 27.04.2010.

(a) The information is placed at Annexure.

(b) No sir.

(c) Does not arise in view of reply to part (b).

d) Vigorous efforts are made to improve the profile of Publications Division and its books and journals by advertising, book reviews and participation in important exhibitions and book fairs. Publications Division organizes "In-situ" book exhibitions at its Sales Emporia and Sales Counters located in different parts of the country to mark important national events. The Division also participates in the Book Exhibitions and Book Fairs organized by National Book Trust, Federation of Indian Publishers, etc. For the wider reach of its publications among the masses, the Division organizes book exhibitions during Public Information Campaigns in the different States.