

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

UNSTARRED QUESTION NO:3932
ANSWERED ON:20.04.2010
PUBLIC INFORMATION CAMPAIGN
Punia Shri P.L.

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

- (a) the details of exhibitions and other programmes being organised in Uttar Pradesh under Public Information Campaign for Bharat Nirman to make the common people aware about the various schemes and programmes of the Union Government;
- (b) whether the Government has any proposal to organise such exhibitions and other cultural programmes in other parts of the country;
- (c) if so, the details thereof, State-wise and location-wise;
- (d) the time by which such exhibitions and programmes are likely to be organised; and
- (e) if not, the reasons therefor?

Answer

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

(a) & (b): Bharat Nirman Public Information Campaign (PIC) is a five day information campaign organised by Press Information Bureau (PIB) in rural areas in a district to create awareness about the various developmental programmes of the Central Government so that the rural people can avail the advantages of these programmes to improve the quality of their life. PIC is organised in collaboration with other media units of the Ministry of Information & Broadcasting, namely, Directorate of Field Publicity (DFP), Directorate of Advertising and Visual Publicity (DAVP), Song and Drama Division (SDD), etc. The campaign is held with the support of local District Administration and with the active participation of elected political representatives. This multimedia, multisectoral information campaign hosts about 25-40 stalls at which information regarding flagship programmes of the Central Government is provided. The flagship programmes covered under the Bharat Nirman Campaign are such as National Rural Employment Guarantee Act (NREGA), National Rural Health Mission (NRHM), Sarv Shiksha Abhiyan (SSA), Jawahar Lal Nehru National Urban Renewal Mission (JNNURM), Mid Day Meal Programme, Right to Information Act (RTI), etc.

PICs are organized in different parts of the country including, Uttar Pradesh every year. During the year 2009-10, Six (6) PICs were organized in the State of Uttar Pradesh.

(c) to (e): Public Information Campaign (PIC) is one of the most important components of the Press Information Bureau's Plan scheme 'Media Outreach Programme (MOP)'. Under the Media Outreach Programme scheme, PIB organizes about 100 PICs every year in different parts of the country including, Uttar Pradesh.