

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

UNSTARRED QUESTION NO:3858
ANSWERED ON:17.08.2010
AWARENESS CAMPAIGN ON GOVERNMENT SCHEMES
Jawale Shri Haribhau Madhav

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

- (a) whether the Government has any proposal to organize awareness campaigns through exhibitions about the schemes and programmes of the Union Government for the common man in various parts of the Country;
- (b) if so, the details thereof, location-wise and State-wise including Maharashtra;
- (c) whether the Government also proposes to organize cultural programmes with such campaigns to promote the local cultural activities in various parts of the country; and
- (d) if so, the details thereof; State-wise?

Answer

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

(a) & (b): The Government organizes exhibitions as part of awareness campaign of its schemes.

Press Information Bureau (PIB) has been organizing "Bharat Nirman Public Information Campaigns (PICs)" to disseminate information to the targeted beneficiaries focusing on the flagship programmes and schemes of Central Government all over the country since the year 2006. It is a three day multimedia information campaign, which also includes an exhibition. It is organized at a rural or urban slum venue in a district in collaboration with other media Units of the Ministry of Information & Broadcasting, namely, Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP), Song and Drama Division (S&DD) and local district administration and State Government departments.

During the financial year 2010-11, 150 PICs are proposed to be organized by PIB all over the country including Maharashtra. A tentative State-wise schedule of campaigns to be organized all over the country, including Maharashtra during 2010-11 is annexed.

The Field Exhibition Unit of DAVP also organizes exhibitions on Bharat Nirman/Flagship Programmes and policies of the Government of India. During the year 2009-10, DAVP organized 395 such exhibitions across the country.

(c): No, Sir.

(d): Does not arise.