

**GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:4734
ANSWERED ON:08.12.2010
PUBLIC DIPLOMACY
Shanavas Shri M. I.

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

- (a) whether the public diplomacy division of his ministry aiming to felicitate and acknowledge unique and innovative initiatives in the use of social media tools for creating interactive platforms for improving citizens service delivery;
- (b) if so, the details of initiatives that have been taken by the Government to harness the possibilities of the new media and social networking sites, especially blogs, twitter and youtube platforms; and
- (c) the sort of content control deployed in these new platforms?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SMT. PRENEET KAUR)

- (a) Yes.
- (b) The Public Diplomacy Division of the Ministry of External Affairs has taken the following initiatives to harness the possibilities of new media and social networking sites:
 - (i) The Public Diplomacy website www.indiandiplomacy.in is based on a web 2.0 platform and allows sharing of content through various social media sites.
 - (ii) A Twitter account www.twitter.com/indiandiplomacy which already has more than 4100 followers.
 - (iii) A YouTube account www.youtube.com/indiandiplomacy on which abbreviated versions of 21 documentary films on India have been uploaded.
 - (iv) A Blogspot account www.indiandiplomacy.blogspot.com on which the lectures organized by the Division as part of the MEA Distinguished Lecture Series on India's Foreign Policy are placed.
 - (v) Electronic versions of the flagship MEA publication India Perspectives are placed on major online publishing sites such as www.issu.com/indiandiplomacy and [www.scribd.com/indian diplomacy](http://www.scribd.com/indian_diplomacy).
- (c) Responsibility for all content uploaded by PD Division on these sites rests with the Head of the Public Diplomacy Division.