

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

UNSTARRED QUESTION NO:186  
ANSWERED ON:22.02.2011  
AWARENESS CAMPAIGN ON GOVERNMENT SCHEMES  
Punia Shri P.L.

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

- (a) the methods adopted for the publicity of the various schemes and programmes of the Union Government;
- (b) whether the Government proposes to organise awareness/publicity campaigns on its various schemes and programmes for the benefit of the common people through exhibitions;
- (c) if so, the details thereof, State-wise including Uttar Pradesh;
- (d) whether the Union Government has received proposals from the State Governments to organise such exhibitions for the said purpose; and
- (e) if so, the details thereof and the action taken thereon, location-wise and State-wise including Uttar Pradesh?

**Answer**

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

(a): The following vehicles of publicity are used for awareness campaign on Government Schemes:-

(i) Print Advertisements, Audio-visual Advertisements, Outdoor Publicity, Exhibitions and Printed Publicity by Directorate of Advertising and Visual Publicity(DAVP).

(ii) Through live performances by using the folk and traditional arts through the registered private troupes, empanelled artists and staff artists of Song & Drama Division of the Ministry.

(iii) Film shows, group discussions, special interactive programmes, rallies and oral communications by Directorate of Field Publicity (DFP).

(iv) Press Information Bureau(PIB) holds Information Campaigns on Flagship Programmes of the Central Government, in rural/urban slum venues in various districts in joint collaboration with other media units of the Ministry. The campaigns are organized with the active involvement of local district administration which acts as the main partner. PIB also organizes Press Briefings, Press Conferences, Interviews and Press Tours.

(b): Government organizes exhibitions throughout the year for spreading awareness among the public on Government Schemes.

(c): The details of awareness campaigns held are given in Annexure.

(d): Yes, Sir.

(e): (i) On the request from Dasara Exhibition Authority, Government of Karnataka, Field Exhibition Office, DAVP Bangalore, organized exhibition on Bharat Nirman & National Rural Health Mission from 08.12.2010 to 31.01.2011.

(ii) On the request from Department of Information and Public Relations, Government of Tamil Nadu, Field Exhibition Office, DAVP Chennai, organized exhibitions at Madurai from 16.04.2010 to 06.06.2010, Gandhi Mandap from 02.10.2010 to 04.10.2010, Trivannamalai from 13.11.2010 to 22.11.2010 and at Vellore from 19.12.2010 to 04.02.2011. An exhibition at Coimbatore is already on from 10.02.2011 to 10.04.2011.

However, in Uttar Pradesh, DAVP organized seven exhibitions as part of routine publicity activity of the Central Government.