

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

UNSTARRED QUESTION NO:1478
ANSWERED ON:09.08.2011
REVIEW OF PIB
Jawale Shri Haribhau Madhav

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

- (a) whether the Government has periodically reviewed and monitored the functioning of the Press Information Bureau (PIB);
- (b) if so, the details thereof and the number of times such review/monitoring had been conducted during each of the last three years and the current year alongwith the findings thereof;
- (c) the steps taken by the Government on the basis of the said findings; and
- (d) the success achieved in improving the functioning of PIB on the outcome of such review?

Answer

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

(a) to (c): The functioning of PIB is monitored through a system of periodical review of performance by Ministry of Information & Broadcasting, Parliamentary Committees, Planning Commission, etc. The recommendations made at such forums are implemented to make the functioning of PIB more effective and to improve the efficiency in its working.

(d): PIB ensures that the Press Releases, Feature Articles, Backgrounders, Photographs, etc. issued by them match the best of the standards set for preparation of such publicity material. PIB arranges Press Briefings/Interviews for the Ministers/Secretaries on various important policy initiatives, announcements of the Central Government, which are well attended by both print and electronic media. Improvement in delivery of services and adaptation to emerging technologies suiting the need of media in terms of format as well as content is an ongoing process. PIB has been increasingly using the tools of information technology to ensure quicker dissemination of information which is effected through e-mail, posting of press releases, photographs, etc. on PIB's website. PIB is also putting videos of important events on its website in the form of streaming video and is also web-casting events of significant importance for use by audio-visual media.