

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

UNSTARRED QUESTION NO:5418

ANSWERED ON:06.09.2011

PUBLICITY OF GOVERNMENT SCHEMES

Reddy Shri Magunta Srinivasulu;Swamygowda Shri N Cheluvarama Swamy

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

(a) whether the Government proposes to organise awareness/publicity campaigns on various schemes, Bharat Nirman and flagship programmes of the different Ministries/Departments implemented by them for the benefit of common people in the country including far-flung areas through various sources of the Ministry;

(b) if so, the details thereof during each of the last three years and the current year and the details of methods adopted for the purpose, State-wise and location-wise;

(c) whether the Government has any proposal to disseminate such campaign through SMS;

(d) if so, the details thereof; and

(e) the other steps being taken by the Government to expand the dissemination of the said Government schemes?

Answer

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

(a) to (e): The information is being collected and will be laid on the Table of the House.