

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

UNSTARRED QUESTION NO:993  
ANSWERED ON:20.03.2012  
AWARENESS CAMPAIGNS ON CENTRAL SCHEMES  
Amlabe Shri Narayan Singh

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

- (a) whether the Government is contemplating to launch any campaign/formulate any plan to familiarize the common people with the Central schemes;
- (b) if so, the details thereof;
- (c) whether the Government proposes to provide additional assistance for targeted schemes keeping in view the feedback of the people received through the above campaign;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

**Answer**

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

(a)&(b): Directorate of Advertising and Visual Publicity (DAVP) of the Ministry of Information & Broadcasting has the mandate for launching awareness generation and familiarization campaigns for Central Government Schemes including the flagship programmes like Mahatma Gandhi National Rural Employment Guarantee Scheme, National Rural Health Mission, Sarva Shiksha Abhiyan, Universal Mid-Day Meal Programme, etc. Accordingly, it has launched campaigns for awareness generation about Bharat Nirman programme and other Central Government Schemes during 2011-12.

The Ministry, since 2006, through Press Information Bureau (PIB) has been organizing 'Public Information Campaigns (PICs)' to disseminate information to the targeted beneficiaries all over the country focusing on the Bharat Nirman and flagship programmes of Government of India. The campaign seeks to empower ordinary citizens particularly from the rural, remote, hilly and disturbed areas including SC/ST areas so that they can avail the advantages of these programmes to improve the quality of their life. PIC is a 3 day campaign organized normally at a rural venue in collaboration with other media units of this Ministry, local district administration and other State Government departments. This multimedia, multi sectoral campaign hosts about 25 to 40 stalls. The information is also disseminated through advertisements in newspapers, audio-visuals and outdoor publicity, film shows, photo exhibitions and folk and traditional arts.

Directorate of Field Publicity (DFP) organizes Publicity Programmes by using the method of film shows, photo exhibitions, group discussions etc.

Song & Drama Division puts up theatre and other live Arts shows at various venues all over the country to exhibit Government Schemes taken up for the welfare of the people.

(c),(d)&(e): The Central Government Schemes are reviewed from time to time by the concerned Ministries incharge of these Schemes and corrective measures taken including provision of additional assistance, wherever necessary.