

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

UNSTARRED QUESTION NO:2090  
ANSWERED ON:27.03.2012  
PRESS INFORMATION BUREAU  
Singh Rajkumari Ratna;Singh Dr. Sanjay

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

- (a) the details of the objectives of the Press Information Bureau (PIB);
- (b) whether the Government is able to achieve the said objectives;
- (c) if so, the details thereof;
- (d) whether the Government has conducted any review of the functioning of the PIB;
- (e) if so, the details and the outcome thereof; and
- (f) the follow up action taken by the Government to strengthen the functioning of the PIB?

**Answer**

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

(a) to (c): The objective of the Press Information Bureau (PIB) is to disseminate information to the print and electronic media on important policies, programmes, initiatives and achievements of the Central Government. In order to achieve its objective, the Bureau regularly issues press releases, backgrounders, features etc. and also uploads them on PIB's website 'www.pib.gov.in'. The Bureau also organizes press tours, press conferences, media briefings, interviews for dissemination of information to the media. Besides, PIB also organizes "Bharat Nirman Public Information Campaign" to disseminate information about flagship programmes to the targeted beneficiaries at grassroot level directly. During the Eleventh Five Year Plan (2007-2012), PIB has organized a total number of 527 Public Information Campaigns (PICs) across the country as on date.

(d) to (f): Review of functioning of PIB is an ongoing process. Periodical review of performance is conducted by the 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. 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.