

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

UNSTARRED QUESTION NO:7479  
ANSWERED ON:22.05.2012  
CAMPAIGNS ON GOVERNMENT PROGRAMMES  
Raghavan Shri M. K.

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

- (a) whether the Government has conducted any survey on the awareness campaigns on various schemes/ programmes and projects implemented by the Government;
- (b) if so, the details and the outcome of such survey;
- (c) the measures taken by the Government for effective dissemination of information of Government policies and programmes to the public; and
- (d) the role of the respective State Governments in this regard?

**Answer**

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

(a): No, Sir.

(b): Does not arise.

(c): The Ministry through its media units, namely Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD) disseminate information to the media on important policies, programmes, initiatives and achievements of the Central Government.

PIB 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 "Public Information Campaign" to disseminate information on flagship programmes to the targeted beneficiaries.

DAVP issues advertisements, organizes exhibitions, prints publicity material, puts up hoardings etc. for effective dissemination of information on Government policies and programmes to the public.

DFP organizes publicity programmes through Interpersonal communication i.e. group discussions, public meetings, participatory quiz programmes, film shows etc. Similarly, S&DD carries out the publicity for various welfare programmes through traditional live art and culture shows.

(d): The Public Information Campaigns and publicity of Government programmes through folk & traditional art are carried out with the support and co-operation of the district administration under the State Government.