

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

UNSTARRED QUESTION NO:2599
ANSWERED ON:28.08.2012
PUBLICITY OF GOVERNMENT SCHEMES
Dhurve Jyoti;Naranbhai Shri Kachhadia

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

- (a) the methods adopted by the Union Government for publicity of the various schemes and programmes implemented by them in various parts of the country;
- (b) whether exhibitions are conducted to provide information to the people on the Government schemes/programmes through different media units like the Press Information Bureau (PIB) in various parts of the country including tribal dominated States;
- (c) if so, the details thereof;
- (d) the proposals received by the Union Government from the State Governments including Uttar Pradesh for the purpose along with the action taken thereon during each of the last three years and the current year, State-wise; and
- (e) the steps taken by the Union Government to provide adequate number of staff and other facilities to media units of PIB for publicising various schemes through audio-visual media in the States including in Madhya Pradesh?

Answer

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

(a): 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 on important policies, programmes, initiatives and achievements of the Union Government.

PIB organizes 'Public Information Campaigns' to disseminate information on flagship programmes to the targeted beneficiaries. Besides, PIB issues press releases, backgrounders, features etc. and also organizes press tours, press conferences, media briefings etc. for dissemination of information to the media.

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.

(b) & (c): DAVP organizes exhibitions, during PIB's Public Information Campaigns (PICs) and also on various other occasions to publicize the schemes of the Government. State-wise details of exhibitions organized by DAVP during the financial year 2011-12 are placed at Annexure.

(d): No proposal has been received from any State Government so far.

(e): At present 129 officers of Indian Information Service (IIS) are posted against the sanctioned strength of 165 in various offices of Press Information Bureau (PIB) across the country. So far as offices of PIB in Madhya Pradesh are concerned, 3 IIS officers against the sanctioned strength of 4 are working. Besides, under the XII Plan scheme, 20% of the funds allocated for Media Outreach Programme of PIB are envisaged for project administration which includes hiring of manpower and adequate infrastructure facilities like equipments etc.