

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

UNSTARRED QUESTION NO:2515
ANSWERED ON:12.03.2013
PUBLICITY OF GOVERNMENT SCHEMES
Punia Shri P.L.

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

- (a) the methods adopted for publicity of the various schemes and programmes being implemented by the Government in the country;
- (b) whether exhibitions are organised to create awareness among the people on the schemes/programmes implemented by the Government in the country;
- (c) if so, the details thereof;
- (d) whether the Ministry has received proposals from the States including Uttar Pradesh for the purpose; and
- (e) if so, the details thereof along with the action taken on such proposals, State/UT- wise?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

- (a) to (e) The methods adopted for publicity of the various schemes and programmes being implemented by the Government are : (i) Advertisements through Newspapers/TV Channels/FM Radio Stations/Digital Cinema/ Community Radio,
- (ii) Messages through Internet,
 - (iii) SMS services on mobiles,
 - (iv) Exhibitions,
 - (v) Hoardings and banners and other Outdoor publicity medium,
 - (vi) Pamphlets and brochures etc.
 - (vii) Press Releases, Press Notes, Feature Articles, Backgrounders, Photographs, Data Base available on Press Information Bureau (PIB)'s official website.
 - (viii) Press Conferences, Press Briefing, Interviews,
 - (ix) Bharat Nirman Public Information Campaigns
 - (x) Inter-personal communication including Oral Communication Group Discussions, Public Meeting, Film Shows, Inter-active Programmes like Quiz etc.
 - (xi) Live performances, using the folk and traditional art.

Directorate of Field Publicity (DFP) and Directorate of Advertising and Visual Publicity (DAVP) organized 23797 and 688 Exhibitions respectively during April 2012 to February 2013.

No proposal has been received from any State Government including Uttar Pradesh except for Tamil Nadu Government during last three years.

The Chennai Unit of DAVP has organized Mahatma Gandhi exhibition from 2nd to 4th October, 2012 on the occasion of Gandhi Jayanti for three days on the request of State Information and Public Relation Department, Tamil Nadu.