

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

UNSTARRED QUESTION NO:3025

ANSWERED ON:08.12.2009

REVIEW OF PIB

Vasava Shri Mansukhbhai D.;Yadav Shri M. Anjan Kumar

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

- (a) the details of the objectives of the Press Information Bureau;
- (b) whether shortcomings have been noticed in the working of the PIB;
- (c) If so, the details thereof and the reasons therefor alongwith the reaction of the Government thereto;
- (d) whether the Government has conducted any review of the functioning of PIB;
- (e) If so, the details thereof alongwith the outcome thereon; and
- (f) the details of the strategy formulated by the Government on the basis of the said outcome?

**Answer**

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

(a) to (c): Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on Government policies, programme initiatives and achievements through different modes of communications such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings and Photographs, Press Conferences, Interviews, Press Tours, etc. It functions as an interface between the Government and the media and also provides feedback to the Government on public reaction as reflected in the media. The information released in Hindi, English, Urdu and other regional languages reaches about 8,400 newspapers and media organizations. PIB also conducts Public Information Campaigns (PICs) under Media Outreach Programme in various districts of the country. These campaigns have won appreciation for their effectiveness. No major shortcomings have been noticed.

(d) to (f):The functioning of PIB is monitored through a system of periodical review of performance by 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 efficiency in its working.