

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

UNSTARRED QUESTION NO:1168
ANSWERED ON:12.12.2013
BHARAT NIRMAN WEBSITE
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Union Government has launched Bharat Nirman website along with All India Radio's new SMS Based news update service recently;
- (b) if so, the details thereof; and
- (c) the response from the public about the said service?

Answer

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

(a) The bilingual (English & Hindi) Bharat Nirman Website (bharat-nirman.in) of Directorate of Advertising and Visual Publicity (DAVP) and All India Radio's (AIR) News SMS service was launched on 9.9.2013.

(b) The homepage of the said website (bharat-nirman.in) contains information on the major initiatives of Government of India.

Besides, the website provides information under following sections:

- (i) 'Infographics' – provides information with graphics.
- (ii) 'At a Glance' – provides quick look at the initiatives.
- (iii) Press release & media coverage.
- (iv) Links to Social Media Websites.

Other pages on the website have information and e-books about various developmental and welfare initiatives of the Government under Bharat Nirman and other programmes, related success stories and provision for the website visitor to give feedback.

Under AIR's new SMS based news update service, 3-4 News headlines are sent by AIR to the subscribers of the service through free SMS three times a day.

(c) The bilingual Bharat Nirman website has received nearly 18,000 visitors since its launching and nearly, 90 responses have been received by DAVP so far in the Feedback section of the website. The queries relating to Bharat Nirman initiatives were responded promptly.

Over four lakh people have subscribed to AIR's new SMS based news update service.