

**GOVERNMENT OF INDIA  
MINORITY AFFAIRS  
LOK SABHA**

UNSTARRED QUESTION NO:2449  
ANSWERED ON:06.02.2014  
AWARENESS ABOUT WELFARE SCHEMES  
Tagore Shri Manicka

**Will the Minister of MINORITY AFFAIRS be pleased to state:**

- (a) Whether it is a fact that many schemes/programmes launched by the Union Government for the welfare of minorities are not reaching to minority communities in many States as they are not aware of the schemes;
- (b) if so, the details thereof; and
- (c) the steps taken/proposed to be taken by the Union Government to popularize and create awareness about schemes among the minority communities?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF MINORITY AFFAIRS (SHRI NINONG ERING)

(a) to (c) For intensive awareness generation, a multi media campaign has been launched to generate awareness through Print and Electronic Media. On schemes/ programmes of the Ministry, advertisements are regularly published in National/ State Dailies all over India including North East in Hindi, English, Urdu and Vernacular languages. Radio jingles/ Audio Spots and Video Spots on all schemes of the Ministry are broadcast/ telecast on All India Radio network, Private FM Channels, Doordarshan Network and Private Television Channels. Ministry also uses Digital Cinema, Exhibition vans, LCD screens at public places, Hoardings etc. to reach the target population. During 2013-14, Digital Cinema in 2046 theatres across India including 73 theatres in North East (through NFDC) have been used for publicity.

Ministry participated in India International Trade Fair held from 14th -27th November, 2013 at PragatiMaidan, New Delhi. Ministry is also a regular participant in Surajkund International Craft Fair held at Surajkund, Haryana, where among other promotional activities, it also publicize its schemes/ programmes. To reach the masses, Regional conferences of NGOs have been organized.

In August 2013, Ministry has launched a dedicated Toll Free Helpline "Khidmat"- 1800-11-2001, to assist the minorities and provide information on schemes of the Ministry. Ministry has launched a quarterly Tri-lingual (Hindi, English and Urdu) Magazine "Minority Today" on 29th January,2014, to develop a dialogue with the target communities.