

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

UNSTARRED QUESTION NO:2634  
ANSWERED ON:06.02.2014  
ESTABLISHMENT OF NEW MEDIA WING  
Thamaraiselvan Shri R.

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

- (a) Whether the Government has taken a decision to establish a new media wing for publicizing the Government's initiatives through multiple Social Media platforms;
- (b) If so, the details thereof;
- (c) Whether the new media wing would address the communication and dissemination requirement of the Government on social media platforms; and
- (d) If so, the details thereof.

**Answer**

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

(a) Yes, Sir.

(b) A decision to establish the New Media Wing in the Ministry of Information & Broadcasting was taken after apprising the Union Cabinet on 08.08.2013. Consequently, a New Media Cell was set up vide M/o Information and Broadcasting's Officer Order dated 4.9.2013 to disseminate the information through social media platforms. It was also decided that functional and operation support to the New Media Cell would be provided by Research Reference and Training Division (RRTD), a media unit under the Ministry which would be renamed as the New Media Wing.

(c) Yes, Sir.

(d) The New Media Wing in the Ministry would address the communication and dissemination requirements of the Government on Social Media platforms. The Wing would integrate the communication tools horizontally and vertically through various social media platforms. This initiative would also enable the Government to keep pace with the contemporary trends in the social media space.