

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

UNSTARRED QUESTION NO:4280  
ANSWERED ON:20.02.2014  
REVIEW OF WORKING OF PIB  
Ram Shri Purnmasi

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

- (a) whether the Government has monitored the periodic review of the working of Press Information Bureau (PIB);
- (b) if so, the number of times such review/audit was conducted during the last three years respectively and the current year and the outcome thereof;
- (c) whether the Government has taken any steps after reviewing the working of PIB;
- (d) if so, the details thereof; and
- (e) the extent to which success has been achieved in improving the working of PIB?

**Answer**

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

(a) to (d): The functioning of Press Information Bureau (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 the efficiency of its working.

(e): PIB ensures that the Press Releases, Feature Articles, Backgrounders, Photographs, etc. issued by them match the best of the standards set for preparation of such publicity material. PIB arranges Press Briefings/Interviews for the Ministers/Secretaries on various important policy initiatives, announcements of the Central Government, which are well attended by both print and electronic media.

Improvement in delivery of services and adaptation to emerging technologies suiting the need of media in terms of format as well as content is an ongoing process. PIB has been increasingly using the tools of information technology to ensure quicker dissemination of information which is effected through e-mail, posting of press releases, photographs, etc. on PIB's website. PIB is also putting videos of important events on its website in the form of streaming video and is also web-casting events of significant importance for use by audio-visual media.

Besides, National Media Centre, a building with state-of-the-art facilities like Press Conference Hall, Library and provision of Workstations for Media Persons has been set up to carry out smooth functioning of PIB.