

**GOVERNMENT OF INDIA
MINORITY AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:3690
ANSWERED ON:13.02.2014
BRAND AMBASSADORS FOR PROPAGATION OF SCHEMES
Dhanaplan Shri K. P.

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) whether the Government proposes to sign up the brand ambassadors for the propagation of schemes carried out by the Government for the welfare of minorities in the country;
- (b) if so, the details thereof; and
- (c) the celebrities signed up for the said purpose?

Answer

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

(a) to (c) Ministry of Minority Affairs has launched various schemes for the welfare of Minority community in the country. In order to ensure that the benefits of these schemes reach the targeted minorities, Ministry of Minority Affairs has taken initiatives to create publicity among minorities. One such initiative is to engage the prominent personalities from sports, films, social and political fields for spreading social messages as brand ambassadors on pro-bono basis. Accordingly, the Ministry has received confirmation from Shri Milkha Singh, famous Athlete and Olympian. Ministry has also received positive indications from the office of His Holiness The Dalai Lama. Ministry is also in touch with Ms. M. C. Mary Kom, Olympic Medal Winner, for the purpose. She has also given positive indications. No other personality has given confirmation.