

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

UNSTARRED QUESTION NO:2015
ANSWERED ON:23.07.2014
MEDIA CAMPAIGN ON CRIME AGAINST WOMEN
Maadam Smt. Poonamben Hematbhai

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

- (a) whether any national media campaign has been contemplated by the Government to sensitise people on the issue of crimes against women;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) and (b) Yes, Sir. Print advertisement enlisting the Laws enacted for the Safety of Women was released twice on 17.2.2014 and 18.2.2014, as a part of the Plan Scheme, "People's Empowerment Through Development Communication (Information and Dissemination)".

Apart from this, M/o Women and Child Development also releases Print/Electronic Media advertisements on the subject from time to time. A detail of advertisements issued by M/o Women and Child Development, from January, 2014 onwards is attached at Annexure.

(c) Does not arise.