

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

STARRED QUESTION NO:360

ANSWERED ON:20.03.2015

GOVERNMENT ADVERTISEMENTS WITH NEW TECHNOLOGIES

Satav Shri Rajeev Shankarrao;Sule Smt. Supriya Sadanand

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

- (a) whether the Government proposes to arm the Directorate of Field Publicity (DFP) with new age technologies like mobile telephony to spread information on the Government schemes;
- (b) if so, the details thereof and the reasons therefor along with the amount allocated for the purpose;
- (c) whether DFP with other media units are planning to work in vulnerable districts with low child sex ratio to spread the message of gender equality; and
- (d) if so, the details thereof and the steps taken/being taken by the Government in this regard?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS; AND MINISTER OF INFORMATION AND BROADCASTING
(SHRI ARUN JAITLEY)

(a) to (d) A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF THE LOK SABHA STARRED QUESTION NO. 360 TO BE ANSWERED ON 20/03/2015

(a) & (b): The Directorate of Field Publicity (DFP) is mandated to communicate the schemes of the Government to grass-root level through inter-personal communication activities. In order to harness the potential of the technology and the penetration of the mobile telephony at grass root level, DFP has recently initiated the use of mobile telephony in its communication activities. During the Beti Bachao Beti Padhao Special Outreach Programme (SOP), sponsored by the Ministry of Women & Child Development (WCD), organised by DFP in Jaipur District on 14th March 2015, for the first time, it utilised the Whats'App platform to convey the message and the communication material on Beti Bachao Beti Padhao theme to the public of the region.

The videos for the purpose were developed in-house. This initiative was carried out from the approved budgetary allocations for SOPs and no specific funds were provided for utilizing the mobile platform. This initiative would be implemented in phased manner during the future programmes of DFP.

(c) & (d): DFP and the other Media Units viz. Song & Drama Division (S&DD) and the Directorate of Advertising and Visual Publicity (DAVP) are participating in Beti Bachao Beti Padhao campaign in the vulnerable districts identified by the Ministry of WCD. During the months of January to March 2015, an intensive campaign was undertaken by DFP in some vulnerable districts, in coordination with S&DD and DAVP Exhibition Wing. The points relating to prevention of gender based sex selective elimination have been focused during the campaign. These Media Units propose to undertake the publicity programmes on the various flagship schemes of the Government including the theme of Beti Bachao Beti Padhao during the current Plan period for which funds have already been provided under their approved Plan schemes.