

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:3854

ANSWERED ON:12.08.2015

Users of Social Media

Venugopal Dr. Ponnusamy

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- a) whether there are 143 million users of social media across the country;
- (b) if so, the details of social media users from urban and rural areas separately;
- (c) whether the urban areas witnessed a growth of 35 per cent with 118 million users as of April, 2015; and
- (d) the percentage growth during the last one year, urban/rural area wise?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) to (d) The Government does not maintain the information about social media users in the country. However, as per Internet and Mobile Association of India social media report 2014, there are 143 million social media users in the country as on April 2015. Out of this, 118 million social media users belong to urban areas and 25 million users belong to rural areas. Urban areas and rural areas have witnessed a growth of 35% and 100% respectively since December 2013.