

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

UNSTARRED QUESTION NO:4953

ANSWERED ON:13.08.2014

NEWS THROUGH SMS

Mahajan Smt. Poonam ;Ranjan (Pappu Yadav) Shri Rajesh;Ranjan Smt. Ranjeet

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

- (a) Whether the Bharat Nirman Campaign website launched by the Government includes the SMS news service provided by Akashvani;
- (b) if so, the details thereof;
- (c) the present status of news through SMS; and
- (d) the response of the general public towards the said service?

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) & (b): Bharat Nirman Campaign website does not include the SMS news service of Akashvani. However, the Bharat Nirman Campaign website and the SMS news service of All India Radio were both launched on the same day, i.e. on 9th September, 2013.

(c) & (d) PrasarBharati has informed that All India Radio sends Free News Headlines to around four lakh subscribers, three times a day, through SMS and the response of general public, towards this service, is good.