

**GOVERNMENT OF INDIA  
MINORITY AFFAIRS  
LOK SABHA**

UNSTARRED QUESTION NO:4173

ANSWERED ON:07.08.2014

BRAND AMBASSADOR FOR PROPAGATION OF SCHEMES

Mohammed Shri Faizal P.P.

**Will the Minister of MINORITY AFFAIRS be pleased to state:**

(a) whether the Government has any proposal to sign up brand ambassadors for the propagation of schemes carried out by the Ministry;

(b) if so, the details thereof and the celebrities signed up for the same; and

(c) the other steps taken by the Government for the publicity of welfare schemes for minorities?

**Answer**

MINISTER OF MINORITY AFFAIRS (DR. NAJMA A. HEPTULLA)

(a) and (b): Ministry of Minority Affairs has launched various schemes for the welfare of Minority communities in the country. In order to ensure that the benefits of these schemes reach the targeted minorities, Ministry has taken initiatives to create publicity among minorities. One such initiative is to engage the prominent personalities from sports, films, social and political fields, who also represent minority communities, for spreading social messages as brand ambassadors on pro-bono basis. Ministry has approached some of such prominent personalities. Few of them have given positive indications and suggested to sign a Memorandum of Understanding.

(c) For intensive awareness generation, a multi media campaign has been launched to generate awareness through Print and Electronic Media. On schemes/ programmes of the Ministry, advertisements are regularly published in National/ State Dailies all over India including North East in Hindi, English, Urdu and Vernacular languages. Radio jingles/ Audio Spots and Video Spots on all schemes are broadcast/ telecast on All India Radio network, Private FM Channels, Doordarshan Network and Private Television Channels. Ministry also uses Digital Cinema, LCD screens at public places, Hoardings etc. to reach the target population.

Ministry has launched a dedicated Toll Free Helpline "Khidmat" – 1800-11-2001, to assist the minorities and provide information on schemes. Ministry has launched a quarterly Tri-lingual (Hindi, English and Urdu) Magazine "Minority Today" in 2014, to develop a dialogue with the target communities.