

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

UNSTARRED QUESTION NO:2456
ANSWERED ON:10.03.2000
PROMOTION OF ONE LINERS BY VISUAL MEDIA
V. VETRISELVAN

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

(a) whether the visual media agencies of the Government are actively promoting one liners to make aware of the public about social welfare measures like health, family planning, crime against woman, dowry problem, etc.;

(a) if so, the details thereof; and

(b) if not, the reasons therefor ?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a) & (b): DAVP releases advertisements, puts up hoardings, wall-paintings and exhibitions and produces video and audio spots to create awareness about socially relevant themes like health and family welfare, women and child development issues, AIDS. These are publicised through DAVP, Doordarshan and Directorate of Field Publicity. Doordarshan is also telecasting short duration capsules on the above themes.

(c) Does not arise.