

**GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:1459
ANSWERED ON:30.07.2003
PROJECTION OF INDIAN STAND ABROAD
DADICHILUKA VEERA GOURI SANKARA RAO

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

- (a) Whether India's negative projection abroad especially in the US has come to the notice of the Government; and
- (b) if so, the measures proposed by the Indian Missions to counter such projection and depict the true picture of our country abroad?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI DIGVIJAY SINGH)

- (a) Through regular monitoring of international media, the Government of India is aware that on occasion some negative publicity of the country appears abroad along with other positive and balanced reportage.
- (b) The Government is constantly taking steps to counter any negative projection and to project the correct perspective. These steps, include inter-alia, regular press briefings by the Official Spokesperson, production and dissemination of films and other audio-visual material, publications in foreign languages, visits to India by eminent media personalities, organization of seminars and conferences on themes of critical relevance, involvement of NRIs and Persons of India Origin in our publicity efforts, interaction by senior Indian diplomats with editorials boards of newspapers and on main television news programmes, and utilization of the internet for projecting the views of the Government.