

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:1000
ANSWERED ON:09.03.2005
PUBLIC AWARENESS ABOUT AIDS
Singh Shri Rakesh

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the Government proposes to make use of Government owned audio visual media to create public awareness about AIDS;
- (b) if so the value of the time slot proposed to be used for such campaign;
- (c) whether the Government is making use of private media too for this purpose;
- (d) if so, the amount spent for this purpose so far ; and
- (e) the budgetary allocation made for this purpose ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SMT. PANABAKA LAKSHMI)

(a) & b) Yes, Sir. The Government is already using Doordarshan and All India Radio to create public awareness about HIV/AIDS. In the current financial year, an amount of Rs 5.45 crores has already been spent on Doordarshan and All India Radio for awareness generation about HIV/AIDS.

(c) to e). Private media are to be used for awareness generation on HIV/AIDS, keeping in mind their increasing reach and popularity. Many private media houses have been approached to air the software for free in public interest. The Prime Minister also recently addressed a summit of media leaders for this purpose.

This year so far, no expenditure has been incurred by National Aids Control Organisation on the use of private media.