

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

STARRED QUESTION NO:363

ANSWERED ON:18.12.2006

FUNCTIONING OF PIB

Patel Shri Jivabhai Ambalal;Yadav Shri M. Anjan Kumar

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

- (a) the functions of Press Information Bureau (PIB) and the mechanism available to monitor its working;
- (b) the expenditure incurred by the Government on PIB during each of the last three years;
- (c) whether the Government has assessed the performance of PIB during the last three years in disseminating information to the print and electronic media on Government policies, programme initiatives and achievements;
- (d) if so, the details thereof; and
- (e) if not, the steps proposed to be taken to make the functioning of PIB more effective?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 363 FOR ANSWER ON 18.12.2006

(a) PIB is the nodal agency of the Government of India to disseminate information to the print and electronic media on Government policies, programme initiatives and achievements through different modes of communications such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings and Photographs, Press Conferences, Interviews, Press Tours etc. It functions as an interface between the Government and the media and also provides feedback to the Government on public reaction as reflected in the media. The information released in Hindi, English, Urdu and 13 other regional languages reaches about 8,400 newspapers and media organizations. The functioning of PIB is monitored, like any other Media Unit under the Ministry of I&B, through a system of review of performance, regularly and periodically by Ministry of I&B, Parliamentary Committees, Planning Commission etc.

(b) Expenditure incurred on PIB during 2003-04, 2004-05, and 2005-06 was Rs. 1937.58 lakhs, Rs. 2106.49 lakhs and Rs. 2867.37 lakhs respectively.

(c) Yes, Sir.

(d) The performance of PIB over the last three financial years has been showing a steady upward trend.

(e) Does not arise.