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Title: Regarding Government policy on Welfare Campaign.

SHRI P.R. SENTHILNATHAN (SIVAGANGA): Madam Speaker, in the democratic form of governance, we have three vital components. Legislature, Judiciary and Executive are the three pillars that reach public through Press, which is acknowledged as the fourth pillar. Whenever any Government campaign is taken up for public welfare, the Executive reaches people through Press, using all the social media avenues. Advertisements to draw the attention of public have always been carrying the picture of the elected executive Heads of Central and State Governments. So, publishing pictures of the Prime Minister and the Chief Minister are very relevant and important. In Tamil Nadu, our beloved Leader, Hon. Chief Minister, Amma implements several welfare measures which are aimed at different sections of the society are going on in a big way. To create awareness among the public about the welfare schemes and also to connect the beneficiaries with the Government, the picture of people's leader of the State is necessary.

Hence, I would urge upon the Union Government to take suitable action for publishing photograph of the concerned State Chief Minister in Government advertisements.

Thank you.