

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 4718
TO BE ANSWERED ON: 24.03.2021

USE OF SOCIAL MEDIA AS A COMPLAINTS REDRESSAL PLATFORM

4718. SHRI ARUN SAO:
SHRI VIJAY BAGHEL:

Will the Minister of Electronics & Information Technology be pleased to state :

- (a) whether maximum people are using platforms of social media to raise their complaints and the Government has taken this medium in a position spirit;
- (b) if so, the details thereof;
- (c) the steps taken by the Government to exhort the officers/employees to make use of social media platforms;
- (d) whether some State Governments have conducted training programmes for their officers for making use of the platform to establish dialogue with the people;
- (e) if so, the details thereof; and
- (f) the measures taken by the Government to respond properly on the complaints raised on the said platforms?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI SANJAY DHOTRE)

(a) and (b): Coupled with growth of Internet in India, the users of social media platforms including messaging platforms have increased exponentially. Social media platforms have empowered people to express their views, criticism and raise their concerns besides bringing in a large number of innovative methods.

(c): Government Departments are making use of social media platforms for dissemination of their activities and initiatives. Social media has become an essential tool for communication with the public to generate mass awareness, public participation, seek public views & feedback, and promotion of various services and schemes.

(d), (e) and (f): Government organisations have kept a dedicated team to internally manage their social media activities and brand presence, these departments are held responsible for media & communications activities, from managing and publishing verified content, responding to queries and keeping a regular tap on what is trending across sectors. From time to time, training on social media for various Government departments have been organised by MyGov in MeitY also.
