

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 3915
TO BE ANSWERED ON- 18.03.2020

PROMOTION OF GOVERNMENT SCHEMES

3915. SHRIMATI SUMALATHA AMBAREESH:

Will the Minister of ELECTRONICS & INFORMATION TECHNOLOGY be pleased to state: -

- (a) whether the Government has introduced any mechanism to promote its schemes on social media and/or launched applications (apps) based schemes and if so, the details of such schemes in the last three years;
- (b) whether the Government has framed any guidelines to make sure that the Government schemes are uploaded in the Apps for the benefit of general public in the country;
- (c) if so, the details thereof along with the details of personal information required by users to log into Government schemes related apps; and
- (d) whether the Government has earmarked adequate funds to promote Government schemes on social media and if so, the details thereof along with the funds allocated for the same during each of the last three years?

ANSWER

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

(a): There is no specific mechanism to promote government schemes of Ministry of Electronics and Information Technology (MeitY) on social media.

(b) and (c): Government has notified the framework for Mobile Governance for all departments and agencies to develop mobile applications in order to provide public services through mobile devices, to the extent feasible. A unified platform for service delivery through mobile phones namely UMANG (Unified Mobile Application for New-age Governance) is operational. UMANG is one platform which citizens can install to avail multiple government services. As on date, UMANG has about 623 services from 116 Central Government departments and 23 States/UTs.

Information such as name, mobile number, and age is required by users to log into government schemes related apps.

(d): In view of the (a) above, the question does not arise.
