GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
STARRED QUESTION No. *52
(TO BE ANSWERED ON 23.07.2018)

BUDGET ALLOCATION ON ADVERTISEMENTS

***52. SHRI HARIVANSH:**

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

(a) the details of advertisement related budget of the Ministry during the last three years; and

(b) the details of amount spent on advertisements in newspapers of English language and other regional languages, out of the said budget?

ANSWER

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (RETD.)}

(a) & (b): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) & (b) OF RAJYA SABHA STARRED QUESTION NO. *52 FOR ANSWER ON 23/07/2018

(a) The details of the expenditure on advertisements by Bureau of Outreach and Communication (BOC) under Ministry of Information & Broadcasting utilizing the funds provided by the Ministry of Information & Broadcasting as well as those provided by other client Ministries/Departments of Government of India during the last three years is as under:

(Rs. in Crore)

Expenditure	**2015-16**	**2016-17**	**2017-18**
Out of budget provided by M/o I&B	176.55	181.29	153.10
Out of budget provided by other client Ministries/Departments	1013.98	1098.54	1184.16
Total	**1190.53**	**1279.83**	**1337.26**

(b) The details of amount spent on advertisements in newspapers of English language and other regional languages, out of the said budget provided by Ministry of Information & Broadcasting and that provided by other client Ministries/Departments is placed at **Annexure-I and Annexure-II respectively**.

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ANNEXURE-I

ANNEXURE AS REFERRED TO IN REPLY TO PART (b) OF RAJYA SABHA STARRED QUESTION NO. *52 FOR REPLY ON 23/07/2018 REGARDING 'BUDGET ALLOCATION ON ADVERTISEMENTS'

DETAILS OF EXPENDITURE ON NEWSPAPER ADVERTISEMENTS IN ENGLISH AND OTHER REGIONAL LANGUAGES DURING 2015-2016, 2016-17 & 2017-18 OUT OF BUDGET OF MINISTRY OF INFORMATION & BROADCASTING

LANGUAGE	EXPENDITURE / BILL GENERATION		
	2015-16	2016-17	2017-18
ENGLISH	13,38,97,920	11,54,05,454	12,55,73,442
HINDI	30,19,78,343	30,61,16,743	26,46,20,737
URDU	4,06,93,254	3,17,56,599	1,51,96,113
PUNJABI	1,09,30,501	99,04,508	89,58,081
MARATHI	3,17,77,719	4,12,25,036	4,21,57,845
GUJARATI	2,90,86,662	2,65,51,783	2,37,31,242
SINDHI	10,29,190	10,30,489	7,93,236
ASSAMESE	20,43,148	36,31,962	30,04,132
BENGALI	1,74,27,235	1,93,12,737	2,22,32,351
ODIA	1,74,88,470	1,71,82,106	1,78,63,326
TAMIL	1,99,44,083	2,61,44,124	2,00,89,208
TELUGU	2,20,67,835	2,64,71,048	1,94,09,124
MALAYALAM	1,80,27,440	3,11,92,161	2,21,76,795
KANNADA	1,27,23,257	1,60,75,060	2,18,07,653
SANSKRIT	2,05,809	1,75,960	45,847
NEPALI	8,05,538	17,50,480	10,85,905
MIZO	5,23,970	5,93,410	3,10,643
KHASI	5,65,664	9,69,782	4,87,543
KONKANI	6,862	0	0
MANIPURI	8,32,579	11,56,773	16,64,984
GARO	27,574	87,980	13,734
GARHWALI	5,348	12,565	11,537
RAJASTHANI	59,858	31,019	7,610
NAGA	28,616	1,82,328	83,631
DOGRI	47,147	20,486	11,805
BODO	1,02,930	2,49,515	30,670
KARBI	9,265	60,108	14,611
KASHMIRI	1,40,566	2,91,886	40,682
SANTHALI	51,309	33,431	0
MAITHILI	22,600	27,899	4,678
MEETEILON	1,24,096	79,683	57,041
KOK BOROK	50,377	99,758	0
GONDI	7,415	9,774	4,136
BHOJPURI	0	6,066	6,066
TOTAL:-	**66,27,32,580**	**67,78,38,713**	**61,14,94,408**

ANNEXURE-II

ANNEXURE AS REFERRED TO IN REPLY TO PART (b) OF RAJYA SABHA STARRED QUESTION NO. *52 FOR REPLY ON 23/07/2018 REGARDING 'BUDGET ALLOCATION ON ADVERTISEMENTS'

DETAILS OF EXPENDITURE ON NEWSPAPER ADVERTISEMENTS IN ENGLISH AND OTHER REGIONAL LANGUAGES DURING 2015-2016, 2016-17 & 2017-18 OUT OF BUDGET OF OTHER CLIENT MINISTRIES/DEPARTMENTS

LANGUAGE	EXPENDITURE / BILL GENERATION (Rs. in lakhs)		
	2015-16	2016-17	2017-18
ASSAMESE	138.77	115.01	165.58
BENGALI	1310.24	1227.56	1794.94
Bhojpuri	0.00	0.05	0.00
BODO	6.29	2.49	1.96
DOGRI	2.75	2.39	0.98
ENGLISH	16202.87	14542.67	15322.26
GARHWALI	0.03	0.00	0.00
GARO	4.17	4.19	4.83
GONDI	0.00	0.15	0.00
GUJARATI	1514.03	1274.79	2348.83
HINDI	16466.15	14825.88	23968.41
KANNADA	692.45	601.06	1307.19
KARBI	2.18	1.71	6.12
KASHMIRI	7.96	11.73	19.47
KHASI	35.77	31.93	53.66
KOK BOROK	1.65	0.81	0.31
KONKANI	1.67	0.16	0.00
MAITHILI	5.49	3.35	2.08
MALAYALAM	526.37	516.40	1120.50
MANIPURI	74.24	84.20	183.69
MARATHI	1940.98	1612.09	3182.44
MEETEILON	5.33	2.67	7.52
MIZO	30.54	32.01	41.47
NAGA	7.57	5.75	12.23
NEPALI	79.68	70.16	121.71
ODIA	1220.83	1093.58	2147.95
PUNJABI	592.59	508.02	866.49
RAJASTHANI	4.31	1.21	0.00
SANSKRIT	4.75	5.15	9.35
SANTHALI	3.71	2.63	6.27
SINDHI	59.32	62.80	49.12
TAMIL	923.35	863.46	1535.43
TELUGU	988.81	782.97	1145.24
URDU	1586.34	1270.63	1643.73
TOTAL:-	**44441.20**	**39559.68**	**57069.79**