

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1034
TO BE ANSWERED ON 10.02.2022**

EXPENDITURE ON ADVERTISEMENTS

1034. DR. V. SIVADASAN :

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

(a) the amount spent by Directorate of Advertising and Visual Publicity (DAVP) and/or Bureau of Outreach and Communication (BOC) for advertising in Newspapers from 2017 till date, year and newspaper-wise data thereof;

(b) the amount spent by DAVP or BOC for advertising in Social Media platforms from 2017 till date, year and platform-wise data thereof;

(c) the amount spent by DAVP and/or BOC for advertising in Television channels from 2017 till date, year and channel-wise data thereof; and

(d) the amount spent by DAVP and/or BOC for advertising in Radio from 2017 till date, year and channel-wise data thereof?

ANSWER

MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS {SHRI ANURAG SINGH THAKUR}

(a): The Year-wise amount spent by BOC on Central Government Advertisement through Publications are as under:

Financial Year	Number of Publications	Amount (in Cr.)
2017-18	6782	636.09
2018-19	5631	429.55
2019-20	5326	295.05
2020-21	5211	197.49
2021-22 (Till Date)	5608	96.39

(b): Since 2017-18, the amount spent by BOC on Government Advertisements through Social Media agencies is Rs.7.20 Crores.

(c): The Year-wise amount spent by BOC on Central Government Advertisement through Television Channels are as under:

Financial Year	Number of Television Channels	Amount (in Cr.)
2017-18	265	153.02
2018-19	298	149.96
2019-20	270	98.69
2020-21	317	69.81
2021-22 (Till Date)	168	8.13

(d): The Year-wise amount spent by BOC on Central Government Advertisement through Pvt. FM Stations are as under:

Financial Year	Number of Pvt. FM Stations	Amount (in Cr.)
2017-18	273	133.01
2018-19	325	193.26
2019-20	350	58.29
2020-21	378	62.08
2021-22 (Till Date)	368	13.96