

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

**RAJYA SABHA
UNSTARRED QUESTION No. 554
(TO BE ANSWERED ON 21.07.2022)**

FUNDS SPENT FOR ADVERTISEMENT

554. SHRI ABDUL WAHAB:

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

- (a) the details of amount spent by Government for the purpose of advertisement during the last five years including the name of the agency, Television channels, radio, social media network/ channels or any other firms separately;
- (b) the eligibility criteria in selecting an advertising agency, television channels or Social media networks for the purpose of advertisement;
- (c) whether Government has blacklisted any advertising agency, TV channel, radio, social media network/ channels for any discrepancies; and
- (d) if so, the details thereof?

ANSWER

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

(a): The details of amount spent by Government through Central Bureau of Communication (CBC, erstwhile BOC) for the purpose of advertisement during the last five years are as under:

(Rs. in Crore)

Financial Year	Amount
2017-18	286.04
2018-19	345.81
2019-20	159.97
2020-21	131.90
2021-22	63.13

List of the Television Channels, Pvt. FM Stations and Social Media Networks is available on the CBC's website i.e. www.davp.nic.in.

(b): Policy guidelines related to Audio Visual, TV and Social Media of the CBC lay down the eligibility conditions for empanelment of television channels and Social media agencies. These policy guidelines are available on the CBC's website i.e. www.davp.nic.in.

(c) & (d): CBC has not blacklisted any social media network/ channels, TV Channel, Pvt. FM Station for discrepancies.
