

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

**RAJYA SABHA
UNSTARRED QUESTION No. 239
(TO BE ANSWERED ON 08.12.2022)**

EXPENDITURE ON GOVERNMENT ADVERTISEMENTS

239. SHRI A. A. RAHIM:

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

- (a) the details of the expenditure incurred by Government on print, television, electronic and other forms of advertising over the last five years till date, year-wise and Ministry-wise;**
- (b) the details of national newspapers, news channels and TV channels used for the same, the details of the amount paid to each for advertising in the same period; and**
- (c) the details of the procedure by which advertisements are allotted to various newspapers, news channels and TV channels?**

ANSWER

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

(a): The year-wise and Ministry-wise details of expenditure incurred on advertisements by the Government in the last five years are available on the website of Central Bureau of Communication (CBC), i.e. www.davp.nic.in.

(b): The total expenditure incurred on advertisements through Newspapers and TV channels by the Government from FY 2017-18 to 2022-23 (till 06.12.2022) is as under:

(Rs. in Crores)

Newspapers	TV Channels
1829.18	525.93

(c): CBC, under the Ministry of Information and Broadcasting, releases advertisements through various media platforms keeping in view the campaign requirement, budget of the campaign, target audience and area and preferences indicated by client Ministries/ Departments, and as per the Policy guidelines for empanelment and release of advertisements for concerned media platform which are available on the website of CBC, i.e. www.davp.nic.in.
