

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

**RAJYA SABHA  
UNSTARRED QUESTION No. 241  
(TO BE ANSWERED ON 08.12.2022)**

**EXPENDITURE INCURRED ON ADVERTISEMENTS BY DAVP**

**241. SHRI NARANBHAI J. RATHWA:**

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

- (a) the total expenditure incurred on advertisement by Directorate of Advertising and Visual Publicity (DAVP) during the last 2 years, newspaper-wise and channel-wise;
- (b) whether DAVP has stopped releasing advertisement support to small and medium newspapers/magazines; and
- (c) if so, the reasons therefor with the total expenditure incurred on advertisements to small and medium newspapers/magazines during the last two years?

**ANSWER**

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

**(a): The total expenditure incurred on advertisements by Central Bureau of Communication (CBC) (established by integrating DAVP, Directorate of Field Publicity and Song & Drama Division) during last two years on newspapers and TV channels is as under:**

**(Rs. in Crores)**

| <b>Financial year</b> | <b>Newspapers</b> | <b>TV Channels</b> |
|-----------------------|-------------------|--------------------|
| <b>2020-21</b>        | <b>197.49</b>     | <b>69.81</b>       |
| <b>2021-22</b>        | <b>179.04</b>     | <b>29.30</b>       |

**Newspaper-wise and channel-wise details of expenditure are available on the website of CBC, i.e. [www.davp.nic.in](http://www.davp.nic.in).**

**(b) and (c): No Sir. The details of advertisements issued to medium and small newspapers/ publications during last two years is as under:**

**(Rs. in Crores)**

| <b>Financial year</b> | <b>Medium newspaper/<br/>publication</b> | <b>Small newspaper/<br/>publication</b> |
|-----------------------|--|---|
| <b>2020-21</b>        | <b>56.05</b>                             | <b>79.43</b>                            |
| <b>2021-22</b>        | <b>41.05</b>                             | <b>52.07</b>                            |

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