

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

**RAJYA SABHA
UNSTARRED QUESTION No. 1675
(TO BE ANSWERED ON 03.08.2023)**

INCREASE IN ADVERTISEMENT BUDGET OF BUREAU OF COMMUNICATIONS

1675. SHRI KUMAR KETKAR:

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

- (a) whether it is a fact that Government has increased the advertisement budget of Bureau of Communications from Rs. 200 crore to Rs. 750 crores; and**
- (b) if so, the reasons therefor?**

ANSWER

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

(a) to (b): No Sir. The advertising and publicity budget of Central Bureau of Communication (CBC) for the financial year 2023-24 is Rs. 179 crore and there has not been any increase in it. However, Ministry of Finance, vide its Office Memorandum dated 19th May 2023, has placed 40 percent of budget allocation for 2023-24 of twelve Ministries/Departments/Organizations under the “Object Head No.26: Advertising and Publicity” with

CBC, with an objective of bringing effectiveness in dissemination of information about Government policies and programmes in the most cost effective manner. These funds will be placed with CBC through Letters of Authorisation (LoAs). The placement of funds with CBC is only a procedural simplification for minimizing delay in settlement of bills.
