

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION No. 1699
(TO BE ANSWERED ON 03.08.2023)

'GOVERNMENT ADVERTISEMENTS'

1699. SHRI A.A. RAHIM:

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

- (a) the details of money spent on Government advertisements each year for the last five years;**
- (b) the name of National media and regional media to receive advertisements, State-wise;**
- (c) the details of money spent on each media for advertisements;**
and
- (d) the criteria for the selection of media for the advertisements?**

ANSWER

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

(a) to (d) Central Bureau of Communications (CBC) under the Ministry of Information and Broadcasting undertakes campaigns relating to publicity/ awareness generation about programmes/ schemes of Government of India. The details of expenditure incurred by Central Bureau of Communication (CBC) in this regard

through major media vehicles viz. electronic, print and outdoor publicity media during last five years are as under:

(Rs. In crore)

Financial Year	Electronic Media	Print	Outdoor Publicity
2018-19	514.29	429.55	235.33
2019-20	316.99	295.05	96.14
2020-21	167.90	197.49	44.08
2021-22	101.24	179.04	35.7
2022-23	155.27	220.34	32.85

CBC releases the campaigns relating to publicity/ awareness generation about programmes/ schemes of Government of India through various media vehicles at national and regional level keeping in view factors like target audience, preferred geographical area for the campaign, availability of budget etc., as indicated by the client Ministries/Departments and as per the policy guidelines for empanelment and release of advertisements for respective media vehicles, which are available on the website of CBC i.e. <http://www.davp.nic.in/>.
