

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA

UNSTARRED QUESTION No. 2479

(TO BE ANSWERED ON 10.08.2023)

‘GOVERNMENT SPENDING ON ADVERTISEMENTS’

2479. SMT. JEBI MATHER HISHAM:

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

(a) the data on the money spent on government advertisements – print and electronic media, the details thereof over the last three years;

(b) the data on the money spent on Government advertisements on social media platforms, the details thereof over the past three years; and

(c) whether contract has been awarded to any private agencies to handle Government advertisements on social media platforms, if so, the details of such agencies, including the money given to them over the last three years?

ANSWER

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

(a) and (b) Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes campaigns relating to publicity/ awareness generation about programmes/ schemes of Government of India. The expenditure incurred by CBC on such campaigns through print, electronic and social media during last three years are as under:

(Rs. In Crore)

Financial Year	Print Media	Electronic Media	Social Media
2020-21	197.49	167.90	0
2021-22	179.04	101.24	1.60
2022-23	220.34	155.27	3.29

(c) CBC releases the publicity/awareness campaigns on social media as per the provisions of the “Policy Guidelines for Empanelment of Social Media Platforms with CBC”.
