

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

**RAJYA SABHA
UNSTARRED QUESTION No. 85
(TO BE ANSWERED ON 20.07.2023)**

FUNDS SPENT ON PUBLICITY

85. SHRI ABIR RANJAN BISWAS:

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

- a) the details of the funds spent by the Union Government on print, electronic, and outdoor media publicity during the last five years and the current year and if so, the details thereof;
- b) the details regarding the proportion of the money that was spent on awareness of schemes;
- c) whether Government has conducted any survey to measure the impact of such awareness of schemes;
- d) if so, the details thereof; and
- e) if not, the reason therefor?

ANSWER

**MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS**

{SHRI ANURAG SINGH THAKUR}

(a) and (b): The details of expenditure incurred by Ministries/Departments of Government of India on publicity/awareness of schemes/programmes through the Central Bureau of Communication (CBC) through different media vehicles during last five years and current year are as under :

(Rs. In Crore)

| Financial year | Print | Electronic Media | Outdoor Publicity |
|--|---------------|-------------------------|--------------------------|
| 2018-19 | 429.55 | 514.29 | 235.33 |
| 2019-20 | 295.05 | 316.99 | 96.14 |
| 2020-21 | 197.49 | 167.90 | 44.08 |
| 2021-22 | 179.04 | 101.24 | 35.70 |
| 2022-23 | 220.34 | 155.27 | 32.85 |
| 2023-24 (till 13.07.2023) | 17.09 | 17.37 | 8.70 |

(c) to (e) : An independent third party agency, conducted an all India Survey/Impact Assessment Study of Multi-Media Campaigns executed by CBC covering 722 districts. Findings of the study have been found to be very useful in planning effective communication strategies so as to ensure targeted information dissemination and last mile connectivity.
