GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION No. 91
(TO BE ANSWERED ON 20.07.2023)

GOVERNMENT SPENDING ON ADVERTISING

91. SHRI SYED NASIR HUSSAIN:

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

(a) the details of amount spent on publicity and advertisement of policies and programmes of the Government in last five years including the current year, year-wise;

(b) the details of top 10 newspapers and TV channels in terms of amount spent on advertising Government policies and programmes ;

(c) whether the Ministry is aware that the spending on advertisement and publicity has increased manifold in the last few years; and

(d) if so, whether Government is considering any steps to limit its spending on advertisement and publicity?

ANSWER

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

(a): The year-wise details of expenditure incurred by Central Bureau of Communication (CBC) on publicity and advertisements of policies and programmes of Government through major media vehicles viz. electronic, print and outdoor publicity media during last five years, including the current year, are as under:

(Rs. In Crore)

Financial year	Expenditure
2018-19	1106.88
2019-20	627.67
2020-21	349.01
2021-22	264.78
2022-23	331.01
2023-24 (till 13.07.2023)	34.37

(b) : The details of advertisements expenditure on top 10 newspapers/publications and Pvt. C&S (Cable and Satellite) TV Channels by Government through CBC are available on the website of CBC i.e. www.davp.nic.in.

(c) and (d): CBC releases campaign relating to publicity/awareness about Government schemes/programmes keeping in view the factors like target audience, availability of budget etc. as indicated by the client Ministries/Departments.

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