

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

**RAJYA SABHA
UNSTARRED QUESTION No. 1359
(TO BE ANSWERED ON 14.12.2023)**

‘EXPENDITURE ON ADVERTISEMENTS’

1359. SHRI BINOY VISWAM:

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

- (a) the expenses incurred by Government since 2019 on advertisements, year-wise and Ministry-wise;
- (b) the details of ten Government projects/programmes which have incurred the highest expenditure through advertisements;
- (c) the category-wise details of advertisements issued by Government to print, audio-visual, and digital media and expenditures incurred thereon; and
- (d) the list of ten agencies/companies/organizations with the highest number of advertisements and amount?

ANSWER

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

(a) to (c): The details of expenditure incurred by Central Bureau of Communication (CBC), under Ministry of Information and Broadcasting, on awareness generation/publicity campaigns about schemes and programmes of Government of India through various media vehicles during last few years are available on the website of CBC i.e. <http://www.davp.nic.in/>.

(d): Allocation of advertisements to agencies/companies/organizations is done as per the policy guidelines for respective Media and based on the preferences, target audience and availability of budget as indicated by client Ministries/Departments of Government of India. The number and amount of advertisements given to agencies vary from year to year on the basis of above criteria.
