

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

**RAJYA SABHA
UNSTARRED QUESTION No. 1360
(TO BE ANSWERED ON 14.12.2023)**

EXPENDITURE BY MINISTRIES ON ADVERTISING

1360. SHRI SYED NASIR HUSSAIN:

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

- (a) the details of advertisement expenditure incurred via print medium, including newspapers, magazines, displays, pamphlets, etc., Ministry-wise, scheme-wise, year-wise in the last five years;
- (b) the details of advertisement expenditure incurred via digital medium, including websites, social media platforms, etc., Ministry-wise, scheme-wise, year-wise in the last five years;
- (c) the details of advertisement expenditure incurred via electronic medium, including television, radio, etc., Ministry-wise, scheme-wise, year-wise in the last five years;
- (d) the details of advertisement expenditure incurred via any other medium, Ministry-wise, scheme-wise, year-wise in the last five years;

ANSWER

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

(a) to (d): The details of expenditure incurred by Central Bureau of Communication (CBC), under Ministry of Information & Broadcasting, on awareness generation/ publicity campaigns about schemes and programmes of Government of India through various media vehicles during last 5 years are available on the website of CBC, i.e. www.davp.nic.in.
