

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

**RAJYA SABHA
UNSTARRED QUESTION No. 564
(TO BE ANSWERED ON 07.12.2023)**

DIGITAL ADVERTISING POLICY, 2023

564. SHRI RAM SHAKAL:

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

- a) whether the Ministry has approved an advanced 'Digital Advertising Policy, 2023' to make Central Bureau of Communication a more efficient and powerful body; and
- b) if so, the details thereof?

ANSWER

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

{SHRI ANURAG SINGH THAKUR}

(a) and (b): The Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes awareness campaigns for dissemination of information about schemes, policies and programmes of Government of India. In order to enhance the reach of such campaigns and leverage digital advertisement platform's capabilities to deliver context-specific and user-specific advertisements to citizens with high precision, the Government has approved a Digital Advertisement Policy, 2023 which inter-alia provides for empanelment etc. of various digital media platforms such as OTT platforms, podcasts, internet website and mobile application etc. for release of awareness/publicity campaigns on these platforms. The policy is available on the website of CBC i.e. www.davp.nic.in.
