

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION No. 1361
(TO BE ANSWERED ON 02.08.2024)

DIGITAL ADVERTISING POLICY, 2023

1361. SHRI MITHLESH KUMAR:

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

- (a) the status of the implementation of Digital Advertising Policy 2023;
- (b) the percentage of Government schemes to be allocated for advertisement through the new policy;
- (c) the criteria fixed for inviting and selecting digital platforms for advertising; and
- (d) the details thereof?

ANSWER

**MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND
PARLIAMNTARY AFFAIRS {Dr. L. MURUGAN}**

(a) to (d): The Central Bureau of Communication (CBC), under the Ministry of Information and Broadcasting, undertakes awareness and publicity campaigns for various Government schemes, programmes and initiatives through various media platforms, including digital media, on the basis of the nature of messaging, target audience, availability of budget, etc. indicated by the client Ministries/Departments of Government of India.

CBC has notified the Digital Advertisement Policy, 2023 on 09th November, 2023. This policy specifies the empanelment process and the criteria for selection of digital media platforms such as OTT, podcasts, internet websites, mobile applications etc. and the release of awareness/publicity campaigns on such platforms.
