

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION No. 3284
TO BE ANSWERED ON 20.03.2026**

**EXPENDITURE ON GOVERNMENT ADVERTISEMENTS IN THE DIGITAL MEDIA
BY CBC**

3284. SHRI PARIMAL NATHWANI

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

- (a) whether it is a fact that total expenditure incurred by the Central Bureau of Communication (CBC) on Government advertisements in the digital media is growing;
- (b) if so, the details thereof, for the last five years;
- (c) details of the total expenditure incurred by CBC on Government advertisements across print, electronic, outdoor and digital media in the last three financial years; and
- (d) the percentage breakdown for each medium?

**ANSWER
MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d): The Government, through Central Bureau of Communication (CBC), undertakes dissemination of information regarding its policies, programs and schemes. It is done through various media platforms including print, electronic, outdoor, digital and social media to ensure that citizens are aware of and can benefit from Government policies/schemes.

Expenditure on advertisements of Government policies, programmes and schemes is incurred in accordance with the requirement of various Ministries and Departments of the Government of India.

The details of the total expenditure incurred by CBC on Government advertisements across various media in the last three financial years is available on the website of CBC i.e. www.davp.nic.in.
