

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

**RAJYA SABHA  
UNSTARRED QUESTION No. 3285  
TO BE ANSWERED ON 20.03.2026**

**GOVERNMENT ADVERTISEMENTS THROUGH CBC TO ODIA NEWSPAPERS  
AND TV CHANNELS**

**3285. SHRI MANAS RANJAN MANGARAJ:**

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

- (a) the year-wise details of Government advertisements issued through the Central Bureau of Communication (CBC) to Odia language newspapers and television channels during the last five years;
- (b) the total expenditure incurred on such advertisements, year-wise and media-wise (print and electronic) in Odisha;
- (c) the names of the Odia newspapers and TV channels that received Government advertisements and the amount paid to each of them during the said period; and
- (d) the guidelines followed by CBC while empaneling and releasing Government advertisements to regional language media?

**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 like print, electronic, outdoor, digital etc. Information is disseminated in all scheduled languages including in Odia for maximum outreach.

Information campaigns and advertisements are planned as per the requirements of respective functional Ministries and Departments. The details of expenditure on Government advertisements issued through the CBC in the last five years are available on the website of CBC i.e. [www.davp.nic.in](http://www.davp.nic.in) including for Odia newspapers and TV channels.

The Government has put in place detailed policy guidelines for the release of advertisements to ensure transparency, fairness and accountability. These policy guidelines are available on the website of CBC i.e. [www.davp.nic.in](http://www.davp.nic.in).

\*\*\*\*\*