

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

**RAJYA SABHA
UNSTARRED QUESTION No. 3918
TO BE ANSWERED ON 27.03.2026**

EXPENDITURE BY GOVERNMENT ON SOCIAL MEDIA CAMPAIGNS

3918. SHRI P. WILSON

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

- (a) the year-wise details since 2021 of expenditure incurred by Government on influencers, social media campaigns, celebrities, digital media, print advertisements and outdoor/banners, the details of scheme-wise allocations where applicable; and
- (b) the details of contracts awarded by Doordarshan/Prasar Bharati for campaigns such as “India in Motion” or similar promotional content, including contract value, mode of tender/selection process, date of agreement and whether any retrospective approvals or deviations from procedure were granted?

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

(a) to (b):

The Government, through Central Bureau of Communication (CBC), undertakes dissemination of information regarding its policies, programs and schemes to ensure that citizens are aware of and can benefit from Government policies/schemes.

The year-wise details of expenditure incurred by CBC on advertisements across various media is available on the website of CBC i.e. www.davp.nic.in.

The programme titled “India in Motion” is not an advertisement campaign. It is a thematic television series conceptualized to showcase infrastructure development in the sectors of Railways, Road Transport & Highways, and Civil Aviation.

The series was designed to inform citizens about major infrastructure initiatives undertaken by the Government, which contribute to improved connectivity, economic growth, and enhanced public convenience.

The programme was produced by Prasar Bharati in collaboration with the concerned Ministries. Cost of production is borne by respective ministries.
