

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

**RAJYA SABHA
UNSTARRED QUESTION No. 3919
TO BE ANSWERED ON 27.03.2026**

GOVERNMENT EXPENDITURE ON ADVERTISEMENTS

3919. SHRI IMRAN PRATAPGARHI:

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

- (a) the total expenditure incurred by Government on advertisements in print, electronic and digital media during the last five years, year-wise;
- (b) the criteria adopted for allocation of advertisements to various media houses;
- (c) whether any independent mechanism exists to ensure transparency and prevent preferential allocation; and
- (d) whether Government proposes to place details of advertisement expenditure and beneficiary media organisations in the public domain?

ANSWER

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

(a) to (d):

The Government, through Central Bureau of Communication, undertakes dissemination of information regarding its policies, programs and schemes 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 requirements of various Ministries and Departments of the Government of India.

The details of year-wise advertisement expenditure are available on the website of CBC i.e. www.davp.nic.in. This allocation is done based on extant policy guidelines.

The Government has put in place detailed guidelines and procedures for the release of advertisements to ensure transparency, fairness and accountability. Representations, audit observations, complaints are dealt in accordance with these policies. These policy guidelines are available on the website of CBC i.e. www.davp.nic.in.
