

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 894
TO BE ANSWERED ON 06.02.2026**

EXPENDITURE ON GOVERNMENT ADVERTISING

**894. SHRI DEREK O' BRIEN:
SMT. SAGARIKA GHOSE:**

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the annual expenditure incurred during the past five years on Government advertising in print and broadcast/electronic media, with a breakup by Ministry and Department;
- (b) the yearly spending on promotional activities across social media platforms over the last five years, with figures presented, platform-wise;
- (c) whether Government engaged any private firms or agencies for managing or executing advertisement campaigns on social media during this period; and
- (d) if such agencies were appointed, furnish the list of firms, duration of their engagement, the selection process adopted and the total payments made to each of them during the last five years?

ANSWER

**THE MINISTER STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d): The Central Bureau of Communication (CBC) issues advertisement on behalf of various Ministries/Departments related to schemes/programmes and other initiatives of Government of India. The advertisement campaigns are placed on various social and digital media platforms as per the requirements of the campaign. CBC undertakes empanelment of various media agencies in accordance with the Digital Advertisement Policy, 2023.

The details of the expenditure incurred on the advertisements during last five years are available on the website of CBC i.e. www.davp.nic.in.
