

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION No. 1537
TO BE ANSWERED ON 31.07.2026**

EXPENDITURE ON PRINT ADVERTISEMENTS FOR GST BACHAT UTSAV

1537. DR. SYED NASEER HUSSAIN

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

(a) the details of the expenditure incurred by Government on print media advertisements for the 'GST Bachat Utsav' campaign between 4 September 2025 and 28 October 2025, including the total amount spent, agencies involved and media outlets where advertisements appeared; and

(b) the rationale for allocating public funds for promotional advertisements for the campaign, including the expected outcomes and justification for prioritising such spending over other GST-related taxpayer support measures, compliance assistance or infrastructure improvements?

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

(a) to (b):

The Central Bureau of Communication (CBC) issues advertisements on behalf of various Ministries/Departments as per their requirements related to schemes/programmes and other initiatives of Government of India in line with Print Media Advertisement Policy, 2020. The advertisements are carried out for public information and awareness.

The Details of the expenditure incurred by Government on print media advertisements for the 'GST Bachat Utsav' campaign between 4 September 2025 and 28 October 2025 including the total amount spent, agencies involved and media outlets where advertisements appeared are available on the website of CBC i.e. www.cbcindia.gov.in.
