

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

**LOK SABHA
UNSTARRED QUESTION NO. 3273
TO BE ANSWERED ON 22.3.2017**

GOVERNMENT ADVERTISEMENTS

3273. SHRI G.M.SIDDESHWARA:

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

(a) the details of amount spent by Government on advertisements through print media, electronic media, advertisement boards and other forms of media and the details thereof, department-wise; and

(b) whether any study or assessment has been carried out to ascertain the utility of these advertisements and the benefits accrued from them and if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) The details of amount spent by Government of India on advertisements through Print Media, Electronic Media, advertisement Boards/Outdoor Publicity during 2016-17, till 17.3.2017, are as under:

Advertising Medium	Amount (in Rs.)
Print Media	423.77 Crore
Audio Video (AV)/Electronic Media	509.83 Crore.
Advertisement Boards / Outdoor Publicity (OP)	132.91 Crore.

The details of amount spent of Government Advertisement, department-wise for Print, Audio-Video (AV) and Outdoor Publicity are placed at Annexure-I, II and III respectively.

(b) DAVP has empanelled agencies for conducting impact assessment. The same is carried out on the requirement of concerned client Ministries.

**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA
UNSTARRED QUESTION NO. 3273 FOR REPLY ON 22.3.2017**

Print Media – Bill Generation Report During 2016-2017 as on 17/03/2017		
Sl. No.	Department Name	EXPENDITURE
1	D/o. Agriculture & Cooperation	640224
2	Coconut Development Board	80840
3	National Horticulture Board, Gurgaon	423277
4	Dte. of Mktg. & Inspection, Faridabad	30607
5	National Agricultural Cooperative Marketing Federation (NAFED)	58011
6	Veterinary Council of India, New Delhi	603225
7	ICAR (PRO)	1064935
8	ICAR (Education)	1233438
9	ICAR (Award Cell)	194650
10	ICAR(DIPA), Delhi	45579
11	ASRB	1178805
12	NIRJAFT, Kolkata	2812
13	Instt. of Pesticide Formulation Technology, Gurgaon	194364
14	Indira Gandhi RashtriyaUdan Academy	372155
15	M/o. Coal	2445541
16	D/o. Commerce	249814
17	Federation of Indian Export Organisation	741953
18	Council for Leather Exports, Egmore, Chennai	696720
19	EEPC INDIA,New Delhi	291893
20	Tea Board, India	813
21	D/o. Industrial Policy & Promotion	1371874
22	DG S&D	1397
23	National Productivity Council, Delhi	1259645
24	National Council for Cement & Building Materials, Ballabgarh, Haryana.	655972
25	D/o. Information Technology	6041329
26	DOEACC, New Delhi	2793319
27	National Informatics Centre	3969738
28	NICSI	2270656
29	Controller of Certifying Authority	1699429
30	Software Technology Parks of India, New Delhi	97912
31	National e-Governance Plan (NeGP)	36049
32	National Institute of Electronics And Information Technology (NIELIT),Agartala	204585
33	Electronics Regional Test Laboratory (North),New Delhi	48817
34	Electronics Test and Development Centre, Ajmer	46009
35	Deptt. of Telecommunications	1271289
36	Telecom Regulatory Authority of India	896067
37	Telecom Enforcement Resource And Monitoring (TERM) Cell,Guwahati	160540
38	TRAI - TCEP Fund,Delhi	7699289
39	O/O Controller Of Communication Accounts,Rajsthan Telecom Circle, Jaipur	50447

40	Office of Principal CCA, Delhi Region	44542
41	D/o. Posts	3255564
42	Dte. of Postal Life Insurance	3877025
43	Asstt.Director, CPMG, Delhi Circle	446051
44	Business Development & Mktg. Dte, DakBhavan	9703157
45	Asst.Director, CPMG, MeghdootBhavan, Delhi	88018
46	BD Group,CPMG, MeghdootBhavan, Delhi	146560
47	BD Divn,CPMG, Maharashtra Circle Mumbai	22518
48	Philately Divn. CPMG, MeghdootBhavan, New Delhi	3208379
49	Office of the Senior Manager, Mail Motor Service, Naraina	139149
50	Chief Postmaster General,Jammu	9439
51	Chief Postmaster General,Chhatisgarh circle	2796
52	General Manager(Postal Account and Finance),Kolkata	76263
53	M/o. Corporate Affairs	7575682
54	Serious Fraud Investigation Office	325024
55	Registrar of Companies	6225
56	Official Liquidator, Delhi	52468
57	Investor Education And Protection Fund (IEPF)	3363598
58	Competition Commission Of India (CCI)	1025599
59	The Institute Of Company Secretaries Of India	2069728
60	National Company Law Tribunal	87256
61	D/o. Consumer Affairs	67814734
62	BUREAU OF INDIAN STANDARDS(BIS), Delhi	27469394
63	BUREAU OF INDIAN STANDARDS(BIS), MUMBAI	16510
64	Warehousing Development Abd Regulatory Authority	30107
65	D/o. Food & Public Distribution	588169
66	National Sugar Instt., Kanpur	1555329
67	M/o. Culture	1671459
68	LalitKalaAcademy, Delhi	288044
69	National Library, Delhi	146371
70	National Archives of India, Delhi	1143083
71	National Museum, Delhi	434610
72	National Gallery of Modern Arts, Delhi	399888
73	Delhi Public Library, Delhi	12548
74	National Research Laboratory for Conservation of Cultural Property	28717
75	National Library, Kolkata	24997
76	National Monument Authority, New Delhi	20384
77	Centre for Cultural Resources and Training	755858
78	Kalakshetra Foundation, Chennai	197303
79	Military Engineering Service	139999994
80	DG, EME	6744945
81	DG, AFMS	5156248
82	DG Military Farms	15157
83	JS (Trg) & CAO	1656536
84	Directorate of Public Relations	168500
85	DG,NCC	8023933
86	Defence Services Staff College, Tamil Nadu	46447
87	National Defence Academy, Pune	918607
88	Institute of Defence Studies & Analysis	236077

89	Coast Guard	19033137
90	Territorial Army	997732
91	Services Sports Control Board	158689
92	ADGPI,Indian Army	6441149
93	HQ Integrated Defence Staff	643015
94	HQ Andman And Nicobar Command (ANC)	2620274
95	ADG Admin And Coord	250584
96	Directorate general Of Signals(Sig-2)	7499939
97	Centre for Land Warfare Studies (CLAWS)	13812
98	Deptt. of Defence Production & Supply/Ordnance Factories Board (OFB)	179999886
99	DG, Ordnance Services	16719446
100	DG QA	10382616
101	DG AQA	93611
102	Deptt. of Defence Research & Development/DRDO	152410773
103	Gallium Arsenide Technology Centre, Hyderabad	742360
104	Deptt. of Ex-servicemen Welfare (DG, Resettlement)	2783893
105	Ceremonial & Welfare Dte.	779468
106	KendriyaSainik Board (DGR), Delhi Hq.	1313570
107	Deptt. of Defence Finance (CGDA)	27847
108	Weapons And Electronic System Engineering Establishment(WESEE)	30064
109	Army (Rectt)	28411043
110	DG, Supplies & Transport	10276977
111	Eastern Command	371825
112	Central Command - ST Branch	105535
113	Southern Command	94669
114	Station HQs Field Firing Ranges	729844
115	ADG, Movement	595815
116	School of Artillery, Devlali	326468
117	Army Group Insurance Fund	212213
118	South Western Command (MIS)	697976
119	Army DGR Recruitment	5140384
120	MOD-Cheque	1446670
121	Bengal Engineer GP & Centre, Roorkee	142710
122	ddgit, IHQ	1866867
123	Indian Navy (Rectt.)	159999631
124	Indian Navy (CL)	66067255
125	Indian Air Force(Rectt.)	42591731
126	Indian Air Force (CL)	14743723
127	Ministry of DONER	6125528
128	North Eastern Council,Shillong	1041445
129	Ministry of Earth Sciences	3814613
130	Indian Meteorological Department	799257
131	National Centre for Medium Range Weather Forecasting,Noida	196275
132	Ministry of Environment & Forests	3580475
133	Central Zoo Authority, Delhi	180051
134	National Geological Park, Delhi	22697
135	National Museum of Natural History, Delhi	572487
136	Forest Survey of India	11260
137	Central Pollution Control Board	444804

138	Indira Gandhi National Forest Academy, Dehradun	25113
139	Society of Integrated Coastal Management (SICOM)	52172
140	ITP Division	45706
141	SE-II	17770
142	Indian Council Of World Affairs	72950
143	Deptt. of Expenditure	53036
144	Pension Fund Regulatory & Development Authority	106194569
145	Economic Affairs	89195010
146	SEBI	16162797
147	India Govt. Mint, Noida	1898
148	National Institute Of Public Finance & Policy, Delhi	41511
149	Income Tax (PR & RSP), Delhi.	591689483
150	Commissioner of Income Tax Delhi	232412
151	Directorate Of Income Tax (Systems)	367595
152	Department of Financial Service-Banking Division	29999498
153	Central Board of Excise & Customs	182321
154	PR Customs & Central Excise	258331417
155	Dte. of Logistics, Customs & Central Excise	407
156	Ministry of Food Processing Industries	19999499
157	D/o. Health & FamilyWelfare	32339203
158	Family Welfare (IEC)	100212452
159	National Vector Borne Disease Control Programme	34081680
160	NACO(AIDS)	5033143
161	Dental Council of India	58940
162	Indian Nursing Council	1706314
163	AIIMS	13498323
164	NEIGI, Instt. Shillong	1408707
165	International Instt. of Population Science	122568
166	National Instt. of Communicable Diseases	918603
167	Instt. of Hygiene, Kolkata	6248
168	All India Instt. of PMR, Mumbai	647710
169	DGHS Headquarter	10569768
170	DGHS (Leprosy)	2739359
171	DGHS (TB Division)	6109192
172	DGHS, Ophthalmo	23492114
173	CGHS Headquarter	152189
174	Govt. Medical Stores Depot., Delhi	366767
175	Safdarjung Hospital	3547193
176	Ram MonoharLohia Hospital	8478157
177	Lady Harding Medical College	7763364
178	RAK College of Nursing	499327
179	Indian Medicine Pharmaceutical Corpn. Ltd, Almora	43695
180	INDIAN COUNCIL OF MEDICAL RESEARCH (ICMR), NEW DELHI	1465964
181	NATIONAL INSTITUTE OF HEALTH AND FAMILY WELFARE, MUNIRKA, NEW DELHI	1594250
182	National Population Stabilisation Fund, New Delhi	202311
183	Food Safety And Standard Authority Of India	3339049
184	Port Health Organisation,Cochin	12102
185	Vallabhbbhai Patel Chest Institute,Delhi	373984

186	AIIMS BHOPAL	1000321
187	Deptt. of AYUSH (IEC)	5537861
188	National Medicinal Plants Board, Delhi	1015969
189	Central Council of Indian Medicine	6983
190	Central Council for Homoeopathy	195256
191	National Instt. of Homoeopathy, Kolkata	259116
192	Rashtriya Ayurveda Vidyapeeth	542254
193	Morarji Desai Instt. of Yoga, Delhi	2142466
194	Central Council for Research In Ayurvedic Sciences	2543275
195	NEIFM, Arunachal Pradesh	565299
196	Deptt. of Heavy Industries	331252
197	Cement Corporation of India	76122
198	M/o. Home Affairs (JS, Admn., Public etc.)	1477166
199	National Disaster Management Authority	7768594
200	National Instt. of Disaster Management	80869
201	Registrar General of India(Headquarters), Man Singh Road, New Delhi	7252018
202	Border Security Force	32601910
203	Central Reserve Police Force	22485174
204	Indo Tibetan Border Police - Establishment	12222449
205	Central Industrial Security Force,Recruitment	1623284
206	SashtraSeema Bal-Recruitment	771793
207	National Security Guards	3598911
208	Intelligence Bureau	20483
209	Bureau of Police Research & Development	230371
210	Central Forensic Science Laboratory, Chandigarh	19634
211	Narcotics Control Bureau	304145
212	National Foundation for Communal Harmony	59602
213	Director of Coordination (Police Wireless)	3941
214	Dte. Of National Disaster Response Force(NDRF & CD)	224597
215	National Investigation Agency, New Delhi	5052801
216	Inter-state Council Secretariat, New Delhi	20481
217	National Fire Service College,Nagpur	455102
218	DGCD-Fire Project Cell	25854
219	National Intelligence Grid - NATGRID	21048
220	Central Reserve Police Force,Recruitment	16890901
221	Central Industrial Security Force,Advertisement	1559837
222	Land Ports Authority of India	278768
223	Indo Tibetan Border Police - Recruitment	2891575
224	SashtraSeema Bal-General Administration	589608
225	Central Forensic Science Laboratory, Pune	40820
226	Deptt Of Official Language	297903
227	Building Materials & Technology Promotion Council	999752
228	Dte. of Adult Education	3037976
229	National Book Trust	5223146
230	N.C.E.R.T	1911567
231	Central Board of Secondary Education	17520742
232	Deptt. of Higher Education	1944857
233	Indian Council of Philosophical Research	52042
234	Mahatma Gandhi Hindi Vishvavidyalaya, Delhi	3040

235	Regional Instt. of Education, Ajmer	79734
236	Rashtriya Sanskrit Sansthan, Delhi	813
237	NE Regional Instt. Arunachal Pradesh	5630
238	Delhi University	928220
239	Central Hindi Directorate, Delhi	1117838
240	IIT, Delhi	43488
241	INDIAN INSTITUTE OF TECHNOLOGY, HYDERABAD	9795
242	National Council for Promotion of Sindhi Language, New Delhi	289346
243	Council of Architecture	418575
244	National Institute Of Technology, Delhi	120416
245	Jawaharlal Nehru University	447849
246	IGNOU, Zorhat	14880
247	IGNOU, Guwahati	10880
248	Central University of Tamil Nadu	547005
249	Central University Of Punjab	397103
250	Malviya National Institute of Technology, Jaipur	93968
251	University of Hyderabad	427482
252	National Board Of Accreditation (NBA)	672787
253	Central University Of Rajasthan	258325
254	Central University Of Orissa, Koraput	106631
255	Tata Institute Of Social Science	378727
256	University of Allahabad, Allahabad	4505
257	IFFI, Dte. of Film Festival (P)	542476
258	Indian Instt. of Mass Communication (P)	564555
259	Press Council of India (P)	1025831
260	Children Film Society, Mumbai (P)	18887
261	BHARAT NIRMAN	91038
262	General client Fund	73620775
263	I and B Plan Funds(PL)	396698448
264	I&B Non-Plan Funds(NP)	175980719
265	D.A.V.P.(NP)	1248628
266	Press Information Bureau(NP)	342459
267	Dte. of Field Publicity(NP)	648905
268	Song & Drama Division(NP)	2756471
269	Central Board of Film Certification, Mumbai (NP)	207774
270	Dte. of Film Festival(NP)	8390872
271	Films Division(NP)	1463480
272	National Film Archives of India(NP)	599012
273	Photo Division(NP)	1742699
274	Publication Division(NP)	4659868
275	Registrar Newspapers of India(NP)	189897
276	PB PTI Building, Delhi	5269
277	AIR, Chennai	407
278	AIR Kochi	37003
279	AIR Hyderabad	39978
280	AIR-CCW, Guwahati	10262
281	AIR Kingsway Camp Delhi	34764
282	AIR CCW Silchar	36086
283	AIR CCW Kolkata	10176

284	AIR CCW PushpaBhavan, New Delhi	99124
285	AIR CCW Patna	16276
286	AIR CCW Guwahati	9931
287	AIR CCW Kingsway Camp, Delhi	64465
288	AIR CCW Bangalore	38501
289	AIR CCW (Civil), Chennai	35767
290	AIR CCW Jaipur	39982
291	AIR CCW Itanagar	3154
292	AIR CCW SoochnaBhawan	151005
293	Prasar Bharti, AIR, Administration Section	52472
294	DG AIR, AIR Resources, New Delhi	1424
295	Staff Training Institute(Tech.), AIR and Doordarshan, KINGSWAY, DELHI	36172
296	AIR, External Service Division, New Delhi	1017
297	AIR CCW (ELECT.), Chennai	5620
298	DD Purchase Cell Delhi	462006
299	DD Chief Engineer (NZ), JamNagar House, Delhi	117339
300	DD Chief Engineer (WZ), Mumbai	33756
301	DD Chief Engineer (SZ), Chennai	50457
302	Ministry of Labour & Employment	11771802
303	DG Mine Safety Dhanbad	618303
304	DG Employment & Training	148660
305	Central Employment Exchange	790478
306	Labour Bureau	1595332
307	Employees Provident Fund Orgn.	17141920
308	Deptt. of Legal Affairs	146241
309	Indian Law Institute Bhagwan Das Road, New Delhi	414216
310	Legislative Deptt.	58556
311	M/o Micro, Small & Medium Enterprises	1222
312	Process & Product Development Centre, Agra	21757
313	Credit Guarantee Fund Trust for Small Industries (CGTSI), Mumbai	66618
314	MSME Development Institute (MSME)	24617769
315	Fragrance & Flavour Development Centre, Kannauj	27611
316	Indian Instt.of Entrepreneurship, Guwahati	43339
317	Central Footwear Technology Institute, Agra	121784
318	Ministry of Mines	1045947
319	Geological Survey of India, Delhi	165884
320	Ministry of Minority Affairs	18202104
321	Ministry of New & Renewable Energy	32472864
322	Ministry of Panchayati Raj	18471648
323	Ministry of Parliamentary Affairs	149764
324	Lok Sabha Sectt. (NP)	5651655
325	Rajya Sabha Sectt. (NP)	6316116
326	Deptt. of Administrative Reforms & Public Grievances	11776250
327	C.B.I.	925839
328	Department of Pensions	5071670
329	Ministry of Petroleum & Natural Gas	287870
330	PCRA	3933642
331	Ministry of Power	678

332	Central Electricity Authority	195517
333	Bureau of Energy Efficiency	41855569
334	National Power Trg. Instt. Faridabad	487210
335	National Power Trg. Instt. Badarpur	27356
336	Northern Regional Power Committee	15305
337	North Eastern Power Committee (NERPC)	2553
338	National Rural Roads	164713
339	National Rural Livelihoods promotion Society	592745
340	Deptt. of Drinking Water Supply	51328135
341	Deptt. of Science & Technology	7559414
342	TIFAC	1216497
343	Institute of Advanced Study In Science And Technology,Guwahati	835761
344	National Research Development Corporation,New Delhi	2489206
345	Science And Engineering Research Board (SERB)	573599
346	Deptt. of Biotechnology	1727109
347	Department of Road Transport & Highways	20285907
348	Border Roads Organisation	18898950
349	Road Transport And Highways, Regional Office-Guwahati	3394706
350	Indian Ports Association	622632
351	Ministry of Social Justice	118499847
352	Institute for physically handicapped, Delhi	945674
353	Ali Yavar Jung Instt. Mumbai	338072
354	National Handicapped Finance Corpn.,Faridabad	2147961
355	National Instt. for Social Defence, Delhi	87123
356	Comp. Regional Centre, Guwahati	7792
357	Ambedkar Foundation, Delhi	44322698
358	National Intt. for Orthopaedically Handicapped, Kolkata	214877
359	National Scheduled Castes Finance And Development Corporation	30308
360	Department Of Disability Affairs	112462829
361	Ministry of Statistics & Programme Implementation	1390505
362	National Sample Survey Organisation	266550
363	Indian Statistical Institute, Kolkata	1088
364	Ministry of Steel	236035
365	National Instt. of Steel Technology	135427
366	Ministry of Textiles	1096757
367	Development Commissioner Handloom, Delhi	891250
368	Development Commissioner Handicrafts, Delhi	24745007
369	Textile Committee	24502
370	Central Silk Board, Bangalore	481841
371	Regional Office Of The Textile Commissioner, Navi Mumbai	97594
372	The Synthetic and Rayon Textiles Export Promotion Council, Mumbai	50141
373	Ministry of Tourism	50813684
374	Instt. of Hotel Management, Ahmedabad	68630
375	Ministry of Tribal Affairs (R&M)	10067
376	Ministry of Urban Development	38289830
377	Directorate of Estates	8993
378	Department of Publications	4384
379	Govt. of India Press, Nilokheri, Haryana	7179
380	Govt. of India Press, Aligarh	3945

381	Govt. of India Press, Faridabad	12950
382	Govt. of India Press, Kolkata	6194
383	Ministry of Water Resources	3714369
384	Central Water Commission	152952
385	Central Ground Water Authority	10759454
386	Central Water & Power Research Instt., Pune	129825
387	National Water Development Authority, Delhi	483141
388	Ministry of Women and Child Development	20223597
389	CARA	2680406
390	National Commission for Women	3886921
391	National Institute of Public Co-operation and Child Development	204109
392	Central Social Welfare Board, New Delhi	55556
393	National Commission for Protection of Child Rights, New Delhi	387959
394	Ministry of Youth Affairs & Sports	25589
395	Sports Authority of India	1996
396	Department Of Sports	4290149
397	12TH SOUTH ASIAN GAMES (SAG),GUWAHATI	121491
398	National Sports Development Fund	47615
399	Organizing Committee for BRICS Football Tournament	2911820
400	Election Commission of India	1962580
401	National Human Rights Commission	313314
402	Planning Commission (NP)	324086
403	Unique Identification Authority Of India,UIDAI (Paying)	14865041
404	UIDAI,Regional Office, Banglore	3584921
405	UIDAI,Regional Office, Delhi	2389430
406	UIDAI,Regional Office, Ranchi	2722055
407	UIDAI,Regional Office, Hyderabad	748577
408	UIDAI, REGIONAL OFFICE MUMBAI	999299
409	U.P.S.C (Exam.)	3662924
410	U.P.S.C (Rectt.)	45139471
411	U.P.S.C. (General)	62399
412	President Sectt. (NP)	2707
413	Cabinet Sectt. (NP)	4689122
414	Skill Development And Entrepreneurship	24184113
415	Special Agriculture Campaign	58430957
	TOTAL:-	423,77,39,183

**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA
UNSTARRED QUESTION NO. 3273 FOR REPLY ON 22.3.2017**

AV Expenditure During 2016-17 till 17 March 2017			
Sl. No.	Department Name	Department Code	Expenditure
1	12TH SOUTH ASIAN GAMES (SAG),GUWAHATI	47109	4213976
2	Army (Rectt)	10601	114500
3	BHARAT NIRMAN	22111	1673611
4	Bureau of Energy Efficiency	34106	81833340
5	BUREAU OF INDIAN STANDARDS(BIS), Delhi	8103	3402046
6	BUREAU OF INDIAN STANDARDS(BIS), MUMBAI	8107	62469
7	Business Development & Mktg. Dte, DakBhavan	6305	5528600
8	Central Health Education Bureau, Delhi	17141	2429690
9	Central Reserve Police Force	19111	244055
10	Competition Commission Of India (CCI)	7112	66616
11	Controller of Certifying Authority	6108	739093
12	D.A.V.P.(NP)	22204	160324
13	D/o. Consumer Affairs	8101	53465345
14	D/o. Health & FamilyWelfare	17101	745415324
15	Department Of Disability Affairs	38117	74341434
16	Department of Pensions	32301	1844894
17	Deptt. of Administrative Reforms & Public Grievances	32101	763997
18	Deptt. of AYUSH (IEC)	17201	44790471
19	Deptt. of Drinking Water Supply	35301	1336090508
20	Deptt. of Higher Education	21201	18273562
21	Deptt. of Personnel & Training	32201	772875
22	Deptt. of Rural Development	35101	115328213
23	Deptt. of School Education & Literacy	21101	776561
24	DGHS (TB Division)	17137	175197
25	DGHS Headquarter	17135	2932324
26	Dte. of Film Festival(NP)	22209	1667721
27	Dte. of Postal Life Insurance	6302	16453024
28	Economic Affairs	15201	43774332
29	Election Commission of India	52101	27321
30	Employees Provident Fund Orgn.	23109	3143271
31	Family Welfare (IEC)	17102	8871463
32	General client Fund	22112	290728140
33	I and B Plan Funds(PL)	22201	585263103
34	I&B Non-Plan Funds(NP)	22202	1054432
35	IFFI, Dte. of Film Festival (P)	22101	7449527
36	Income Tax (PR & RSP), Delhi.	15401	568314443
37	Indian Air Force(Rectt.)	10801	41359957
38	Indian Navy (Rectt.)	10701	78975116
39	Insurance Regulatory And Development Authority (IRDA)	15220	151143499
40	M/o. Culture	9101	5435745

41	Ministry of DONER	11101	4148914
42	Ministry of Housing & Urban Poverty Alleviation	20101	824400
43	Ministry of Labour & Employment	23101	22192819
44	Ministry of Minority Affairs	27101	17316346
45	Ministry of Tourism	42101	19445432
46	Ministry of Urban Development	44101	413032106
47	Ministry of Water Resources	45101	48168
48	Ministry of Women and Child Development	46101	119298294
49	NACO(AIDS)	17104	107104088
50	National Organ And Tissue Transplant Organistaion (NOTTO)	17171	4245597
51	National Book Trust	21103	313145
52	National Building Organisation	20103	4395812
53	National Centre Of Organic Farming	1143	5157
54	National Commission for Protection of Child Rights, New Delhi	46108	3292969
55	National Disaster Management Authority	19106	7468349
56	National Instt. of Disaster Management	19107	808992
57	National Pharmaceutical Pricing Authority	2102	776250
58	National Population Stabilisation Fund, New Delhi	17160	1339432
59	National Programme for the Health Care of the Elderly	17173	3373062
60	National Sample Survey Organisation	39102	4010388
61	PCRA	33104	41403992
62	Pension Fund Regulatory & Development Authority	15102	15897366
63	RGI(VS Divn.) & Directors of Census Operations	19109	5851846
64	The Institute Of Company Secretaries Of India	7113	1323763
65	TRAI - TCEP Fund,Delhi	6218	1375783
		Total	509,83,92,589

**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA
UNSTARRED QUESTION NO. 3273 FOR REPLY ON 22.3.2017**

Expenditure on Outdoor Publicity from 01/04/2016 to 17/03/2017		
Sl. no	Dept Name	Amount
1	Dte. of Marketing and Inspection, New Delhi	1372873
2	Dte. of Postal Life Insurance	29971041
3	Asstt. Director, CPMG, Delhi Circle	280869
4	Business Development & Mktg. Dte, DakBhavan	14394051
5	D/o. Consumer Affairs	118079514
6	BUREAU OF INDIAN STANDARDS(BIS), Delhi	6046448
7	Income Tax (PR & RSP), Delhi.	294555612
8	Dte. of Income Tax, Delhi	2834382
9	PR Customs & Central Excise	49176202
10	D/o. Health & FamilyWelfare	137894709
11	DGHS Headquarter	5675000
12	Food Safety And Standard Authority Of India	5205513
13	National Programme for Prevention and Control of Fluorosis (NPPCF)	9878949
14	M/o. Home Affairs, Disaster Management Division	3087476
15	National Disaster Management Authority	4017083
16	I and B Plan Funds(PL)	59033350
17	I&B Non-Plan Funds(NP)	1311
18	D.A.V.P.(NP)	2010
19	Ministry of Labour & Employment	4992550
20	Ministry of Minority Affairs	24719195
21	PCRA	22009616
22	Bureau of Energy Efficiency	54198770
23	Deptt. of Drinking Water Supply	224358259
24	Deptt. of Shipping	24802605
25	Ministry of Social Justice	59639221
26	Department Of Disability Affairs	63326737
27	National Sample Survey Organisation	57519870
28	Ministry of Tourism	10043671
29	Ministry of Urban Development	19470318
30	National Commission for Women	9500805
31	National Commission for Protection of Child Rights, New Delhi	1500065
32	UIDAI,Regional Office, Bangalore	4457633
33	UIDAI, REGIONAL OFFICE MUMBAI	471328
34	Skill Development And Entrepreneurship	2722792
35	Manual Bills	3864574
Total		132,91,04,402