

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

**LOK SABHA
UNSTARRED QUESTION No. 961
(TO BE ANSWERED ON 21.12.2017)**

AMOUNT SPENT ON ADVERTISEMENTS

961. DR. P.K. BIJU:

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

- (a) the details of amount spent by the Union Government on advertisements under the heads – print publicity, audio/visual publicity, outdoor publicity and exhibitions during the last three years, year and Ministry-wise;
- (b) whether there was an increase in Government spending on advertisements since the announcement of demonetization *i.e.* 8th November, 2016 and if so, the details thereof and the reasons therefor; and
- (c) the details of amount spent on promotion of digital transaction during the last three years, year-wise?

ANSWER

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

(a) The details of actual amount spent on advertisements released by Directorate of Advertising and Visual Publicity (DAVP) on behalf of various Central Government Ministries/Departments, during last three years, in various media vehicles, are placed on the website of DAVP (*i.e.* www.davp.nic.in) under the head ‘Newspapers’ under title ‘Lok Sabha Question No. 961’.

The Ministry-wise details of committed expenditure on advertisements released by Directorate of Advertising and Visual Publicity (DAVP) on behalf of various Central Government Ministries/Departments, during last three years, in respect of various media vehicles, is also separately available on the above link.

(b) The commitments of the client Ministries/Departments are dynamic in nature since it depends on their publicity requirement and budget availability. As per the client Ministries/Departments’ requirement, the number of advertisement released fluctuates almost every month. The committed expenditure in respect of advertisements by the Ministries / Departments of Government of India, during the period Nov-Mar 2015-16 & Nov-Mar 2016-17, is given below:

Year	Spending in Rs. Crores
2015-16 (Nov-March)	709.62
2016-17 (Nov-March)	642.11

There was no increase in expenditure on advertisements after announcement of Demonetization.

(c) The expenditure incurred on promotion of digital transaction released through DAVP during the years 2014-15 and 2015-16 was Nil. Expenditure during the year 2016-17 was Rs. 55.41 Crore.
