

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

LOK SABHA

**UNSTARRED QUESTION NO. 1485
TO BE ANSWERED ON 26.07.2018**

EXPENDITURE ON ADVERTISEMENTS

1485. SHRI RAJU SHETTY

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

- (a) the expenditure incurred by the Union and the State Governments on Government Publicity campaigns in the electronic media during the last three years;
- (b) whether it was really needed to highlight the Government programmes/schemes and if so, the details thereof; and
- (c) the reasons for not utilizing the human resources who were associated with these schemes/programmes for the said purpose?

ANSWER

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

(a): The expenditure incurred on advertisements issued on behalf of various Ministries/Departments by Bureau of Outreach and Communication (BOC) (erstwhile Directorate of Advertising and Visual Publicity) through electronic media, viz. TV, Radio, Digital Cinema, Websites and SMS, during the last three years is as under:-

Financial Year	Expenditure (Rs. in Crores)
2015-16	531.60
2016-17	609.14
2017-18	468.93

The information in respect of State Governments is not maintained centrally and is not available with the Central Government.

(b) & (c): The objective of undertaking publicity campaigns of Government programmes/schemes is to enable the intended beneficiaries to become aware of them and utilize the benefits thereof, which is essential for successful implementation of such programmes/schemes, thereby enabling human resources associated with such programmes/schemes to focus on the operational aspects.
