

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

**LOK SABHA
UNSTARRED QUESTION NO. 1702
TO BE ANSWERED ON 20.12.2018**

IMPACT OF GOVERNMENT ADVERTISEMENT

1702. DR. A. SAMPATH:

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

- (a) whether the Union Government proposes to conduct an independent study to gauge the impact of Government advertisements on people and if so, the details thereof;
- (b) whether the said move is aimed at drawing a strategy for judicious use of money for the state publicity works and if so, the details thereof;
- (c) whether the Union Government proposes to curtail expenditure on Government advertisements; and
- (d) if so, the details thereof?

ANSWER

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

(a) & (b) The Bureau of Outreach and Communication (BOC) under the Ministry of Information & Broadcasting undertakes Information, Education and Communication (IEC) campaigns on behalf of the Ministries/Departments of Government of India with regard to their policies/programme. The Ministries / Departments undertake impact study on need basis.

(c) & (d) Expenditure on communication and awareness campaigns by Government of India is dynamic in nature and depends on the publicity requirements of client Ministries/Departments in respect of their programme/schemes and their budget allocation for the purpose, which keeps varying from time to time.
