MEDIA PUBLICITY EXPENDITURE

2701. SHRI DINESH TRIVEDI

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

(a) whether the Union Government has spent around Rs.4400 crore on print, electronic and outdoor media publicity during the last four years and the current year and if so, the details thereof;

(b) the details regarding the proportion of the money that was spent on awareness of schemes;

(c) whether the Government has conducted any survey to measure the impact of such awareness of schemes; 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 schemes administered by different Ministries/Departments have an 'Information, Education and Communication (IEC)' component for publicity/awareness about these schemes among intended beneficiaries. Bureau of Outreach & Communication (BOC), under the Ministry of Information and Broadcasting, undertakes IEC campaigns in respect of these schemes/programmes in consultation with Ministries/Departments based on target audience, budget availability etc. The total expenditure incurred on such IEC campaigns undertaken on behalf of various Ministries/Departments by BOC through different media, since 2014 is as under:

				(Rs. in crore)
Year	Print	Electronic/ Audio-Visual	Outdoor Publicity	Total
2014-15	424.84	473.67	81.27	979.78
2015-16	508.22	531.60	120.34	1160.16
2016-17	468.53	609.14	186.59	1264.26
2017-18	636.09	468.93	208.55	1313.57
2018-19 (upto 7.12.2018)	244.32	229.25	54.39	527.96

(c) & (d): Impact assessment studies on efficacy of the IEC campaigns in respect of various schemes/ programmes are undertaken by the concerned Ministries/Departments either independently or through BOC. No such request was received by BOC from any of the client Ministries during last four years.

***