

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

**LOK SABHA
UNSTARRED QUESTION NO. 2703
TO BE ANSWERED ON 27.12.2018**

MONEY SPENT BY DAVP ON ADVERTISEMENTS

2703. SHRI SUSHIL KUMAR SINGH:

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

- (a) whether the Government proposes to conduct an independent study to gauge the impact of its advertisements on people;
- (b) if so, the details thereof;
- (c) the major findings of such study; and
- (d) the amount of money spent by Directorate of Advertising and Visual Publicity (DAVP) on advertisements during 2017-18 and 2018-19?

ANSWER

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

(a) to (c) Impact assessment studies on efficacy of the Information, Education and Communication (IEC) campaigns in respect of various schemes/programmes are undertaken by the concerned Ministries/Departments, either independently or through Bureau of Outreach and Communication (BOC). No such request was received by BOC from any of the client Ministries during last four years.

(d) The expenditure incurred by BOC (erstwhile DAVP) on communication campaigns, undertaken in respect of various schemes and programmes of Government of India on behalf of different Ministries/Departments during 2017-18 and 2018-19 through different media vehicles is as under:

(Rs. in Crore)

Year	Print	AV	OP
2017-18	636.09	468.93	208.55
2018-19 (till 07.12.2018)	244.32	229.25	54.39
