

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

LOK SABHA

**UNSTARRED QUESTION NO. 556
TO BE ANSWERED ON 13.12.2018**

CONSUMER AWARENESS ON ADVERTISEMENTS

556. SHRI VENKATESH BABU T.G.

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

- (a) the total amount spent by the Government on advertising and publication of various schemes and programmes launched during the last three years, Year-wise;
- (b) whether Advertising Standards Council of India (ASCI) proposes to invest digitally for raising the average consumer awareness on advertisements;
- (c) if so, the details thereof;
- (d) the new policy, if any, initiated by the Union Government to reduce the expenditure on advertisements; and
- (e) if so, the details thereof and if not, the reasons therefor?

ANSWER

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

(a): The total expenditure incurred by Bureau of Outreach & Communication (BOC) on Information, Communication and Education (ICE) campaigns undertaken in respect of various schemes and programmes of Government of India on behalf of different Ministries/Departments during last three years, is as under:

(Rs. in Crore)

Year	Amount Spent
2015-16	1188.85
2016-17	1285.77
2017-18	1337.26

(b) & (c): The Advertising Standards Council of India (ASCI), a self-regulatory voluntary organization of advertising industry, is active on various digital platforms like Facebook, Twitter, Youtube, Instagram, LinkedIn and Whatsapp to raise awareness amongst people at large with regards to the advertisement codes framed by it.

(d) & (e): The expenditure incurred on ICE of various schemes of Government of India is dynamic in nature and depends on their publicity requirement, keeping in view the target audience, budget availability, etc.
