

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 602
TO BE ANSWERED ON 13.12.2018

EXPENDITURE INCURRED ON ADVERTISEMENTS

602. SHRI ASHOK MAHADEORAO NETE:
SHRI S.P. MUDDAHANUME GOWDA:
SHRI B.V. NAIK:

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

- a) the total expenditure incurred by the Union Government on advertisements through print media, electronic media, advertisement-boards and other types of media including social media during the last four years and the current year, department-wise;
- b) whether any study or assessment has been made to find out utility of these advertisements and benefits accrued thereof;
- c) if so, the details thereof;
- d) the advertising agencies which are empanelled for the above purpose; and
- e) the names of such agencies alongwith the details of payments made during the last four years by the Union Government?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION AND BROADCASTING

{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) The 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 from 2014-15 till date through different media vehicles is as under:

(Rs. in Crore)

Year	Print	AV*	OP
2014-15	424.84	473.67	81.27
2015-16	508.22	531.60	120.34
2016-17	468.53	609.14	186.59
2017-18	636.09	468.93	208.55
2018-19 (till 07.12.2018)	244.32	229.25	54.39

*AV includes TV, Radio and Digital Media

The Department-wise details of the above expenditure during the respective years is available on the BOC website on the link '<http://www.davp.nic.in / loksabhaquestion.html>'.

(b) & (c) Impact assessment studies on efficacy of the ICE 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 from June 2014.

(d) & (e) The empanelment of agencies with BOC for conducting the impact assessment studies has expired in July, 2016. A Request for Proposal (RFP) has already been floated by BOC for empanelment of new agencies for this purpose. Since no such study has been undertaken by BOC during the last four years, the payment made in this regard for this period is nil.
