

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

**LOK SABHA
UNSTARRED QUESTION NO. 652
TO BE ANSWERED ON 13.12.2018**

INVESTMENT IN ADVERTISEMENTS

652. SHRI MALLIKARJUN KHARGE:

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

- (a) whether the Government is investing huge amount for advertisements to all media, both print and electronics in the country through Directorate of Advertising and Visual Publicity (DAVP) and if so, the details thereof;
- (b) the total investment in advertisement to electronic and print media since 2014- 15, year-wise and State-wise; and
- (c) the advertisements payment cleared by the Government against the bills of media therein, year-wise and State-wise?

ANSWER

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

(a) Bureau of Outreach and Communication (BOC) (erstwhile DAVP) undertakes communication campaigns through a combination of different media vehicles for creating awareness about various schemes/programmes of Government of India, being administered by different Ministries/Departments, among the intended beneficiaries. Such expenditure is a small percentage of the budgetary provisions made for these schemes and is provided under the "Information, Communication and Education (ICE)" component of these schemes. The media campaigns for various Ministries/Departments are undertaken based on the target audience, budget availability etc. indicated by them.

(b) & (c) The total expenditure incurred on ICE campaigns undertaken on behalf of various Ministries/Departments by BOC through different media, since 2014-15 till December, 2018 is as under:

(Rs. in Crore)

Year	Print	Audio Visual
2014-15	424.84	473.67
2015-16	508.22	531.60
2016-17	468.53	609.14
2017-18	636.09	468.93
2018-19 (till 07.12.2018)	244.32	229.25

The above figures are in respect of actual payments made to the concerned agencies against the bills submitted by them.

The year-wise and State-wise break-up of the expenditure incurred on publicity/awareness campaigns through electronic and print media from 2014-15 till November, 2018 is available in the link '<http://www.davp.nic.in/loksabhaquestion.html>'.