

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

**LOK SABHA
UNSTARRED QUESTION NO. 1220
TO BE ANSWERED ON 28.06.2019**

EXPENDITURE INCURRED BY DAVP

1220. SHRI MOHANBHAI KALYANJI KUNDARIYA:

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

- (a) the details of expenditure incurred by DAVP during each of the last three years on advertisements in newspapers, magazines and the electronic media;
- (b) whether DAVP has reviewed or proposes to review the media/publicity strategy of the Government and its Departments particularly in the light of the technological advancements and the latest trends in the media;
- (c) if so, the details thereof;
- (d) whether the Government proposes to rationalise expenditure on account of advertisements by the DAVP; and
- (e) if so, the measures taken and the success achieved so far in this regard?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; AND
MINISTER OF INFORMATION AND BROADCASTING
{SHRI PRAKASH JAVADEKAR}**

(a) The expenditure incurred by Bureau of Outreach and Communication (erstwhile DAVP) on communication campaigns, undertaken in respect of various schemes and programmes of Government of India on behalf of different Ministries/Departments during each of the last three years is as under:

(Rs in Crore)

Year	Print	Audio-Visual
2016-17	468.53	609.14
2017-18	636.09	468.93
2018-19	429.55	514.29

(b) & (c) Bureau of Outreach and Communication (BOC) adopts technological advancements in the media field with inception of new mediums of publicity. New mediums like Digital Cinema, Internet websites and SMS are being used as new publicity media.

(d) & (e) BOC disseminates information about various policies, programmes and schemes of Government by using various media vehicles keeping in view the requirements of client Ministries/Departments, budget of the campaign and target groups.
