

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

**LOK SABHA  
UNSTARRED QUESTION No. 5659  
(TO BE ANSWERED ON 26.07.2019)**

**IMPACT OF GOVERNMENT ADVERTISEMENT**

**5659. MS. RAMYA HARIDAS:**

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

- (a) whether the Government plans to conduct an independent study to gauge the impact of Government advertisements on citizens, if so, the details thereof;
- (b) whether the said move is aimed at drawing a strategy for judicious use of money for the Government related publicity work, if so, the details thereof; and
- (c) whether Government has any plan to curtail expenditure on public advertisements and if so, the details thereof?

**ANSWER**

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

**(a) & (b) The Bureau of Outreach and Communication (BOC) under the Ministry of Information & Broadcasting undertakes Information, Education and Communication (IEC) campaigns on behalf of the Ministries/Departments of Government of India with regard to their policies/programme. The Ministries/Departments undertake impact study on need basis.**

**(c) Expenditure on communication and awareness campaigns by Government of India is dynamic in nature and depends on the publicity programme/schemes and their budget allocation for the purpose, which keeps varying from time to time.**

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