

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

**LOK SABHA  
UNSTARRED QUESTION No. 2295  
(TO BE ANSWERED ON 14.03.2023)**

**'DELAY IN ADVERTISEMENT PAYMENT TO MEDIA AGENCIES'**

**2295. SHRIMATI SAJDA AHMED:**

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

- (a) whether the Government has taken note of the report of the unexpected delay of the advertisement payment to the media agencies by Bureau of Outreach and Communication (BOC);
- (b) if so, the details thereof and action taken by the Government in this regard;
- (c) the details of the pending dues to the broadcaster as on date; and
- (d) the details of the distribution of advertisement for publicity of the Azadi Ka Amrit Mohatsav in different languages including Bangla and Urdu?

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS {SHRI ANURAG SINGH THAKUR}**

**(a) to (c) Payment by Central Bureau of Communication (CBC, erstwhile BOC) for advertisements is a continuous process and is done when the bills from publications/ other vendors are found to be in order and complete in all respect and as per availability of funds from the concerned client Ministries/Departments. Regular follow up is also done by Ministry of Information and Broadcasting and CBC with client Ministries/Departments for clearing the outstanding bills and liquidating the pendency.**

**(d) CBC carried out campaign on the theme Azadi Ka Amrit Mahotsav through Private FM Stations and Print Media for Ministry of Culture which includes campaigns in Urdu and Bangla languages also.**

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