

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO 3935
TO BE ANSWERED ON 24th MARCH 2023**

ADVERTISEMENT ON HEALTH PROGRAMMES

3935: SHRI NARANBHAI KACHHADIYA:

Will the Minister of **HEALTH & FAMILY WELFARE** be pleased to state:

- a) whether it is a fact that the Government is planning to avoid or stop advertisement in print media for creating public awareness on health programmes;
- b) if so, the details thereof;
- c) the manner in which the Ministry is planning to reach out to that section of population which can only be reached out through print media; and
- d) the details of advertisements given to regional language print media and expenditure incurred on such advertisements on health programmes and schemes, during the last three years, State-wise, year-wise?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(DR. BHARATI PRAVIN PAWAR)**

- (a) to (c) Ministry of Health and Family Welfare releases advertisements in Print media for creating public awareness on health programmes/issues through Bureau of Outreach and Communication (BOC), Ministry of Information and Broadcasting.
- (d) The details of committed expenditure on advertisements of health programmes & schemes (Health and Family Welfare) to regional language newspapers during the last 3 years are given at Annexure- (I to III)

State-wise, Language-wise details of advertisement given to print media for M/o Health and Family Welfare during 2019-20			
Sl No.	State Name	Language	Amount (in Rs.)
1	ANDHRA PRADESH	TELUGU	962081
2	ASSAM	ASSAMESE	441487
3	ASSAM	BENGALI	180381
4	ASSAM	NEPALI	22070
5	BIHAR	HINDI	2291621
6	BIHAR	URDU	340782
7	CHANDIGARH	HINDI	102400
8	CHANDIGARH	PUNJABI	316776
9	CHHATTISGARH	HINDI	2105723
10	DADRA AND NAGAR HAVELI	HINDI	185657
11	DAMAN AND DIU	GUJARATI	200779
12	DAMAN AND DIU	HINDI	26647
13	DELHI	HINDI	6591862
14	DELHI	URDU	154300
15	GOA	MARATHI	124166
16	GUJARAT	GUJARATI	3085784
17	GUJARAT	HINDI	1261300
18	GUJARAT	MARATHI	19034
19	HARYANA	HINDI	1776608
20	HIMACHAL PRADESH	HINDI	649778
21	JAMMU AND KASHMIR	HINDI	78456
22	JAMMU AND KASHMIR	URDU	517638
23	JHARKHAND	BENGALI	20162
24	JHARKHAND	HINDI	1303135
25	JHARKHAND	SANTHALI	17390
26	JHARKHAND	URDU	193893
27	KARNATAKA	KANNADA	1942568
28	KARNATAKA	URDU	26647
29	KERALA	MALAYALAM	2506640
30	MADHYA PRADESH	HINDI	4566265
31	MADHYA PRADESH	URDU	17390
32	MAHARASHTRA	GUJARATI	133761
33	MAHARASHTRA	HINDI	2935552
34	MAHARASHTRA	MARATHI	3971522
35	MAHARASHTRA	URDU	85089
36	MANIPUR	MANIPURI	311211
37	MEGHALAYA	GARO	12855
38	MEGHALAYA	KHASI	60382
39	MIZORAM	MIZO	213176
40	ODISHA	HINDI	9228
41	ODISHA	ODIA	2859834

42	PUDUCHERRY	TAMIL	125992
43	PUNJAB	HINDI	1409150
44	PUNJAB	PUNJABI	890072
45	RAJASTHAN	HINDI	6077473
46	RAJASTHAN	SINDHI	19034
47	SIKKIM	NEPALI	143041
48	TAMIL NADU	TAMIL	1555140
49	TELANGANA	HINDI	6864
50	TELANGANA	TELUGU	1118562
51	TELANGANA	URDU	43800
52	TRIPURA	BENGALI	229100
53	UTTAR PRADESH	HINDI	6073601
54	UTTAR PRADESH	URDU	492638
55	UTTARAKHAND	HINDI	893966
56	WEST BENGAL	BENGALI	1432212
57	WEST BENGAL	HINDI	267512
58	WEST BENGAL	NEPALI	70787
59	WEST BENGAL	URDU	79941

State-wise, Language-wise details of advertisement given to print media for M/o Health and Family Welfare during 2020-21			
Sl No.	State Name	Language	Amount (in Rs.)
1	ANDHRA PRADESH	TELUGU	43238
2	ARUNACHAL PRADESH	HINDI	2168
3	ASSAM	ASSAMESE	41630
4	BIHAR	HINDI	508450
5	BIHAR	URDU	94625
6	CHANDIGARH	HINDI	18767
7	CHANDIGARH	PUNJABI	114856
8	CHHATTISGARH	HINDI	289782
9	DADRA AND NAGAR HAVELI	GUJARATI	1846
10	DADRA AND NAGAR HAVELI	HINDI	28493
11	DAMAN AND DIU	GUJARATI	1846
12	DAMAN AND DIU	HINDI	3692
13	DELHI	HINDI	677415
14	DELHI	URDU	45681
15	GOA	MARATHI	1846
16	GUJARAT	GUJARATI	474266
17	GUJARAT	HINDI	374080
18	HARYANA	HINDI	1467096
19	HIMACHAL PRADESH	HINDI	72548
20	JAMMU AND KASHMIR	HINDI	2145
21	JAMMU AND KASHMIR	URDU	115673
22	JHARKHAND	BENGALI	18767
23	JHARKHAND	HINDI	360890
24	JHARKHAND	SANTHALI	10540
25	JHARKHAND	URDU	81155
26	KARNATAKA	KANNADA	97526
27	KERALA	MALAYALAM	256372
28	MADHYA PRADESH	HINDI	337610
29	MADHYA PRADESH	URDU	17390
30	MAHARASHTRA	GUJARATI	31750
31	MAHARASHTRA	HINDI	541389
32	MAHARASHTRA	MARATHI	517449
33	MAHARASHTRA	URDU	32300
34	MANIPUR	MANIPURI	78126
35	MANIPUR	MEETEILON	1603
36	MEGHALAYA	GARO	1603
37	MEGHALAYA	KHASI	9185
38	MIZORAM	MIZO	26942
39	NAGALAND	NAGA	4578
40	ODISHA	ODIA	294258
41	PUDUCHERRY	TAMIL	34808
42	PUNJAB	HINDI	335734

43	PUNJAB	PUNJABI	216714
44	RAJASTHAN	HINDI	1150773
45	SIKKIM	NEPALI	33344
46	TAMIL NADU	HINDI	22070
47	TAMIL NADU	TAMIL	254010
48	TELANGANA	TELUGU	163344
49	TRIPURA	BENGALI	33418
50	UTTAR PRADESH	HINDI	649734
51	UTTAR PRADESH	URDU	156564
52	UTTARAKHAND	HINDI	368114
53	WEST BENGAL	BENGALI	333646
54	WEST BENGAL	HINDI	34583
55	WEST BENGAL	URDU	32107

Annexure-III

State-wise, Language-wise details of advertisement given to print media for M/o Health and Family Welfare during 2021-22			
Sl No.	State Name	Language	Amount (in Rs.)
1	ANDHRA PRADESH	TELUGU	640708
2	ARUNACHAL PRADESH	HINDI	39271
3	ASSAM	ASSAMESE	347649
4	ASSAM	BENGALI	142775
5	ASSAM	BODO	24572
6	ASSAM	HINDI	26633
7	ASSAM	NEPALI	17201
8	ASSAM	URDU	8911
9	BIHAR	HINDI	2430006
10	BIHAR	URDU	659843
11	CHANDIGARH	HINDI	364887
12	CHANDIGARH	PUNJABI	362586
13	CHHATTISGARH	HINDI	1436628
14	DADRA AND NAGAR HAVELI	HINDI	28041
15	DAMAN AND DIU	GUJARATI	17390
16	DAMAN AND DIU	HINDI	10651
17	DELHI	HINDI	3001042
18	DELHI	PUNJABI	36172
19	DELHI	URDU	285581
20	GOA	MARATHI	59447
21	GUJARAT	GUJARATI	2767642
22	GUJARAT	HINDI	1517734
23	GUJARAT	MARATHI	9182
24	HARYANA	HINDI	1452961
25	HIMACHAL PRADESH	HINDI	294301
26	JAMMU AND KASHMIR	HINDI	183922
27	JAMMU AND KASHMIR	URDU	485183
28	JHARKHAND	BENGALI	60295
29	JHARKHAND	HINDI	1489006
30	JHARKHAND	URDU	813560
31	KARNATAKA	KANNADA	1148697
32	KARNATAKA	MARATHI	36172
33	KARNATAKA	URDU	43227
34	KERALA	MALAYALAM	1888053
35	MADHYA PRADESH	HINDI	4970768
36	MAHARASHTRA	GUJARATI	97790
37	MAHARASHTRA	HINDI	2128681
38	MAHARASHTRA	MARATHI	4032076
39	MAHARASHTRA	TAMIL	26737
40	MAHARASHTRA	URDU	193627
41	MANIPUR	MANIPURI	105500
42	MANIPUR	MEETEILON	12714

43	MEGHALAYA	GARO	8911
44	MEGHALAYA	HINDI	12714
45	MEGHALAYA	KHASI	89524
46	MIZORAM	MIZO	114930
47	NAGALAND	NAGA	11653
48	ODISHA	HINDI	41041
49	ODISHA	ODIA	3859183
50	PUDUCHERRY	TAMIL	45906
51	PUNJAB	HINDI	1564796
52	PUNJAB	PUNJABI	1391217
53	RAJASTHAN	HINDI	5356344
54	SIKKIM	NEPALI	74240
55	TAMIL NADU	HINDI	34401
56	TAMIL NADU	TAMIL	1647726
57	TAMIL NADU	TELUGU	13386
58	TELANGANA	TELUGU	709551
59	TELANGANA	URDU	9738
60	TRIPURA	BENGALI	305481
61	UTTAR PRADESH	HINDI	7703468
62	UTTAR PRADESH	URDU	1109965
63	UTTARAKHAND	HINDI	1216918
64	UTTARAKHAND	URDU	25837
65	WEST BENGAL	BENGALI	1082614
66	WEST BENGAL	HINDI	373768
67	WEST BENGAL	NEPALI	17201
68	WEST BENGAL	URDU	191358