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

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# Annexure-III

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