

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

**LOK SABHA
STARRED QUESTION No. *62
(TO BE ANSWERED ON 25.07.2023)**

EMPANELMENT OF SOCIAL MEDIA INFLUENCER MARKETING AGENCIES

***62. SHRI MANISH TEWARI:**

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

- (a) whether the Government has any plan to ensure fair ad revenue distribution and prevent social media space monopolization with the increasing reliance on influencers for the Government advertising and if so, the details thereof;
- (b) whether it is a fact that the Government has empanelled social media influencer marketing agencies and if so, the detailed list of such agencies;
- (c) whether it is a fact that the Government has collaborated or intends to collaborate with social media influencers under the aforesaid empanelment under a tender dated March 07, 2023 "Request for Empanelment (RFE) for selection of Influencer Marketing Agencies for Empanelment with MyGov" and if so, the detailed list of such influencers; and
- (d) the details of the amount of revenue(s) spent on empanelment of aforesaid social media marketing agencies/influencers under the tender dated March 07, 2023?

ANSWER

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

(a) to (d) A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF
LOK SABHA STARRED QUESTION NO. *62 FOR ANSWER ON
25.07.2023**

(a) Central Bureau of Communications (CBC) under the Ministry of Information and Broadcasting undertakes campaigns relating to publicity/ awareness generation of programmes/ schemes of Government of India. For this purpose, the CBC has in place transparent Policy Guidelines for empanelment of media/agencies and release of advertisements and other promotions on media platforms, including for digital media/social media.

(b) to (d) Ministry of Electronic and Information Technology (MeitY) has informed that MyGov has in March, 2023 undertaken a process for empanelment of influencer marketing agencies with an objective of enabling wider dissemination and enhance citizen engagement in respect of information related to various schemes/campaigns/initiatives of Government of India. Based on response to the bid, MyGov has empanelled four agencies. No amount has been spent under the said empanelment process till date.
