

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

**LOK SABHA
UNSTARRED QUESTION No. 1869
(TO BE ANSWERED ON 01.08.2023)**

FUNDS FOR ADVERTISING AND PUBLICITY

1869. SHRI MANISH TEWARI:

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

- a) whether the Ministry is aware about the funds allocated for the Central Bureau of Communications (CBC) for 2023-24 and if so, the details thereof;**
- b) whether the Ministry has made any representation to the Ministry of Finance in respect to its order dated May 19, 2023 to allot 40 percent of the funds for “Advertising and Publicity” being placed at the disposal of the CBC and if so, the details thereof;**
- c) whether the additional funds will be obtained by the CBC post the aforementioned order by the Ministry of Finance; and**
- d) the extent to which the additional funds obtained by the CPC will be spent and the manner in which the Ministry justifies obtaining spending rights on 40 percent of publicity budgets appropriated under separate line items specific to each Ministry?**

ANSWER

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

(a) to (d): Ministry of Finance, vide its office memorandum dated 19th May 2023, has placed 40 percent of budget allocation for 2023-24 of twelve Ministries/Departments/Organizations under the “Object Head No. 26: Advertising and Publicity” with Central Bureau of Communication (CBC) under the Ministry of Information & Broadcasting.

The funds placed with CBC will be utilized for targeted and efficient messaging of Government’s schemes in a cost effective manner and through theme based media campaign in consultation with respective Ministries/Departments.
