

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

**LOK SABHA
UNSTARRED QUESTION No. 1445
(TO BE ANSWERED ON 12.12.2023)**

‘DIGITAL ADVERTISEMENT POLICY, 2023’

1445. SHRI RAVNEET SINGH BITTU:

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

- (a) whether the Government has recently approved the Digital Advertisement Policy, 2023 and if so, the details thereof;
- (b) whether this policy will help in creating awareness about various programmes and policies of the Government;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) whether the Government is taking any other measures for better dissemination of information related to the Government programmes and policies in the country; and
- (e) if so, the details thereof and if not, the reason therefor?

ANSWER

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

(a) to (e): The Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes awareness campaigns for dissemination of information about schemes, policies and programmes of Government of India through various media platforms such as Print Media, Private Cable and Satellite (C&S) TV Channels, Private FM Radio Stations, Digital Cinema Agencies, Community Radio Stations, Internet websites, Social media, Exhibitions, inter personal communications etc.

In order to enhance the reach of such campaigns and leverage digital advertisement platform's capabilities, the Government has approved a Digital Advertisement Policy, 2023 which inter-alia provides for empanelment etc. of various digital media platforms such as OTT platforms, podcasts, internet website and mobile application etc. for release of awareness/publicity campaigns on these platforms. The policy is available on the website of CBC i.e. www.davp.nic.in.
