

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

**LOK SABHA
UNSTARRED QUESTION NO. 1989
TO BE ANSWERED ON 29.11.2019**

OUTDOOR ADVERTISEMENTS

1989. SHRI MANISH TEWARI:

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

(a) the amount of money spent by the Government of India and Central PSUs on Print, Broadcasting, Social Media and Outdoor Advertisements between 26.5.2014 to 30.9.2019, year-wise, Ministry-wise, CPSU-wise, genre-wise and recipient entity-wise;

(b) the share of the Government advertising in the revenue streams of the top 20 Indian Media companies between 1.4.2014 to 30.9.2019, year-wise and recipient entity-wise, the top twenty media companies to be indexed in terms of their total annual turnover;

(c) the amount of money spent on advertising in the International media namely foreign newspapers, television channels and social media platforms by Ministries/CPSUs between 1.4.2014 to 30.9.2019, Ministry/CPSU and recipient entity-wise; and

(d) whether any cost benefit analysis has been done to benchmark the efficacy of the Government's media/publicity/ communications outreach programmes/ strategies in terms of money spent on advertising and if so, the details thereof?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
{SHRI PRAKASH JAVADEKAR}**

(a) The Bureau of Outreach and Communication (BOC) under Ministry of Information and Broadcasting releases notices for tenders, auctions, recruitments etc. and also undertakes awareness campaigns and dissemination of information about the Government schemes and programmes through various media. The year-wise, Ministry-wise details of expenditure by BOC on release of advertisements through various media between 26.05.2014 and 30.09.2019 are available on the website of BOC i.e <http://davp.nic.in>. During 2013-14 to 2019-20, the per sq cm rate of advertisements released in print media has increased from Rs 42.31 to Rs 62.13. However, the average per year print media space of advertisement given by BOC has gone down from 11.88 crore sq cm during the year 2009-10 to 2013-14 to 10.95 crore sq cm for 2014-15 to 2018-19.

(b) Details regarding revenue of private media houses are not maintained by Government of India.

(c) The Ministry of Information and Broadcasting does not issue advertisements in foreign newspapers and foreign television channels.

(d) The Bureau of Outreach and Communication (BOC) undertakes Information, Education and Communication (IEC) campaigns on behalf of the Ministries/Departments of Government of India with regard to their policies/programme. The Ministries/Departments undertake impact assessment studies on need basis.
