

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 2858
TO BE ANSWERED ON 12.03.2021

ADVERTISEMENTS IN ALL LANGUAGES

2858. SHRI HIBI EDEN:

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

(a) whether the Government is aware that many advertisements about various projects and products are being aired/published on various television channels and print media in the country, if so, the details thereof;

(b) whether the Government has any mechanism to bring advertisements in all languages including local languages to make people aware of the provisions and impact of various Acts/Laws and if so, the details thereof;

(c) whether the Government has sanctioned any payments to various institutions as advertising expenditure in this regard and if so, the details thereof indicating its total cost and amount sanctioned, language-wise and media-wise;

(d) if not, the estimated cost likely to be sanctioned, language-wise and media-wise?

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) & (b) The Bureau of Outreach & Communication (BOC) under Ministry of Information and Broadcasting undertakes awareness campaigns through different media vehicles on behalf of various Ministries/Department of Government of India to disseminate information about the schemes/programmes to create awareness among the intended beneficiaries.

Advertisements are released in Hindi, English and other regional languages through different media vehicles, keeping in view the campaign requirements, targeted groups, geographical region, budget, etc.

(c) & (d) Payment made to Print and Television media for release of Government advertisements since April 2020 till date, is Rs. 174.68 Crore and Rs 64.67 Crore respectively. The language-wise expenditure incurred in these media during the said duration is available at BOC's website www.davp.nic.in.
