

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA
UNSTARRED QUESTION NO. 822
TO BE ANSWERED ON 05.02.2021

GOVERNMENT ADVERTISEMENTS

822. SHRI RAHUL GANDHI:

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

(a) the list of websites and social media platforms currently empanelled for Central Government advertisements;

(b) whether the Government has declined to empanel or suspended empanelment of any website/social media platform since 2014;

(c) if so, the details thereof and reasons therefor;

(d) the ministry-wise details of campaigns executed by the Bureau of Outreach and Communications on social media and websites over the last three years; and

(e) social media platform-wise details of payments made for buying inventory and space for various campaigns and public advertising since 2014, including payments made in foreign currency?

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 list of websites and social media platforms currently empanelled with Bureau of Outreach and Communication (BOC) under Ministry of Information and Broadcasting is available at BOC's website i.e www.davp.nic.in.

(b) & (c) The website/social media platforms are empanelled as per the provisions of 'Policy Guidelines and Criteria for Empanelment and Rate Fixation for Central Government Advertisements on Websites' and 'Policy Guidelines for Empanelment of Social Media Platforms with BOC'.

(d) The Ministry-wise details of campaigns executed by BOC on social media and websites over the last three years are available at BOC's website i.e www.davp.nic.in.

(e) The expenditure incurred by BOC on advertisements of Government programmes and policies through social media was Rs. 5.81 Crores since 2014.
