

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

**LOK SABHA
UNSTARRED QUESTION No. 1399
(TO BE ANSWERED ON 07.12.2021)**

AMOUNT SPENT FOR ADVERTISEMENT

1399. SHRI M. BADRUDDIN AJMAL:

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

- (a) the details of the amount that has been spent for advertisements by the Government in electronic as well as print media during the last three years;
- (b) the details of the expenditure and the purpose for advertisement during the said period;
- (c) the details of all the beneficiary news channels and newspapers indicating the amount given to thereon; and
- (d) the details of criteria and rules on the basis of which a news channel and newspaper becomes eligible for Government's advertisement?

ANSWER

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

(a) & (b): The amount committed for advertisements by the Government through print and electronic media during the period 2018-19 to 2020-21 is Rs. 1698.98 Crore.

The primary objective of the Government advertising is to create awareness of Government policies and schemes among the intended beneficiaries including the population living in far flung and remote areas, through Print, Electronic & Outdoor Media.

(c): The details of the news channels and newspapers along with the amount of advertisement given during last three years are available at Bureau of Outreach and Communications (BOC's) website i.e. www.davp.nic.in .

(d): BOC releases advertisements through various media vehicles on the basis of criteria laid down in the policy guidelines for release of advertisements and empanelment of concerned media which are also available on BOC's website i.e. www.davp.nic.in .
