

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

LOK SABHA

**UNSTARRED QUESTION No. 1468
(TO BE ANSWERED ON 07.12.2021)**

REDUCING ADVERTISING TO PRINT MEDIA

1468. SHRI SISIR KUMAR ADHIKARI:

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

- (a) whether it is a fact that bureau of outreach and communication (BOC) has reduced support of advertisement to the print media during the last two years;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) the total advertisement support to newspapers, since FY 2018 therein;
- (d) the details of advertisement support to electronic media including TV, Radio and social media platforms since 2018 thereof; and
- (e) time by which the print media will get full fledged support by the Government thereof?

ANSWER

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

(a) to (e) The Bureau of Outreach & Communication (BOC) under Ministry of Information and Broadcasting undertakes awareness campaigns through different media vehicles, including print media, as per the requirements conveyed by the client Ministries/ Departments, the budget of campaigns as well as target audience.

BOC has undertaken various strategies to rationalize advertisement expenditure including integrated campaign, theme based campaign, increased emphasis on low-cost advertisements on digital platforms, using less print space with focused content and embedding information using QR Code, better positioning of campaigns for target beneficiaries, etc.

The amount committed for advertisements by the Government through print and electronic media during the period 2018-19 to 2020-21 is Rs. 827.08 Crore and Rs. 871.90 Crore respectively.