

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

**LOK SABHA
STARRED QUESTION NO. *28
TO BE ANSWERED ON 19.07.2022**

EXPENDITURE INCURRED ON ADVERTISEMENTS

***28. Shri Balubhau Alias Suresh Narayan Dhanorkar:
Shri Rajmohan Unnithan:**

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

- (a) the total expenditure incurred on advertisements in foreign media since 2014, year-wise and during the current year;**
- (b) whether the Government calculates the rate of return on these advertisements;**
- (c) if so, the details thereof; and**
- (d) the details of expenditure incurred on print and electronic advertisements by the Government during the said period by each Ministry?**

ANSWER

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

(a) to (d) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF
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(a) to (d): No expenditure has been incurred by any Ministry or Department of Government on advertisements in foreign media through Ministry of Information and Broadcasting.
