

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

**LOK SABHA**

**UNSTARRED QUESTION No. 2674**  
**(TO BE ANSWERED ON 07.08.2024)**

**DIGITAL ADVERTISEMENT POLICY, 2023**

2674. SHRI VIJAY BAGHEL:

SHRI BASAVARAJ BOMMAI:

SMT. SMITA UDAY WAGH:

DR. HEMANT VISHNU SAVARA:

SHRI ANURAG SINGH THAKUR:

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

- (a) the status of implementation of the Digital Advertisement Policy, 2023;
- (b) whether the Government has allocated any fixed percentage of Government Scheme for advertisement via the new policy, if so, the details thereof; and
- (c) the criteria that have been fixed for inviting and selecting the digital advertising platforms?

**ANSWER**

**MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND  
PARLIAMENTARY AFFAIRS {Dr. L. MURUGAN}**

(a) to (c): The Central Bureau of Communication (CBC), under the Ministry of Information and Broadcasting, undertakes awareness and publicity campaigns for various Government schemes, programmes and initiatives through various media platforms, including digital media, on the basis of the nature of messaging, target audience, availability of budget, etc. indicated by the client Ministries/Departments of Government of India.

CBC has notified the Digital Advertisement Policy, 2023 on 09<sup>th</sup> November, 2023. This policy specifies the empanelment process and the criteria for selection of digital media platforms such as OTT, podcasts, internet websites, mobile applications etc. and the release of awareness/publicity campaigns on such platforms.

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