

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA
UNSTARRED QUESTION No. 1412
(TO BE ANSWERED ON 04.12.2024)

EXPENDITURE ON ADVERTISING AND PUBLIC RELATIONS

1412. SHRI. SHAFI PARAMBIL:

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

- (a) the total expenditure made on Advertising and Public Relations by the Union Government during the last three years;
- (b) the expenditure made on Advertising and Public Relations by each Ministry during the 2023-24 Financial Year; and
- (c) the medium-wise details on expenditure made on Advertising and Public Relations during the 2023-24 financial years (expenditure on print media, visual media, social media etc.)?

ANSWER

**MINISTER OF RAILWAYS; MINISTER OF INFORMATION AND BROADCASTING;
AND MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY {SHRI
ASHWINI VAISHNAW}**

(a) to (c): The Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes information/awareness campaigns on behalf of the Ministries/Departments of Government of India to disseminate information and create awareness about the scheme/programmes/initiatives undertaken by them. The expenditure incurred by the CBC on awareness and publicity campaigns during the last three years averages Rs. 460 crore per year.

The Ministry-wise expenditure incurred on information dissemination and awareness campaigns in respect of scheme/programmes/initiatives undertaken by them during 2023-24 is available on the website of CBC i.e. www.davp.nic.in.
