

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA
UNSTARRED QUESTION No. 4304

TO BE ANSWERED ON 18.03.2026

PROMOTIONS BY INFLUENCERS

4304. SHRI BAPI HALDAR

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

- (a) whether the Government has empanelled any social media influencers for promotion/publicity of Government schemes or programmes;
- (b) if so, the details of such contracts signed during the last five years, year-wise; and
- (c) the criteria of selecting influencers and estimated fee?

ANSWER

MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)

(a) to (c): The Central Bureau of Communication (CBC) issues advertisements on behalf of various client Ministries/Departments related to schemes/programmes and other initiatives of the Government of India.

As per Digital Advertisement Policy, 2023, CBC issues, advertisements & campaigns for promotion/publicity of Government schemes or programmes only through empanelled media agencies.
