

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA
UNSTARRED QUESTION No. 808
TO BE ANSWERED ON 04.02.2026

FUNDS FOR EMPANELLING INFLUENCER AGENCIES

808. SMT. RACHNA BANERJEE

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

- (a) the amount (in Rs.) incurred for all advertisements by Directorate of Advertising and Visual Publicity (DAVP) on newspaper, TV channel during the last five years, year and group-wise;
- (b) the amount of funds (in Rs.) for empanelling influencer agencies, agency-wise since inception; and
- (c) the amount paid to influencers (in Rs.) for creating promotional content during the last five years, year and influencer-wise?

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. Erstwhile DAVP has been merged into CBC.

The amount incurred for all advertisements by CBC on newspaper, TV channel during the last five years, year and group-wise are available on the website of CBC i.e. www.davp.nic.in. CBC undertakes empanelment of various media agencies in accordance with the Digital Advertisement Policy, 2023.
