

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA
UNSTARRED QUESTION No. 2839
TO BE ANSWERED ON 05.08.2026**

ADVERTISING SUPPORT TO MEDIA ORGANISATIONS IN PUNJAB

2839. SHRI MALVINDER SINGH KANG

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

- (a) whether the Government has conducted any assessment of advertising support provided by the Union Government to media organizations operating in the State of Punjab;
- (b) the details of advertisements released during the last three years;
- (c) the details of criteria adopted for allocation; and
- (d) whether any review of the policy has been undertaken and if so, the details thereof?

**ANSWER
THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING
AND PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d):

The Government does not provide any advertising support to any agency including in Punjab.

The Central Bureau of Communication (CBC) under Ministry of Information and Broadcasting undertakes publicity campaigns for various Government Schemes from Ministries/Departments of Government of India based on their requirements.

The advertisements are released through empanelled agencies with CBC across various media platforms such as TV, Print, Radio etc. The details of such agencies are available on the website of CBC i.e. www.cbcindia.gov.in.

Government advertisements are released in accordance with the applicable policy guidelines and criteria prescribed by the CBC, ensuring transparency, fairness and wider dissemination of information through eligible media platforms. Specific criteria or policy guidelines for dissemination of Government advertisements are available on CBC websites (www.cbcindia.gov.in) for different media such as Television, Print, outdoor, Radio and Digital Platforms.

The Government from time to time reviews the policy guidelines governing dissemination of Government advertisements, keeping in view the evolving media landscape and communication requirements.
