

**Government expenditure on advertisements**

†\*120. SHRI RAM NATH THAKUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total amount spent by Government on advertisements through print media, electronic media, advertisement boards and other forms of media and the details thereof, department-wise; and

(b) whether any study or assessment has been carried out to ascertain the utility of these advertisements and the benefits accrued from them, if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY): (a) The total amount spent on advertisements by Directorate of Advertising and Visual Publicity (DAVP), the nodal agency for release of Government Advertisements on behalf of various Central Government Ministries/Departments, Attached and Subordinate Offices etc., during the financial year 2015-16 (as on 29.02.2016) is as under:

Media	Amount ( in crores)
1. Print Media	402.79
2. Electronic Media *	353.31
3. Outdoor Publicity	66.83
4. Printed Publicity	12.13
5. Exhibition	7.83
<b>TOTAL</b>	<b>842.89</b>

\* (Electronic Media includes Pvt. C&S TV Channels, FM Radio, Digital Cinema, SMS, Internet)

The break-up of expenditure incurred by DAVP during 2015-16 (as on 29.02.2016), Ministry/Department-wise and media-wise, is given in the Statement (*See* below).

(b) Impact assessment is part of monitoring and evaluation of a programme, the timing and appropriateness of conducting impact assessment is required to be decided by concerned implementing Ministry/Department. DAVP has empanelled seven (7) impact Assessment Agencies to carry out evaluation study of the publicity campaigns launched by client Ministries/Departments.

DAVP engages from the above agencies on the basis of request of the client Ministries/Departments. However, no such study or assessment has been carried out by DAVP during the last one year to ascertain the utility of these advertisements and the benefits accrued from them.

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†Original notice of the question was received in Hindi.

**Statement**

*Details of amount spent by Government on advertisements*

*(A) Media-wise total amount of expenditure incurred by DAVP during 2015-16 and expenditure incurred on print media during 2015-16*

Ministry Name	Head Name	Expenditure (in Rupees)
Agriculture	ASRB	1604730
	All India Soil and Land Use Survey, New Delhi	55847
	Coconut Development Board	188636
	D/o Agriculture and Cooperation	981368
	Deptt. of Agricultural Research and Education	276726
	Deptt. of Animal Husbandry and Dairying	1398901
	ICAR (PRO)	2030822
	National Agricultural Cooperative Marketing Federation (NAFED)	4352
	National Horticulture Board, Gurgaon	179348
	Veterinary Council of India, New Delhi	3665815
	TOTAL	10386552
Atomic Energy (Independent Deptt.)	BARC facility, Kalpakkam	334167
	Bhaba Atomic Research Centre, Mumbai	21465342
	D/o. Atomic Energy Mumbai	45938
	Directorate of Purchase and Stores, Hyderabad	988050
	TOTAL	3514684

Written Answers to

[8 March, 2016]

Starred Questions

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Ministry Name	Head Name	Expenditure (in Rupees)	74
Cabinet Sectt.	Cabinet Sectt- (NP)	2411388	Written Answers to [RAJYA SABHA]
	TOTAL	2411388	
Central Vigilance Comm.	Central Vigilance Commission (NP)	2484487	
	TOTAL	2484487	
Chemical and Fertilizers	D/o Chemicals and Petrochemicals	3708691	
	Deptt. of Fertilizers	882	
	National Pharmaceutical Pricing Authority	3193	
	TOTAL	4028950	
Civil Aviation	DG Civil Aviation	135754	
	Indira Gandhi Rashtriya Udan Academy	868747	
	TOTAL	1004501	Starred Questions
Coal	M/o Coal	339	
	TOTAL	339	
Commerce and Industry	Council for Leather Exports, Egmore, Chennai	1633515	
	D/o Commerce	225402	
	D/o Industrial Policy and Promotion	6383836	
	DG Foreign Trade	34289	
	DG S and D	10339	
	EEPC India, New Delhi	2914561	
	Federation of Indian Export Organisation	5041723	

Communication and IT	National Council for Cement and Building Materials, Ballabhgarh, Haryana	819554	<i>Written Answers to</i>
	Salt Commissioner, Chennai Tea Board, India	14701	
	Tea Board India	29706	
	The Plastics Export Promotional Council (PLEXCONCIL)	99402	
	TOTAL	12670028	
	Asstt. Director, CPMG, Meghdoot Bhavan, Delhi	28247	[8 March, 2016]
	Asstt. Director, CPMG, Delhi Circle	189013	
	BD Divn. CPMG, Maharashtra Circle, Mumbai	78625	
	BD Group, CPMG, Meghdoot Bhavan, Delhi	147393	
	Business Development and Mktg., Dte., Dak Bhavan	6528910	
	Centre of Electronic Design, Imphal	19306	
	Chief Postmaster General, Jammu	29430	
	Chief Postmaster General, Tamil Nadu Circle, Chennai	256376	
	Controller of Certifying Authority	2555512	
	D/o Information Technology	376961	
	D/o Posts	2925557	<i>Starred Questions</i>
	DOEACC, New Delhi	4628880	
	Deptt. of Telecommunications	1329536	
	Dte. of Postal Life Insurance	2356148	
	NICSI	1800267	

Ministry Name	Head Name	Expenditure (in Rupees)	76
Consumer Affairs, Food and Public Distribution	National Institute of Electronics and Information Technology (NIELIT), Agartala	58559	Written Answers to [RAJYA SABHA]
	O/o Controller of Communication Accounts, Rajasthan Telecom Circle, Jaipur	35240	
	Office of the Senior Manager, Mail Motor Service, Naraina	208038	
	Software Technology Parks of India, New Delhi	303696	
	TRAI - TCEP Fund, Delhi	7401994	
	Telecom Disputes Settlement and Appellate Tribunal, New Delhi	22261	
	Telecom Regulatory Authority of India	616592	
	TOTAL	31896541	
	Bureau of Indian Standards (BIS), Delhi	33459182	Starred Questions
	Bureau of Indian Standards (BIS), Mumbai	332215	
	D/o Consumer Affairs	118045565	
	D/o Food and Public Distribution	653532	
	National Sugar Instt., Kanpur	757719	
	National Test House, Kolkata	35162	
	Warehousing Development And Regulatory Authority	475551	
	TOTAL	153758926	
Corporate Affairs	Competition Commission of India (CCI)	2243809	
	Official Liquidator, Chandigarh	12261	

	Official Liquidator, Delhi	524777	<i>Written Answers to</i>
	Serious Fraud Investigation Office	1261425	
	The Institute of Company Secretaries of India	4511443	
	TOTAL	8553715	
Culture	Archeological Survey of India	194231	<i>[8 March, 2016]</i>
	Central Secretariat Library, Shastri Bhawan, New Delhi	45246	
	Centre for Cultural Resources and Training	208232	
	Delhi Public Library, Delhi	31759	
	Lalit KalaAcademy, Delhi	594466	
	M/o Culture	2939264	
	Maulana Abul Kalam Azad Institute of Asian Studies, Kolkata	26557	
	National Archives of India, Delhi	1189659	
	National Gallery of Modern Arts, Delhi	1999123	
	National Library, Kolkata	328924	
	National Monument Authority, New Delhi	229697	
	National Museum, Delhi	599941	
	National Research Laboratory for Conservation of Cultural Property	281508	
	TOTAL	8668607	
	Ministry of DONER	7756132	<i>Starred Questions</i>
	North Eastern Council, Shillong	7362034	
DONER	TOTAL	15118166	<i>77</i>

Ministry Name	Head Name	Expenditure (in Rupees)	78
Defence	Jammu and Kashmir Rifles, Jabalpur	300478	Written Answers to [RAJYA SABHA]
	ADG Admin and Coord	256201	
	Army (Rectt.)	27499846	
	Army DGR Recruitment	6499998	
	Army Group Insurance Fund	1073758	
	Army HQ, GS Branch	7019	
	Army HQ, QMG Branch	26176	
	Army Purchase Organisation	799175	
	Ceremonial and Welfare Dte.	1505229	
	Coast Guard	5999513	
	DGQA	11306829	Starred Questions
	DG, AFMS	271	
	DG, MAP	477087	
	DG, Ordnance Services	19440374	
	DG, Supplies and Transport	122719	
	DG, NCC	9995589	
	DIPAC	71160	
	Defence Exhibition Organisation	4222098	

Defence Services Staff College, Tamil Nadu	33388
Deptt. of Defence Research and Development/DRDO	119999910
Deptt. of Defence Finance (CGDA)	27100
Deptt. of Defence Production & Supply/Ordnance Factories Board (OFB)	159999915
Deptt. of Ex-servicemen Welfare (DG, Resettlement)	5052309
Director General of Military Intelligence	32621382
Directorate General of Signals (Sig-2)	4999963
Dte. Gen of Army Air Defence, IHQ (Army)	6880
Eastern Command	561039
Gallium Arsenide Technology Centre, Hyderabad	398050
HQ Andaman and Nicobar Command (ANC)	3622441
HQ Integrated Defence Staff	502111
Indian Air Force (CL)	15074008
Indian Air Force (Rectt.)	47087134
Indian Navy (CL)	59999993
Indian Navy (Rectt.)	141821707
Institute of Defence Studies and Analysis	282972
Kendriya Sainik Board (DGR), Delhi HQ.	2064025
Military Engineering Service	119999978
Military Training	54708

*Written Answers to*

*[8 March, 2016]*

*Starred Questions*

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Ministry Name	Head Name	Expenditure (in Rupees)	80
	Ministry of Defence (Civil)	4470	Written Answers to [RAJYA SABHA]
	National Defence Academy, Pune	1664909	
	Sectt. Board of Canteen Services	149296	
	South West Command	732488	
	South Western Command (MIS)	499039	
	Southern Command	1034417	
	Station HQs Field Firing Ranges	759202	
	Territorial Army	999385	
	Western Command	1886957	
	TOTAL	811542696	
Earth Sciences	Indian Meteorological Department	821856	Starred Questions
	Ministry of Earth Sciences	1246387	
	TOTAL	2068243	
Election Commission of India	Election Commission of India	4168399	
	TOTAL	4168399	
Environment and Forest	Animal Welfare Division, M/o Environment and Forest	40301	
	Botanical Survey of India	41506	
	Central Pollution Control Board	4527651	

	Ministry of Environment and Forest	10546714	<i>Written Answers to</i>
	National Geological Park, Delhi	26481	
	National Museum of Natural History, Delhi	98251	
	TOTAL	15280904	
External Affairs	CPV Division, Ministry of External Affairs	21978	
	Haj Committee	15358	
	ITP Division	1157952	
	Indian Council of World Affairs	55286	
	Nalanda University	228300	
	XP Division	70505	
	TOTAL	1549379	<i>[8 March, 2016]</i>
Finance	BIFR	383347	
	Central Excise Commissionerate, Chandigarh	949	
	Commissioner of Customs, Delhi	35196	
	Commissioner of Income Tax Delhi	64024	
	D/o. Disinvestment	372780	
	DG Inspection Customs and Central Excise, Delhi	310117	
	Department of Financial Service—Banking Division, New Delhi	35975973	
	Deptt. of Expenditure	207409	
	Deptt. of Revenue	312350	

Ministry Name	Head Name	Expenditure (in Rupees)	82
	Directorate of Income Tax (Systems)	326160	Written Answers to [RAJYA SABHA]
	Dte. General of Systems and Data Management, Customs and Central Excise	7473	
	Dte. of Income Tax, Delhi	122051	
	Dte. of Revenue Intelligence, Delhi	32620	
	Dte. of Revenue Intelligence, Mumbai	8756	
	Dy. Commissioner Service Tax, Delhi	5610	
	Income Tax (PR and RSP), Delhi.	459244698	
	India Government Mint, Noida	23150	
	Insurance Regulatory and Development Authority (IRDA)	13748	
	National Institute of Public Finance and Policy, Delhi	49690	
	PR Customs & Central Excise	190381547	
	Pension Fund Regulatory and Development Authority	159938883	
	SEBI	16805957	
	TOTAL	864622488	
Food Processing Industries	Ministry of Food Processing Industries	7285804	Starred Questions
	TOTAL	7285804	
Health and Family Welfare	AIIMS	39446608	
	AIIMS, BHOPAL	348887	
	All India Instt. of PMR, Mumbai	775783	

CGHS Headquarter	311365
Central Council for Homoeopathy	95018
Central Council for Research in Ayurvedic Sciences	286891
Central Council for Yoga and Naturopathy	565768
Central Council of Indian Medicine	270356
Central Health Education Bureau, Delhi	503621
D/o Health and Family Welfare	2748951
DGHS (Leprosy)	3552425
DGHS (TB Division)	18790670
DGHS Headquarter	8978805
DGHS, Ophthalmo	15177339
Dental Council of India	231465
Department of Health Research	590280
Deptt. of AYUSH (Admn. etc.)	434789
Deptt. of AYUSH (IEC)	999070
Family Welfare (IEC)	132304514
Food Safety and Standard Authority of India	860155
Government Medical Stores Depot., Delhi	169040
Indian Council of Medical Research (ICMR), New Delhi	2846892
Indian Nursing Council	1331275

*Written Answers to*

[8 March, 2016]

*Starred Questions*

Ministry Name	Head Name	Expenditure (in Rupees)	84
	Instt. of Hygiene, Kolkata	33340	Written Answers to [RAJYA SABHA]
	International Instt. of Population Science	41648	
	Lady Harding Medical College	6999723	
	Lady Reading Health School	42250	
	Morarji Desai Instt. of Yoga, Delhi	449897	
	NACO (AIDS)	5182788	
	National Institute of Health and Family Welfare, Munirka, New Delhi	2197792	
	NEIGI, Instt. Shilong	1064892	
	National Organ and Tissue Transplant Organistaion (NOTTO)	1788469	
	National Instt. of Communicable Diseases	2358543	
	National Instt. of Homoeopathy, Kolkata	864448	
	National Inst. of Naturopathy, Pune	185348	
	National Medicinal Plants Board, Delhi	628322	
	National Population Stabilisation Fund, New Delhi	2746269	
	National Programme for the Health Care of the Elderly	7302820	
	National Vector Borne Disease Control Programme	33661216	Starred Questions
	North East Institute of Ayurveda And Homoeopathy (NEAIH)	990797	
	Port Health Organisation, Mumbai Fort	49972	
	RAK College of Nursing	469838	

	RSTC, Najafgarh	99844	<i>Written Answers to</i>
	Ram Monohar Lohia Hospital	4995103	
	Rashtriya Ayurveda Vidyapeeth	1697816	
	Safdarjung Hospital	6877346	
	Vallabhbhai Patel Chest Institute, Delhi	694179	
	TOTAL	313042627	
Heavy Industries and Public Enterprises	Cement Corporation of India	20264	[8 March, 2016]
	Deptt. of Public Enterprises	222077	
	Deptt. of Heavy Industries	475	
	TOTAL	242816	
Home Affairs	Border Security Force	27527611	<i>Starred Questions</i>
	Central Forensic Science Laboratory, Bhopal	3624	
	Central Forensic Science Laboratory, Chandigarh	68396	
	Central Forensic Science Laboratory, Hyderabad	16382	
	Central Forensic Science Laboratory, Kolkata	24037	
	Central Forensic Science Laboratory, Pune	113442	
	Central Industrial Security Force Advertisement	1853001	
	Central Industrial Security Force, Recruitment	1735943	
	Central Reserve Police Force	17999502	
	Central Reserve Police Force, Recruitment	19692081	85

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Ministry Name	Head Name	Expenditure (in Rupees)	86
	DG Civil Defence	1033177	Written Answers to [RAJYA SABHA]
	DGCD-Fire Project Cell	960118	
	Deptt. of Official Language	55475	
	Deptt. of Official Languages(NP)	334	
	Director of Coordination (Police Wireless)	203585	
	Dte. Of National Disaster Response Force(NDRF & CD)	1201923	
	Dte. of Forensic Science	602957	
	Indo Tibetan Border Police - Establishment	9007276	
	Indo Tibetan Border Police - Recruitment	1060933	
	Intelligence Bureau	1395846	
	Land Ports Authority of India	12933	Starred Questions
	M/o Home Affairs (JS, Admn., Public etc.)	18359	
	Narcotics Control Bureau	3619671	
	National Disaster Management Authority	2624464	
	National Fire Service College.Nagpur	10166	
	National Foundation for Communal Harmony	491104	
	National Institute of Criminology & Forensic Science	206861	
	National Instt. of Disaster Management	7222663	
	National Intelligence Grid - NATGRID	22726	
	National Investigation Agency, New Delhi	4504598	

	National Security Guards	3487689	<i>Written Answers to</i>
	RGI (VS Divn.) & Directors of Census Operations	18419	
	Registrar General of India(Headquarters), Man Singh Road, New Delhi	230670	
	Sashtra Seema Bal-General Administration	13641	
	Sashtra Seema Bal-Recruitment	2040048	
	TOTAL	109740171	<i>[8 March, 2016]</i>
Housing and Urban	Building Materials and Technology Promotion Council	257127	
Poverty Alleviation	Ministry of Housing and Poverty Alleviation	1655660	
	National Building Organisation	682258	
	TOTAL	2595045	
Human Resource	Ambedkar University Lucknow	967	<i>Starred Questions</i>
Development	Board of Apprenticeship Training	76890	
	Board of Practical Training, Kolkata	22723	
	Central Board of Secondary Education	28974871	
	Central Hindi Directorate, Delhi	3265252	
	Central University of Odisha, Koraput	699538	
	Central University of Punjab	621582	
	Central University of Tamil Nadu	285734	
	Commission For Scientific And Technical Terminology	1617873	
	Council of Architecture	1959905	87

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Ministry Name	Head Name	Expenditure (in Rupees)	88
	Delhi University	2221788	Written Answers to [RAJYASABHA]
	Deptt. of Higher Education	2591321	
	Deptt. of School Education and Literacy	3880419	
	Dte. of Adult Education	2998460	
	IGNOU, Vishakhapatnam	51453	
	IGNOU, Zorhat	11518	
	IGNOU,Guwahati	1643	
	IIM, Indore	31067	
	IIT, Jodhpur	4435	
	Indian Council of Philosophical Research	132040	
	Indian Institute of Science Education and Research (IISR), Kolkata	146618	Starred Questions
	Indian Institute of Information Technology Design and Manufacturing (IIITD&M)	9302	
	Jamia Milia Islamia, Delhi	4966	
	Jawaharlal Nehru University	875440	
	Kendriya Vidyalaya Sangathan, Jabalpur	62465	
	Kendriya Vidyalaya Sangathan,Bhopal	7705	
	Mahatma Gandhi Hindi Vishvavidyalaya, Delhi	210458	
	Malviya National Institute of Technology, Jaipur	318281	
	N.C.E.R.T	2645514	

	National Board of Accreditation (NBA)	2502773	<i>Written Answers to</i>	[8 March, 2016]	<i>Starred Questions</i>	89
	National Book Trust	2884099				
	National Council for Promotion of Sindhi Language, New Delhi	726980				
	National Institute of Technology, Kurukshetra	23703				
	Rashtriya Sanskrit Sansthan, Delhi	236986				
	Regional Instt. of Education, Ajmer	127243				
	Tata Institute of Social Science	630861				
	University of Hyderabad	10847				
	Vikas Bharati, Bishunpur	26442				
	TOTAL	60900162				
Information and Broadcasting	AIR Hyderabad	61789				
	AIR Kochi	16309				
	AIR CCW (CIVIL), Chandigarh	15727				
	AIR CCW (Civil), Chennai	56726				
	AIR CCW (ELECT.), Chennai	37886				
	AIR CCW Bangalore	87806				
	AIR CCW Guwahati	11848				
	AIR CCW Itanagar	10885				
	AIR CCW Kingsway Camp, Delhi	185305				
	AIR CCW Kolkata	1084				

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Ministry Name	Head Name	Expenditure (in Rupees)	90
	AIR CCW Pushpa Bhavan, New Delhi	263049	Written Answers to [RAJYA SABHA]
	AIR CCW Silchar	15289	
	AIR CCW Soochna Bhawan	299509	
	AIR Kingsway Camp Delhi	51657	
	AIR Kolkata	10932	
	AIR Mumbai	7736	
	AIR Vijayawada	1805	
	AIR, Chennai		
	AIR, News Services Division, New Delhi	1329586	
	AIR-CCW, Guwahati	17047	
	BHARAT NIRMAN	274953	Starred Questions
	Central Board of Film Certification, Mumbai (NP)	19156	
	D.A.V.P.(NP)	8539603	
	DD Chief Engineer (EZ), Kolkata	2903	
	DD Chief Engineer (NZ), Jamnagar House, Delhi	541834	
	DD Chief Engineer (SZ), Chennai	12265	
	DD Chief Engineer (WZ), Mumbai	68864	
	DD Purchase Cell Delhi	1289416	
	DDK Ahmedabad	34911	

DDK Mumbai	3094
DDK, Hyderabad	18237
DDK, New Delhi	248152
Doordarshan News, Asiad Village, New Delhi	78341
Dte. of Field Publicity (NP)	267067
Dte. of Film Festival (NP)	8139002
FTII, Pune (P)	1244821
Films Division(NP)	1644466
General client Fund	177046720
I and B Plan Funds(PL)	217709781
I &B Non-Plan Funds(NP)	207281739
IFFI, Dte. of Film Festival (P)	12009614
Indian Instt. of Mass Communication (P)	2504251
National Film Archives of India(NP)	528397
Photo Division (NP)	2420868
Prasar Bharti, AIR, Administration Section	121654
Press Council of India (P)	281124
Press Information Bureau(NP)	581231
Publication Division(NP)	4159857
Registrar Newspapers of India (NP)	260150
Song and Drama Division (NP)	282075

*Written Answers to*

[8 March, 2016]

*Starred Questions*

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Ministry Name	Head Name	Expenditure (in Rupees)	92
Labour and Employment	Staff Training Institute(Tech.), AIR and Doordarshan, KINGSWAY, DELHI	71260	Written Answers to [RAJYA SABHA]
	TOTAL	650186569	
	CTI for Women	370883	
	Central Employment Exchange	1383249	
	DG Employment and Training	757942	
	DG Mine Safety Dhanbad	632905	
	Employees Provident Fund Orgn.	4086735	
	Labour Bureau	510826	
	Ministry of Labour and Employment	1719450	
Law and Justice	TOTAL	9461990	
	Deptt. of Legal Affairs	1007879	
	Indian Law Institute Bhagwan Das Road, New Delhi	209516	
	National Legal Service Authority Delhi	1957118	
Micro, Small and Medium Enterprises	TOTAL	3174513	Starred Questions
	Coir Board, Kochi	13211	
	Indian Instt.of Entrepreneurship, Guwahati	53174	
	MSME Development Institute (MSME)	27069013	
Mines	TOTAL	27135398	
	Geological Survey of India, Delhi	504126	

	Ministry of Mines	35019
	TOTAL	539145
Minority Affairs	Ministry of Minority Affairs	47918053
	TOTAL	47918053
Minsitry of Railways	Indian Railway Catering And Tourism Corporation Ltd.(IRCTC)	1024432
	TOTAL	1024432
National Human Rights Commission	National Human Rights Commission	984030
	TOTAL	984030
New and Renewable Energy	Ministry of New and Renewable Energy	17499753
	National Institute of Solar Energy (NISE)	46134
	TOTAL	17545887
Panchayati Raj	Ministry of Panchayati Raj	5970334
	TOTAL	5970334
Parliamentary Affairs	Lok Sabha Sectt. (NP)	3182092
	Rajya Sabha Sectt. (NP)	6714974
	TOTAL	9897066
Personnel Public	C.B.I.	210345
Grievance and Pensions Central	Administrative Tribunal, New Delhi	10198
	Department of Pensions	934232

*Written Answers to*

*[8 March, 2016]*

*Starred Questions*

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Ministry Name	Head Name	Expenditure (in Rupees)	94
	Deptt. of Administrative Reforms and Public Grievances	8076525	Written Answers to
	Deptt. of Personnel and Training	261616	
	Staff Selection Commission (NP)	10720362	
	TOTAL	20213278	
Petroleum and Natural Gas	Ministry of Petroleum and Natural Gas	364804	[RAJYA SABHA]
	PCRA	43532302	
	TOTAL	43897106	
Planning Commission	Planning Commission (NP)	686909	
	UIDAI, Regional Office, Bangalore	1023774	
	UIDAI, Regional Office, Delhi	6556117	
	UIDAI, Regional Office, Ranchi	5152031	
	Unique Identification Authority of India, UIDAI (Paying)	30342457	
	TOTAL	43761288	
Power	Appellate Tribunal For Electricity, Delhi	10874	Starred Questions
	Bureau of Energy Efficiency	86794273	
	Central Electricity Authority	19634	
	Ministry of Power	2439990	
	National Power Trg. Instt. Faridabad	1936339	
	Northern Regional Power Committee	58684	

	Rural Electrification Corporation	14429
	TOTAL	91274223
President Sectt.	President Sectt. (NP)	1092776
	TOTAL	1092776
Prime Minister's Office	Prime Ministers Office (NP)	32530
	TOTAL	32530
Reserve Bank of India (RBI)	National Payments Corporation of India	102249
	TOTAL	102249
Rural Development	Deptt. of Drinking Water Supply	25498283
	Deptt. of Land Resources	213861
	Deptt. of Rural Development	20186877
	National Rural Livelihoods Promotion Society	520493
	National Rural Roads	630813
	TOTAL	47050327
Science & Technology	Deptt. of Biotechnology	1924605
	Deptt. of Science and Technology	3876584
	Deptt. of Scientific and Industrial Research	334747
	Institute of Advanced Study in Science and Technology, Guwahati	111753
	National Research Development Corporation, New Delhi	795863

*Written Answers to*

[8 March, 2016]

*Starred Questions*

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Ministry Name	Head Name	Expenditure (in Rupees)	96
	Science And Engineering Research Borad (SERB)	393722	Written Answers to [RAJYA SABHA]
	TIFAC	3311736	
	TOTAL	10749010	
Shipping Road	DG of Shipping, Mumbai	111693	
Transport and Highways	Department of Road Transport and Highways	35682936	
	Deptt. of Shipping	14024	
	Indian Ports Association	883965	
	Road Transport And Highways, Regional Office-Guwahati	1821369	
	Tariff Authority for Major Ports - Mumbai	16187	
	TOTAL	38530174	
Skill Developement and Entreneurship	Skill Developement and Entreneurship	30050291	Starred Questions
	TOTAL	30050291	
Social Justice and	Ali Yavar Jung Instdt. Mumbai	923211	
Empowerment	Ambedkar Foundation, Delhi	2663174	
	Comp. Regional Centre, Guwahati	45965	
	Department of Disability Affairs	49999935	
	Institute for Physically Handicapped, Delhi	900441	
	Ministry of Social Justice	178534122	
	National Handicapped Finance Corpn., Faridabad	2433572	

	National Intt. for Orthopaedically Handicapped, Kolkata	61998	<i>Written Answers to</i>
	National Scheduled Castes Finance And Development Corporation	692974	
	TOTAL	236255392	
Statistics and	Ministry of Statistics and Programme Implementation	6242344	<i>[8 March, 2016]</i>
Programme Implementation	National Sample Survey Organisation	184176	
	TOTAL	6426520	
Steel	National Instt. of Steel Technology	104918	<i>Starred Questions</i>
	TOTAL	104918	
Textiles	Central Silk Board, Bangalore	297744	
	Development Commissioner Handicrafts, Delhi	15997715	
	Development Commissioner Handloom, Delhi	7758220	
	Ministry of Textiles	884674	
	National Handicraft and Handloom Museum	221492	
	National Instt. of Fashion Technology, Delhi	873	
	Textile Commissioner, Bangalore	43700	
	Textile Committee	365313	
	TOTAL	25569731	
Tourism	Ministry of Tourism	43269719	<i>97</i>
	TOTAL	43269719	

Ministry Name	Head Name	Expenditure (in Rupees)	98
Tribal Affairs	Ministry of Tribal Affairs (R&M)	174889	Written Answers to [RAJYA SABHA]
	National ST Finance & Development Corpn.	999306	
	TOTAL	1174195	
U.P.S.C	U.P.S.C (Exam.)	26239061	
	U.P.S.C (Rectt.)	48398176	
	U.P.S.C. (General)	1050149	
	UPSC (NP)	10895536	
	TOTAL	86582922	
Urban Development	Controller of Stationery	97454	Starred Questions
	Govt. of India Press, Aligarh	30768	
	Govt. of India Press, Nasik	6293	
	Govt. of India Press, Nilokheri, Haryana	10811	
	Govt. of India Press, Shimla	3313	
	Ministry of Urban Development	580095	
	TOTAL	728734	
Water Resources	Central Ground Water Authority	2368521	
	Central Ground Water Board, Faridabad	3101322	
	Central Water Commission	3558	

	Ministry of Water Resources	18226223	Written Answers to [8 March, 2016]
	National Water Development Authority, Delhi	663855	
	National Water Development Authority, Lucknow	2105	
	TOTAL	24365584	
Women and Child Development	CARA	2097145	
	Central Social Welfare Board, New Delhi	42019	
	Ministry of Women and Child Development	28755133	
	National Commission for Protection of Child Rights, New Delhi	927840	
	National Commission for Women	13268783	
	National Institute of Public Co-operation and Child Development	239102	
	Rashtriya Mahila Kosh	82084	
	TOTAL	45412106	Starred Questions
Youth Affairs and Sports	Department of Sports	1059132	
	Ministry of Youth Affairs and Sports	5895866	
	Nehru Yuva Kendra Sangathan	189266	
	Sports Authority of India	2725999	
	TOTAL	9870263	
GRAND TOTAL		4027886371	

(B) Expenditure on Electronic Media\* during 2015-16

Ministry Name	Head Name	Expenditure (in Rupees)
Agriculture	D/o. Agriculture & Cooperation	11968913
Agriculture	National Centre Of Organic Farming	3723072
Commerce & Industry	EEPC INDIA, New Delhi	110854
Communication & IT	TRAI - TCEP Fund, Delhi	4780806
Communication & IT	Dte. of Postal Life Insurance	9717330
Communication & IT	Business Development & Mktg. Dte, Dak Bhavan	3514024
Consumer Affairs, Food & Public Distribution	D/o. Consumer Affairs	82375710
Consumer Affairs, Food & Public Distribution	BUREAU OF INDIAN STANDARDS (BIS), Delhi	27244321
Consumer Affairs, Food & Public Distribution	BUREAU OF INDIAN STANDARDS (BIS), MUMBAI	442575
Defence	Army (Rectt)	15895273
Defence	Indian Navy (Rectt.)	92211415
Defence	India Naval Fleet	13235084
Defence	Indian Air Force(Rectt)	39007416
Finance	Pension Fund Regulatory & Development Authority	13477812
Finance	Income Tax (PR & RSP), Delhi.	275048455
Health & Family Welfare	D/o. Health & Family Welfare	518201180
Health & Family Welfare	Family Welfare (IEC)	15375351
Health & Family Welfare	NACO (AIDS)	129409937
Health & Family Welfare	NACO (Blood Donation)	60428872

100 Written Answers to

[RAJYA SABHA]

Starred Questions

Health & Family Welfare	DGHS (Leprosy)	2839252
Health & Family Welfare	DGHS (TB Division)	15586450
Health & Family Welfare	National Population Stabilisation Fund, New Delhi	72372
Health & Family Welfare	Food Safety And Standard Authority Of India	662879
Health & Family Welfare	Deptt. of AYUSH (IEC)	37989082
Health & Family Welfare	M/o. Home Affairs (JS, Admn., Public etc.)	2847816
Home Affairs	Registrar General of India(Headquarters), Man Singh Road, New Delhi	135057332
Home Affairs	RGI (VS Divn.) & Directors of Census Operations	12607345
Housing & Urban Poverty Alleviation	Ministry of Housing & Urban Poverty Alleviation	11329952
Housing & Urban Poverty Alleviation	National Building Organisation	28098324
Human Resources Development	Deptt. of School Education & Literacy	16446443
Human Resources Development	National Book Trust	0
Human Resources Development	Board of Apprentice Trg., Mumbai	1995260
Information & Broadcasting	Information & Broadcasting	238051652
Minority Affairs	Ministry of Minority Affairs	86079352
Overseas Indian Affairs	Ministry of Overseas Indian Affairs	2126318
Petroleum & Natural Gas	PCRA	83886105
Power	Bureau of Energy Efficiency	66675393
Rural Development	Deptt. of Rural Development	25015889

*Written Answers to*

*[8 March, 2016]*

*Starred Questions* 101

Ministry Name	Head Name	Expenditure (in Rupees)
Rural Development	Deptt. of Drinking Water Supply	888196956
Shipping Road Transport & Highways	Department of Road Transport & Highways	59682681
Tourism	Ministry of Tourism	438717736
Tribal Affairs	Ministry of Tribal Affairs (R&M)	4240178
Women and Child Development	Ministry of Women and Child Development	53121186
Women and Child Development	CARA	3436651
Election Commission of India	Election Commission of India	2140303
Planning Commission	Unique Identification Authority Of India,UIDAI (Paying)	59031
TOTAL		3533130338

\* Electronic Media includes Pvt. C&S TV Channels, FM Radio, Digital Cinema, SMS, Internet

*(C) Expenditure incurred on Outdoor Publicity during 2015-16*

Ministry	Head No.	Head Name	Expenditure (in )	Ministry-wise Expenditure (in )
Agriculture	01123	Dte. of Mktg. & Inspection, Faridabad	491471	491471
Communication and IT	06305	Business Development & Mktg. Dte, Dak Bhavan	1988923	
Communication and IT	06302	Dte. of Postal Life Insurance	14788751	16777674
Consumer Affairs, Food and Public Distribution	08101	D/o. Consumer Affairs	27921082	27921082
Defence	10127	Director General of Military Intelligence	2889969	5112969

102 Written Answers to

[RAJYA SABHA]

Starred Questions

Defence	10701	Indian Navy (Rectt.)	2223000	
Finance	15401	Income Tax (PR & RSP), Delhi.	35723924	56589028
Finance	15102	Pension Fund Regulatory & Development Authority	1942704	
Finance	15502	PR Customs & Central Excise	18922400	
Health and Family Welfare	17101	D/o. Health & Family Welfare	16458011	
Health and Family Welfare	17201	Deptt. of AYUSH (IEC)	7326801	31613812
Health and Family Welfare	17136	DGHS (Leprosy)	7829000	
Information and Broadcasting	22111	BHARAT NIRMAL	2477208	
Information and Broadcasting	22204	D.A.V.P.(NP)	2924	
Information and Broadcasting	22209	Dte. of Film Festival(NP)	56629	41004603
Information and Broadcasting	22201	I and B Plan Funds(PL)	28452740	
Information and Broadcasting	22202	I&B Non-Plan Funds(NP)	2772	
Information and Broadcasting	22101	IFFI, Dte. of Film Festival (P)	10012330	
Petroleum and Natural Gas	33104	PCRA	786520	786520
Planning Commission	54104	UIDAI,Regional Office, Bangalore	657300	657300
Power	34106	Bureau of Energy Efficiency	41398500	41398500
Rural Development	35301	Deptt. of Drinking Water Supply	220248258	305463257
Rural Development	35101	Deptt. of Rural Development	85214999	
Social Justice Empowerment	38101	Ministry of Social Justice	3250368	3250368
Tourism	42101	Ministry of Tourism	135535185	135535185
Women and Child Development	46102	CARA	1690134	1690134
TOTAL			668291903	668291903

Written Answers to

[8 March, 2016]

Starred Questions 103



(D) Expenditure incurred on printed publicity during 2015-16

Sl. No.	Ministry/Department	Total Number of Job	Expenditure Incurred (in Rupees)
1.	Ministry of Information and Broadcasting	31	7,41,06,226
2.	Ministry of External Affairs	1	14,95,780
3.	Ministry of Home		
	1. Dte. General Fire Services Civil Defence and Home Guards	6	31,03,662
	2. Rajbhasha Vibhag	2	2,95,960
	3. Police Wireless	1	97,994
	4. Narcotics Control Bureau	3	2,72,250
	5. Lakshdeep Administration	3	5,62,159
4.	Ministry of Defence		
	1. DG Army Recruiting	19	84,76,061
	2. DISHA	21	79,66,760
	3. NCC	7	13,80,722
	4. DGR	2	4,65,662
	5. Territorial Army	4	27,84,150
	6. CASB	11	21,72,695
	7. India Air Force (Flight Safety)	1	1,22,61,750
5.	Ministry of Labour	1	58,000
	1. Factory Advice Service Labour Institute	1	3,98,780

	2. EPFO	1	2,06,030	Written Answers to
6.	Ministry of Finance			
	1. PFRD	1	5,32,000	
	2. Dte. of Income Tax	2	5,41,000	[8 March, 2016]
	3. NSI	1	7,51,000	
7.	Ministry of Health & Family Welfare (CHEB)	1	79,000	
8.	Ministry of Road Transport & Highways (BRO)	1	2,08,126	Starred Questions
9.	Ministry of Social Justice & Empowerment	3	7,46,770	
10.	Deptt. of Agriculture & Cooperation	1	26,923	
11.	Bharat Sanchar Nigam Limited	1	1,41,216	105
12.	M/o Micro, Small and Medium Enterprises (Khadi & Village Industries Commission)	2	5,27,487	
13.	Ministry of Environment Forest and Climate Change	2	1,29,922	
14.	Ministry of Development of North Eastern Region	2	2,46,600	
15.	Ministry of Women & Child Development	2	4,00,000	
16.	Ministry of Petroleum & Natural Gas (PCRA)	1	4,02,600	
17.	Ministry of Housing & Urban Poverty Alleviation	1	1,96,000	
18.	Ministry of Rural Development	1	1,67,236	
19.	Ministry of HRD	1	96,000	
TOTAL			12,12,96,52	

*(E) Expenditure incurred on exhibition during 2015-16*

Sl. No.	Head Name	Amount (in Rupees)
1	I&B Plan	36230068
2	I&B Non-Plan	42035141
TOTAL		78265209

**WRITTEN ANSWERS TO UNSTARRED QUESTIONS****AYUSH treatment centres in the country**

1120. SHRI D. KUPENDRA REDDY: Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

- (a) the details of the hospitals/dispensaries providing Ayush medical treatment in the country, State/UT-wise;
- (b) the sanctioned strength of doctors, paramedical staff and others in Ayush hospitals/dispensaries;
- (c) whether a large number of posts of doctors, paramedical staff and other employees are lying vacant;
- (d) if so, the details thereof and the steps taken to fill up the vacant posts; and
- (e) the measures taken by Government to popularise and increase the number of hospitals/dispensaries providing Ayush medical treatment in the country?

THE MINISTER OF STATE OF THE MINISTRY OF AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) (SHRI SHRIPAD YESSO NAIK): (a) As per the information reported by the State/UT Governments, the