

(b) Whenever any instance of stoppage of service by any channel comes to the notice of this Ministry, action is taken against the broadcaster as per the provisions of Policy Guidelines for uplinking and downlinking of TV channels in India, 2011.

Expenditure on advertisements by ministries

2800. SHRI T. K. RANGARAJAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total amount spent by Government on advertising and visual publicity during the last three years;

(b) the details of amount spent on advertisement and visual publicity, Ministry-wise; and

(c) the total amount spent by public sector organisations on Government schemes for advertisement and visual publicity?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) The expenditure by Government on advertisements released through DAVP for advertising and visual publicity for the last three years is as under:—

Year	Total Expenditure (in ₹)
2014-15	998.34 crore
2015-16	1188.85 crore
2016-17	1285.77 crore

(b) The details of committed expenditure Ministry-wise and Media Vehicle-wise is available at DAVP's website under the head "Reply to Rajya Sabha Unstarred Question No. 2800" at the link below:— <http://www.davp.nic.in/rajyasabhaquestion.html>.

(c) The total committed expenditure of public sector organizations for the advertisements released through DAVP as per data maintained:—

Year	Total Committed Expenditures (in ₹)
2014-15	12,28,390 crore
2015-16	18,98,370 crore
2016-17	22,72,766 crore