

locations. CPCB has informed that on the basis of the monitoring carried out, river Tamiraparani is categorized as polluted in the stretch from Pappankulam to Arumuganeri in Tamil Nadu.

Expenditure on advertisements in print media

233. SHRI K. SOMAPRASAD: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the Total expenditure on advertisements in various print media by the Central Government during 2014-15 to 2016-17;

(b) the expenditure incurred on advertisements in radio, FM radio and TV channels during the above period;

(c) the expenditure incurred on advertisements in social media during the above period;

(d) how many advertising agencies are empanelled for the above purpose; and

(e) if so, the names of such agencies and the details of payments made during 2014-15 to 2016-17 by the Central Government?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) The expenditure incurred on advertisements of various Ministries/Departments of Central Government and PSUs etc. in print media (newspapers and periodicals) released through Directorate of Advertising and Visual Publicity (DAVP) during 2014-15 to 2016-17 is as below:

Year	Expenditure in ₹ Crores
2014-15	424.84
2015-16	508.22
2016-17	468.53

(b) The expenditure incurred on advertisements of various Ministries/Departments of Central Government and PSUs etc. on Radio, FM Radio and Television channels released through DAVP during 2014-15 to 2016-2017 are given below:

(Amount in ₹ crores)

Year	Radio/AIR	Pvt. FM	TV Channels
2014-15	28.89	69.02	268.05
2015-16	17.09	94.54	281.85
2016-17	37.00	145.57	315.04

(c) The expenditure incurred on advertisements in social media in the financial year 2015-16 through DAVP is ₹ 21,66,000/-. For the financial years 2014-15 and 2016-17, the expenditure incurred on advertisements released through social media is nil.

(d) and (e) Multi-media creative agencies are empanelled with DAVP only for creative works. The list of such agencies empanelled with DAVP, as on date is available on the official website of DAVP, i.e. www.davp.nic.in under the head 'Empanelled Agencies'. For the period 2014-15 to 2016-17, the amount of payment made to 74 such agencies which were engaged for multi-media creative work, is as under:

Year	Total Payments made in ₹ crore
2014-15	2.86
2015-16	4.72
2016-17	5.66

Status of TRAI's recommendations

234. SHRI HARIVANSH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a number of recommendations made by the Telecom Regulatory Authority of India (TRAI) on multiple issues have been pending with the Ministry since 2013;

(b) if so, the action taken on these recommendations particularly on media ownership rules across TV, radio and print media;

(c) whether the Ministry has received any communication from TRAI in this regard; and

(d) if so, what are the details in this regard?