

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO.1505
TO BE ANSWERED ON 02.08.2021**

EXPENDITURE ON COVID-19

1505. SHRI M.V. SHREYAMS KUMAR:

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

- (a) the expenditure incurred by the Ministry till now on measures/campaign undertaken in the fight against COVID-19 during the last 18 months;
- (b) whether the Ministry has commissioned work to non-Government Organizations/private players in this regard; and
- (c) if so, the details thereof?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
YOUTH AFFAIRS AND SPORTS
(SHRI ANURAG SINGH THAKUR)**

(a) Ministry of Information and Broadcasting has undertaken awareness generation on COVID-19, appropriate behaviour and vaccination through various media units like Press Information Bureau (PIB), Bureau of Outreach and Communication (BOC) and Prasar Bharati, the public broadcaster, through Doordarshan (DD) and All India Radio (AIR) in English, Hindi and other regional languages utilizing various media vehicles like print, electronic media, social media, internet websites, outdoor publicity, live arts and interpersonal media. Expenditure relating to COVID-19 activities is not separately maintained.

(b) and (c) Advisories were sent to all Private Television Channels, Private FM radio broadcasters, Community Radio Stations and DTH operators across the country urging them to disseminate messages for COVID-19 appropriate behavior and vaccination and to promote awareness of the national helpline numbers. Private media including TV and FM Radio supplemented the efforts of the Ministry on the fight against COVID-19 by positioning Public Service Announcements, jingles, spots, special mentions by anchors, radio jockeys, experts and influencers. Pre-Caller tunes on Mobile phones were also deployed for COVID appropriate behavior, vaccination and COVID Helpline numbers.
