

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

**RAJYA SABHA  
UNSTARRED QUESTION NO. 3269  
TO BE ANSWERED ON 31.03.2022**

**EXPENDITURE ON ADVERTISEMENTS**

**3269. DR. FAUZIA KHAN:**

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

- (a) the details of expenditure incurred by the Ministry, during the last five years and the current year, as per the type of expenditure, year-wise;**
- (b) the details of expenditure incurred on advertisements, during the last five years and the current year, year-wise;**
- (c) whether such expenditure shows an increase or decrease in expenditure incurred on advertisements during the last three years; and**
- (d) if so, the details thereof?**

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND  
MINISTER OF YOUTH AFFAIRS & SPORTS  
{SHRI ANURAG SINGH THAKUR}**

**(a): The details of expenditure incurred by the Ministry in last five years and the current year (up to 27.03.2022) as per types of expenditure, year-wise is as under:-**

**(Rs. in Crore)**

<b>Financial year</b>	<b>Type of expenditure</b>		<b>Total</b>
	<b>1-Revenue Expenditure</b>	<b>2-Capital Expenditure</b>	
<b>2016-17</b>	<b>3933.85</b>	<b>44.45</b>	<b>3978.30</b>
<b>2017-18</b>	<b>3476.38</b>	<b>11.24</b>	<b>3487.62</b>
<b>2018-19</b>	<b>3993.99</b>	<b>9.28</b>	<b>4003.27</b>
<b>2019-20</b>	<b>4028.07</b>	<b>4.29</b>	<b>4032.36</b>
<b>2020-21</b>	<b>3374.12</b>	<b>6.32</b>	<b>3380.44</b>
<b>2021-22</b>	<b>3649.62</b>	<b>21.04</b>	<b>3670.66</b>

**(b) to (d): The details of expenditure incurred by the Ministry under the head 'Advertising & Publicity' during the last five years and the current year (up to 27.03.2022), year-wise is as under:-**

**(Rs. in Crore)**

<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>
<b>196.65</b>	<b>163.05</b>	<b>247.11</b>	<b>192.70</b>	<b>97.38</b>	<b>167.88</b>

**Expenditure under the head 'Advertising & Publicity' varies from year to year as it is based on several considerations, including the nature of subjects on which such advertisement is to be made, choice of media platform, language, etc.**

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