

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

**RAJYA SABHA
UNSTARRED QUESTION No. 1033
(TO BE ANSWERED ON 15.12.2022)**

INCREASED SPENDING ON ADVERTISEMENT

1033. SHRI SYED NASIR HUSSAIN:

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

- (a) the details of amount spent on publicity and advertisement of policies and programmes of Government during the last five years including the current year, year-wise;**
- (b) the details of the top 10 newspapers and TV channels in terms of amount spent on advertising Government policies and programmes;**
- (c) whether Government is aware that the spending on advertisement and publicity has increased manifold in the last few years; and**
- (d) if so, whether Government is considering any steps to limit its spending on advertisement and publicity?**

ANSWER

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

(a): The year-wise details of expenditure incurred by Central Bureau of Communication (CBC) on publicity and advertisements of policies and programmes of Government during last five years, including the current year, are as under:

(Rs. in Crores)

Financial year	Total Expenditure
2017-18	1220.89
2018-19	1106.88
2019-20	627.67
2020-21	349.09
2021-22	264.78
2022-23 (till 09.12.2022)	154.07

(b): The details of advertisements expenditure on top 10 newspapers/publications and Pvt. C&S (Cable and Satellite) TV Channels by Government through CBC are available on the website of CBC, i.e. www.davp.nic.in.

(c) and (d): No Sir. As per the above data, expenditure on advertisement and publicity has not increased in last few years.
