

**GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 1656  
TO BE ANSWERED ON DECEMBER 18, 2023**

**EXPENDITURE OF SWACCH BHARAT MISSION - URBAN**

**NO. 1656. SHRI SAKET GOKHALE:**

**Will the Minister for HOUSING AND URBAN AFFAIRS be pleased to state:**

the total expenditure incurred on advertisements and publicity campaigns on Swacch Bharat Mission - Urban between the period November, 2018 till date?

**ANSWER  
THE MINISTER OF STATE IN THE  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
(SHRI KAUSHAL KISHORE)**

A total of 5% of the allocation of Swachh Bharat Mission – Urban (SBM-U) overall budget is earmarked for IEC (Information Education Communication) & BCC (Behaviour Change Communication) component. 80% of this earmarked amount is released to States/ UTs/ ULBs to design and undertake IEC/BCC interventions and balance 20% is earmarked for the Ministry of Housing and Urban Affairs to draw up national level activities and develop standard campaign tools for effective awareness and communication.

Advertisement and publicity are covered under the IEC and BCC component of SBM-U. The total expenditure incurred including grants to States under IEC&BCC of SBM-U between the period November, 2018 till date is ₹ 889.83 crores to undertake development of outdoor communication materials, workshops/ events, interface with local community members and representatives, activities for sensitization of citizens door-to-door awareness activities and various campaigns to achieve the vision of Garbage Free Cities.

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