

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

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 587**  
**(TO BE ANSWERED ON 07.02.2025)**

**‘GUIDELINES FOR CHANNEL WISE DISSEMINATION OF GOVERNMENT ADVERTISEMENT’**

**587. SHRI VIVEK K. TANKHA:**

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

- (a) the specific criteria or policy guidelines that determine the dissemination of Government advertisements across different media channels, such as television, print, radio and digital platforms;
- (b) the manner in which Government ensures a fair and balanced allocation of advertisements across various media outlets, particularly in terms of reach, regional diversity, and public service objectives;
- (c) the total Government expenditure on advertisements over the past five years, broken down by each channel (television, print, radio, digital, etc.); and
- (d) whether any steps have been taken to ensure greater efficiency and transparency in channel-wise spending ?

## ANSWER

### **MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND PARLIAMNTARY AFFAIRS {Dr. L. MURUGAN}**

(a) to (d): The Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes information/awareness campaigns on behalf of the Ministries/Departments of Government of India to disseminate information and create awareness about the scheme/programme/initiatives undertaken by them through various media vehicles at national and regional level keeping in view factors like target audience, preferred geographical area for the campaign, availability of budget etc., as indicated by the client Ministries/Departments. Such campaigns are undertaken as per the policy guidelines for respective media vehicles, which are available on the website of CBC i.e. <https://cbcindia.gov.in>. The expenditure incurred by CBC on awareness and publicity campaigns through various media vehicles viz. television, print, radio, digital, etc. during the last five years is available on the website of CBC. Periodic evaluation is carried out regarding efficacy of various media options in maximising outreach and dissemination of Government programmes.