

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION No. 1390
(TO BE ANSWERED ON 31.07.2024)

COST EFFECTIVE GOVERNMENT ADVERTISEMENTS

1390. SHRI P V MIDHUN REDDY

ADV DEAN KURIAKOSE:

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

- (a) the details of the expenditure incurred on advertisements by the Government in the last five years;
- (b) whether the Government has devised any parameters to tabulate the rate of return on these advertisements;
- (c) if so, the details thereof;
- (d) if not, the reasons therefor;
- (e) whether the Government has any plans to use alternative methods of cost-effective advertising to deliver similar results;
- (f) if so, the details thereof; and
- (g) if not, the reasons therefor?

ANSWER

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

(a): The expenditure incurred by Government on awareness and publicity campaigns undertaken through Central Bureau of Communication (CBC) during last five years varies between Rs. 300 crore to Rs. 700 crore per year.

(b) to (d): CBC undertakes awareness campaigns on behalf of client Ministries/Departments through various media platforms to disseminate information and create awareness about schemes, programmes and initiatives of the Government. The impact of such campaigns is reflected in increase in enrolment for schemes, enhancement in tax collection and widening of tax net, improvement in health indicators, etc.

(e) to (g): CBC undertakes awareness campaigns for various Government schemes, programmes and initiatives through a media mix of various platforms as per nature of messaging, target audience, budget etc. indicated by client Ministry/Department in the most cost effective manner.
