

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3756

ANSWERED ON:23.12.2004

EXPENDITURE OF INDIA SHINNING CAMPAIGN

Chander Kumar Prof. ;Scindia Shri Jyotiraditya Madhavrao;Singh Smt. Pratibha

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

- (a) the total expenditure incurred by the Government on India Shinning campaign through various media and the percentage of the total expenditure on Government advertisement did it constitute during January-February, 2004;
- (b) whether advertisements were given through other agency apart from D.A.V.P.;
- (c) if so, the details thereof alongwith amount involved therein;
- (d) whether the Government has received any representation from various quarters on the expenditure incurred on India Shinning compaign; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

- (a), (b), (c), (d) & (e): The information is being collected and will be laid on the Table of the House.