

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

UNSTARRED QUESTION NO:3216
ANSWERED ON:29.08.2013
AMOUNT SPENT ON ADVERTISEMENTS
Owaisi Shri Asaduddin

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

- (a) whether the Government is spending a huge amount on advertisements on the death and birth anniversaries of various leaders;
- (b) if so, the amount spent on advertisements since 2009, leader and year-wise ;
- (c) the rationale behind spending a huge amount of tax-payers money on such advertisements;
- (d) whether the Government proposes to reduce this spending in the wake of austerity measures being taken; and
- (e) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) and (b): The percentage of expenditure on advertisements on the death and birth anniversaries of various leaders by the Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information and Broadcasting, is only 8.09% of the total expenditure incurred under the Print Media head in the last four years starting from 2009-10 to 2012-13. The year-wise amount spent on advertisements since 2009 by DAVP on advertisements on death and birth anniversaries of various leaders are annexed. However, the information regarding the other Ministries / Departments is being collected and will be laid on the Table of the House.

(c) to (e): The percentage of expenditure incurred on account of advertisements on the birth and death anniversaries of former leaders is not very huge. It is imperative on the part of the Government to make the young generation aware about the great contribution and sacrifices made by the freedom fighters and great national leaders in nation building.