

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

UNSTARRED QUESTION NO:981
ANSWERED ON:16.07.2014
BHARAT NIRMAN PUBLIC INFORMATION CAMPAIGN
Roy Prof. Saugata

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

- (a) whether the Government had evolved a media outreach strategy called Bharat Nirman Public Information Campaign and if so, the details thereof;
- (b) the amount spent on this campaign during each of the last three years and the current year;
- (c) the details of the print/visual media advertisements given during the above period and the amount spend on these, agency-wise; and
- (d) the current status of this concept?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) Yes, Sir. An integrated advertisement campaign comprising of various flagship programmes of Government of India, under the title "Bharat Nirman", was launched as a part of media outreach strategy under the plan sub-scheme titled "People's Empowerment through Development Communi- cation (Conception and Dissemination)-DAVP" of the Ministry of Information and Broadcasting.

(b) The details of the amount spent on this campaign during each of the last three years and the current year are as follows:

(Rs. in Crore)

Year	Amount Spent
2011-12	87.78
2012-13	103.02
2013-14	188.88
2014-15	32.23

(c) The details are placed at Annexure.

(d) Currently, there is no proposal to undertake any campaign under the umbrella of "Bharat Nirman".