

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED Q. No 2029
TO BE ANSWERED ON 30th July, 2021**

FUNDS SPENT FOR ADVERTISEMENT ON COVID-19

2029 SHRI HAJI FAZLUR REHMAN

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- a) whether the Government has issued advertisements to create awareness about Corona pandemic among the public;
- b) if so, the details thereof including the Expenditure incurred thereon; and
- c) the financial burden/implications on the Government as a consequence of the expenditure on such advertisements?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(DR. BHARATI PRAVIN PAWAR)**

(a) to (c): Union Health Ministry has carried out a comprehensive and sustained campaign during Covid-19 during 2020 & 2021 by deploying various media platforms to carry out awareness across the country.

Some campaigns were released in print and electronic media during the initial outbreak of the pandemic in 2020, over which an expenditure of Rs. 19.66 crore was incurred.

Other than that, almost all campaigns were carried out on pro-bono basis by leveraging social media extensively.

Other platforms deployed for dissemination included the pre-caller tune on mobile phones, inter personnel communication through ASHAs, leveraging of field level network of various other Central Government Ministries like the Ministries of Panchayati Raj and Rural Development, PIB network of Ministry of Information & Broadcasting, the civil society organizations, development partners etc. for spreading awareness about Covid Appropriate Behaviour and vaccination program.

Print, TV and Radio including community radios were also engaged on pro-bono basis for effective outreach.

The details of campaigns carried out on payment basis are attached as **Annexure I**.

Further, during FY 2020-21, funds to the tune of Rs. 8257.88 Crore were released to the States/UTs towards the India Covid -19 Emergency Response and Health System Preparedness Package - I. Against the above-mentioned release, expenditure to the tune of Rs.209.03 crore has been reported by States/UTs under FMR code (8.31.7) IEC/BCC till June 2021. State/UT wise details are given at **Annexure II**.

Annexure-I

Item wise fund released from March 2020 till date for advertisement related to COVID 19 released

S. No.	Subject	Medium	Agency	Period of Campaign	Amount (in Rs.)
1	Print Ad half page released for publication in the addition of 13 March 2020	Print	BOC	13-Mar-20	6,981,770
2	Print Ad half page released for publication in the addition of 15 March 2020	Print	BOC	15-Mar-20	6,999,409
3	Print Ad half page released for publication in the addition of 17 March 2020	Print	BOC	17-Mar-20	6,998,146
4	Print Ad half page released for publication in the addition of 19 March 2020	Print	BOC	19-Mar-20	6,999,512
5	Print Ad half page released for publication in the addition of 21 March 2020	Print	BOC	21-Mar-20	7,007,266
6	Print Ad half page released for publication in the addition of 22-23 March 2020	Print	BOC	22 to 23-03-2020	6,995,404
7	Print Ad half page released for publication in the addition of 24 March 2020	Print	BOC	24-Mar-20	6,999,767
8	Print Ad half page released for publication in the addition of 26-27 March 2020	Print	BOC	26-27 March 2020	6,993,913
9	Print Ad half page released for publication in the addition of 28 March 2020	Print	BOC	28-Mar-20	7,000,510
10	Print Ad half page released for publication in the addition of 29-30 March 2020	Print	BOC	29-30 March 2020	6,999,023
11	Print ad released for publication in the addition of 5-6 March 2020	Print	BOC	5-6 March 2020	4,988,468
12	Campaign through Pvt C & S Channels (PAN India) for 30 days	Electronic	BOC	3-29 March 2020	16,491,176
13	Campaign through pvt FM All India for 30 days			6 March to 4 April 2020	9,990,609
14	Campaign through Pvt C & S Channels (PAN India) for 30 days	Electronic	BOC	21 March to 19 April 2020	10,156,118
15	Campaign through pvt FM All India for 30 days	Electronic	BOC	22 March to 19 April 2020	44,995,804
16	Campaign through DD for telecast of 40sec spot	Electronic	DD	6 March to 20 March 2020	10,000,500
17	Campaign through AIR for broadcast of 30 sec spots	Electronic	AIR	7 March to 4 April 2020	5,090,936
18	Campaign through AIR for broadcast of 40 sec spots	Electronic	AIR	24 March 2020 to 24 April	20,365,752
19	Production of 1 video spot on "Lockdown Matlab"	Electronic	NFDC	8/7/2020	619,500
20	Radio spot on social distancing and Mass	Electronic	NFDC		23,600

S. No.	Subject	Medium	Agency	Period of Campaign	Amount (in Rs.)
	gathering				
21	Radio spot on Prime Minister Address to nation	Electronic	NFDC	Mar-20	11,800
22	Production of 1 video spot on "Mental Health during lockdown"	Electronic	NFDC	9/30/2020	206,500
23	Film on Corona Warrior	Electronic	NFDC		619,500
24	Printing of posters, leaflets for distribution in railways for M/o Railways	Outdoor Prod.	Printers empaneled with BOC & DOP	May, 2020	3,018,120
25	Printing of Stickers for 3 key COVID Appropriate Behaviour	Outdoor Prod.	Printers empaneled with BOC & DOP	Oct-20	90,565
				Total	196,643,668

Annexure II

Statement showing details of State/UT wise Expenditure reported under the FMR Code B.31.7 - IEC/BCC against India COVID-19 Emergency Response and Health System Preparedness Package - I for the FY 2020-21

S. No.	State/UT	(Rs. in crore) Expenditure
1	Andaman And Nicobar Islands	0.59
2	Andhra Pradesh	1.66
3	Arunachal Pradesh	3.50
4	Assam	7.87
5	Bihar	7.98
6	Chandigarh	0.55
7	Chhattisgarh	1.54
8	Dadra & Nagar Haveli and Daman & Diu	0.69
9	Delhi	1.40
10	Goa	0.07
11	Gujarat	16.89
12	Haryana	3.71
13	Himachal Pradesh	5.85
14	Jammu And Kashmir	13.59
15	Jharkhand	4.34
16	Karnataka	4.09
17	Kerala	22.01
18	Ladakh	0.09
19	Lakshadweep	0.01
20	Madhya Pradesh	0.00
21	Maharashtra	26.29
22	Manipur	4.10
23	Meghalaya	0.26
24	Mizoram	0.15
25	Nagaland	0.30
26	Odisha	12.52
27	Puducherry	0.14
28	Punjab	20.11
29	Rajasthan	4.66
30	Sikkim	0.06
31	Tamil Nadu	15.95
32	Telangana	8.01
33	Tripura	0.40
34	Uttar Pradesh	14.49
35	Uttarakhand	4.49
36	West Bengal	0.70
	Grand Total	209.03
Note:		

1. FMR stands for Financial Management Report.	
2. IEC/BCC stands for Information Education Communication/ Behavior Change Communication.	
3. IEC/BCC under COVID-19 ECRP includes COVID Helpline-1075/104, Print/Mass Media/Digital, etc., Community Radio, Social Media Interventions, Community Based Interventions, etc.	
Source: As per PFMS report as on 29.06.2021. (NHM Covid-19 State Wise Expenditure Report for FY 2020-2021)	