

THE EXPENDITURE INCURRED ON AWARENESS AND PUBLICITY CAMPAIGNS THROUGH CENTRAL BUREAU OF COMMUNICATION

The information relating to expenditure incurred by CBC on awareness and publicity campaigns through various media vehicles viz. television, print, radio, digital, etc. during the last five years referred to in reply of Rajya Sabha Unstarred Question No. 587 by SHRI VIVEK K. TANKHA for answer on 7.2.2025 regarding **'Guidelines For Channel Wise Dissemination of Government Advertisement'**

The expenditure incurred by CBC on awareness and publicity campaigns during the last five years across different platforms viz. television, print, radio, digital, etc. in each year varies between Rs. 33 crores to Rs. 295 crores through various media vehicles.