

DCID Indicators FY 2022-23	Number of multimedia publicity campaigns launched (FY 2022-23)
Number of Radio spots across 200-220 channels in the FY	140000
Number of TV insertions across 100-110 channels in the FY	84000
Number of insertion of Print Media Display classified in the FY	10330
Number of Outdoor Publicity Display	76000
Number of Exhibitions to be held in the FY (in days)	2918
Number of Direct Integrated Communication/theatrical show to be organized	3724

DCID Indicators FY 2023-24	Number of multimedia publicity campaigns launched (FY 2023-24)
Number of Radio spots across 200-220 channels in the FY	329323
Number of TV insertions across 100-110 channels in the FY	142677
Number of insertion of Print Media Display classified in the FY	13700
Number of Outdoor Publicity Displays	264840
Number of Exhibitions to be held in the FY (in days)	1442
Number of jobs to be created in Printed publicity	129
Number of ICOPs with Live Arts and Cultural programmes organized	888

DCID Indicators FY 2024-25	Number of multimedia publicity campaigns launched (FY 2024-25)
Number of Radio spots across 200-220 channels in the FY	141090
Number of TV insertions across 100-110 channels in the FY	44321
Number of insertion of Print Media Display classified in the FY	37
Number of Outdoor Publicity Displays	0
Number of Exhibitions to be held in the FY (in days)	572
Number of unique publicity material to be printed	6
Number of ICOPs with Live Arts and Cultural programmes organized	595

*Expenditure for DCID on multimedia campaigns booked under Media, Publicity & Campaign Head