

**The Year-wise details since 2021 of expenditure incurred by Government on influencers, social media campaigns, celebrities, digital media, print advertisements and outdoor/banners, the details of scheme-wise allocations where applicable.**

Amount in Rs. Crores

<b>FY</b>	<b>Print</b>	<b>New Media*</b>	<b>OP</b>
<b>2021-22</b>	179.04	6.61	35.7
<b>2022-23</b>	220.34	7.54	32.76
<b>2023-24</b>	201.98	39.33	162.21
<b>2024-25</b>	119.79	70.83	117.76
<b>2025-26 (up to 20/03/26)</b>	351.52	100.82	106.28

(In the CBC database details of such scheme-wise allocation are not available.)

\*Activities under New Media covers/expenditures on campaigns in Social Media, Digital Media and Digital Advertising services through social media agencies.