

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

LOK SABHA

**UNSTARRED QUESTION NO. 2287
TO BE ANSWERED ON 6.5.2016**

GOVERNMENT ADVERTISEMENTS

2287. SHRI ANURAG SINGH THAKUR:

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

- (a) the details of various flagship schemes that were publicized by Directorate of Advertising and Visual Publicity (DAVP) during each of the last two years along with amount spent for the same;
- (b) whether the number of campaigns run by DAVP across Ministries has reduced in the last five years, if so, the details thereof and the reasons therefor;
- (c) whether DAVP is underutilizing the allocated budget for the purpose, if so, the reasons therefor; and
- (d) whether the Government proposes to provide adequate budget for publicizing the Government schemes, if so, the details thereof?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION &
BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}**

- (a) Details can be seen at **Annexure-I**.
- (b) No, Sir.
- (c) No, Sir.
- (d) Being a nodal advertising agency of the Government of India, DAVP releases advertisements on behalf of different Ministries/Departments as per their requirement, target audience and funds available.

Annexure-I

**Annexure as referred to in reply to part (a) of Lok Sabha Unstarred Question
No. 2287 for reply on 06.05.2016**

Committed expenditure of various flagship schemes for the last 2 years

Flagship Schemes	Committed Expenditure (2014-15)	Committed Expenditure (2015-16)
Swachh Bharat (Ministry of Information and Broadcasting)	1,01,18,00,000	81,18,00,000
Swachh Bharat (Ministry of Drinking Water and Sanitation)	1,11,39,14,140	2,11,96,33,426
Skill India	10,79,366	4,19,26,072
Make in India	79,01,587	4,71,12,092
Indradhanush	1,25,66,154	10,37,01,902
Mudra	0	7,75,24,155
PM Fasal Beema Yojna	0	9,75,80,000
Beti Bachao Beti Padhao	41,86,71,838	20,54,00,000
Total	2,56,59,33,085	3,50,46,77,647