

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

**LOK SABHA**

**UNSTARRED QUESTION No. 1583**  
**(TO BE ANSWERED ON 31.07.2024)**

DIGITAL ADVERTISEMENT POLICY, 2023

1583. SHRI MANOJ TIWARI:

SHRI CHAVDA VINOD LAKHAMSHI:

SHRI P P CHAUDHARY:

SHRI SHANKAR LALWANI:

SHRI DILIP SAIKIA:

SHRI JUGAL KISHORE:

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

- (a) whether the Government is aware of the status of implementation of the Digital Advertisement Policy, 2023;
- (b) if so, the details thereof along with the percentage of Government schemes allocated for advertisement via the new policy;
- (c) whether the Government has fixed any criteria for inviting and selecting the digital platforms for advertisement; and
- (d) if so, the details thereof;

**ANSWER**

**MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND  
PARLIAMNTARY AFFAIRS {Dr. L. MURUGAN}**

(a ) to (d): The Central Bureau of Communication (CBC), under the Ministry of Information and Broadcasting, undertakes awareness and publicity campaigns for various Government schemes, programmes and initiatives through various media platforms, including digital media, on the basis of the nature of messaging, target audience, availability of budget, etc. indicated by the client Ministries/Departments of Government of India.

CBC has notified the Digital Advertisement Policy, 2023 on 09<sup>th</sup> November, 2023. This policy specifies the empanelment process and the criteria for selection of digital media platforms such as OTT, podcasts, internet websites, mobile applications etc. and the release of awareness/publicity campaigns on such platforms.

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