

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:264  
ANSWERED ON:22.07.2003  
EXPENDITURE ON MEDIA AND PUBLICITY  
BASUDEB ACHARIA

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

- (a) the details of the expenditure incurred by the Government during each of the last three years and the current year for Media and Publicity;
- (b) whether the expenditure for the said purpose in the year 2001-2002 was more than the budgetary provision;
- (c) if so, the reasons therefor;
- (d) whether there has been diversion of funds to meet the extra expenditure; and
- (e) if so, the details thereof and the action taken by the Government in this regard?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI U.V. KRISHNAM RAJU)

(a) The details of the expenditure incurred by the Ministry of Rural Development during each of the last three years and the current year for Media and Publicity are as under:

S.No. Year Expenditure (Rupees in lakhs)

1.	2000-2001	2060.00
2.	2001-2002	5461.72
3.	2002-2003	1678.00
4.	2003-2004 (till 15.07.03)	110.01

(b) Yes Sir, as against the budgetary allocations of Rs. 28.59 crore available for IEC activities, an expenditure of Rs. 54.617 crore were incurred on media and publicity.

(c) The expenditure in excess of budgetary allocation was mainly owing to intensive IEC campaign on Doordarshan and All India Radio through Prasar Bharati.

(d) Yes, Sir.

(e) The additional requirement of funds for media and publicity was met out of reappropriation with the approval of Planning Commission and Ministry of Finance from the savings available under different Programmes of the Ministry.