

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:284
ANSWERED ON:22.07.2003
BUDGETARY ALLOCATION FOR MEDIA PUBLICITY
PRAKASH YASHWANT AMBEDKAR

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the amount spent on Media and Publicity in the year 2001-2002 and 2002-2003;
- (b) the budgetary allocation for media and publicity for the said years;
- (c) whether any publicity consultant was appointed;
- (d) if so, the amount paid for consultancy or as salary;
- (e) whether the appointment was sanctioned by the Government;
- (f) if not, the reasons therefor; and
- (g) the sources of making payment to him?

Answer

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

- (a) An amount of Rupees 5461.72 lakh and Rupees 1678.00 lakh was spent on Media and Publicity in the year 2001-2002 and 2002-2003 respectively.
- (b) The Budgetary allocation for media and publicity for the years 2001-2002 and 2002-2003 was Rupees 2859.00 lakh and Rupees 2250 lakh respectively.
- (c) Yes Sir, a consultant was appointed on full time basis for a period of one year with effect from 22nd February, 2002 for the purpose. The consultant held the post till 8th July, 2002.
- (d) The consultant was engaged at consolidated salary of Rupees 22,400/- (fixed) and total amount of Rupees 1,00,981/- was paid for the services provided by the consultant.
- (e) The appointment was made with the approval of Department of Personnel and Training and as per guidelines issued for the appointment of consultant.
- (f) Does not arise.
- (g) The salary to the consultant was paid out of the sanctioned budget grant of the Ministry.