

Annexure-B

Government projects/programmes which have highest expenditure on advertisements

Radio

2023-24

Sl. No.	Campaign Name
1	NHA - AB PM-JAY
2	Vishwakarma
3	Swachhata Hi Seva
4	PM SVANidhi
5	ECI Special Summary Revision 2024
6	Jal Jeevan Mission
7	NHA - ABDM
8	QCI ZED Certification
9	Khadi Mahotsav
10	PFRDA - APY

2022-23

Sl. No.	Campaign Name
1	8 Saal - Seva Sushasan Garib Kalyan
2	NHA -ABHA
3	Polio SNID
4	PM SVANidhi
5	Agniveer(SSR) Entry
6	Indian Navy Agniveer
7	QCI ZED Certification
8	Khelo India University Games
9	Agriculture Insurance

2021-22

Sl. No.	Campaign Name
1	POLIO SNID
2	Free Vaccination to all above 18 Years
3	FPI - PMFME Scheme
4	PFRDA - APY

2020-2021

Sl. No.	Campaign Name
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Television

2023-24

Sr No.	Campaign Name
1	ATMANIRBHAR BHARAT
2	Chandrayaan
3	Jal Jeevan Mission
4	Information Dissemination of Central Govt.
5	Swachhata Hi Seva
6	ECI - Special Summary Revision
7	QCI Zed - Certification Scheme
8	I&B Campaign- JJM, Chandrayaan, Jan Aushadhi, Ayushman Bhav, Swachhta Hi Seva
9	Vishwakarma
10	Ayushman Bhav

2022-23

Sr No.	Campaign Name
1	8 Saal Seva Sushasan, Garib Kalyan
2	Government Initiatives in Gujarat & Himachal
3	QCI ZED Certification
4	Polio Sub National Immunization Day
5	Agriculture - PMFBY

2021-22

Sr No.	Campaign Name
1	Polio National Immunization Day
2	PMJJBY and PMSBY
3	PFRDA - Atal Pension Yojana

2020-21

Sr No.	Campaign Name
1	ECI- Bihar Assembly Election 2020
2	WELFARE INITIATIVES OF GOVT
3	Scheme for Creation of Backward & Forward Linkages

2019-20

1	PM SVANidhi
2	FPI - Greens Scheme
3	PFRDA - NPS
4	PFRDA - APY
5	Polio SNID
6	PMKSY Schemes
7	One Nation One Ration Card
8	Promotion of CBFL under PMKSY Scheme
9	Welfare Initiatives of Government

Sr No.	Campaign Name
1	ECI - Loksabha Election 2019

2019-20

Sl. No.	Campaign Name
1	Jal Shakti Abhiyan
2	Sukanya Samriddhi Account Scheme
3	Digital Life Certificate
4	National Pension Schemes
5	PM-SYM
6	Ayushman Bharat -PM-JAY Awareness
7	PFRDA - APY
8	NID Polio
9	POCSO
10	PMAY (U)