

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:3778  
ANSWERED ON:21.08.2003  
ADVERTISEMENTS BY DAVP  
AMBATI BRAHMANAIAH

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

- (a) the total advertisements released by DAVP in 2002-2003;
- (b) the total money spent by DAVP on advertisements in all types of media in 2002- 2003;
- (c) whether DAVP is increasing its outlay for the visual media as opposed to the print media;
- (d) how does DAVP decide on the best way to convey a message; and
- (e) the details of the decision making process at DAVP?

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

- (a) A total of 18,397 advertisements were released by DAVP in 2002-2003.
- (b) DAVP had committed an expenditure of Rs.111.09 crores during 2002-2003. (Rs.100.14 crores for advertisements through newspapers and Rs.10.95 crores for audio- video spots in electronic media).
- (c) No Sir.
- (d) & (e) : Selection of media depends on content of the message, intended reach as well as acceptance and penetration of various media in different social strata and geographical areas as also availability of funds. The media for conveying the message to the target audience/readership is decided in consultation with client Department. Preparation of panel of newspapers / audio-video producers are governed by Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers and Guidelines for Empanelment of Audio-Video producers with DAVP respectively.