

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

UNSTARRED QUESTION NO:1534
ANSWERED ON:11.12.2003
GROWTH OF ADVERTISEMENTS INDUSTRY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether advertisement industry showed a dismal performance during the last year i.e. 2002-03;
- (b) if so, the reasons therefor;
- (c) whether advertisement industry is projecting a 12 per cent growth as compared to 4% in the year 2002-03;
- (d) if so, the details thereof;
- (e) the total share of the Government in advertisements out of total advertisement business at present; and
- (f) the steps taken or being taken by the Government to increase its share in the growth of advertisement industry?

Answer

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

(a), (b), (c), (d), (e) & (f) : The advertising industry is mainly in private hands and is overseen by the Advertising Standards Council of India, a self-regulatory body of the advertising industry and Advertising Agencies Association of India. The Government does not monitor the growth and performance of the advertising industry. The primary objective of the Directorate of Advertising and Visual Publicity (DAVP), a Government media, is to secure the widest possible coverage of the Government's schemes, programmes, policies and achievements on various social issues. During the period 2002-03, DAVP issued advertisements worth Rs.100.14 crores.