

**GOVERNMENT OF INDIA
URBAN DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:3257
ANSWERED ON:14.12.2005
VIOLATION OF ORDERS BY DDA
Singh Shri Sugrib

Will the Minister of URBAN DEVELOPMENT be pleased to state:

- (a) whether the Delhi Development Authority (DDA) places advertisements through its own empanelled agencies rather than through DAVP;
- (b) if so, the reasons therefor;
- (c) the expenditure incurred by the DDA thereon during the last three years;
- (d) whether the DDA has violated the orders of the Government in this regard;
- (e) if so, the details of the orders issued by the Government during October 2001 to February 2002 in regard to placement of advertisements; and
- (f) the action taken against the officials for violating orders of the Government in this regard?

Answer

MINISTER OF URBAN DEVELOPMENT AND CULTURE (SHRI S. JAIPAL REDDY)

(a)&(b): Delhi Development Authority (DDA) has reported that its advertisements required display in major national dailies. DAVP expressed its inability to publish DDA's advertisements in major national dailies, at DAVP rates. DDA places its advertisements in major dailies through its empanelled agencies which does not involve any additional expenditure and DDA also gets the benefit of better designing free of cost and assistance in timely publication/changes etc. DDA advertises in the alternative media at the DAVP rates.

(c): DDA has reported the following expenditure on advertisements, during the last three years:-

Year	Expenditure on
Advertisement	(Rs.)
2002-03	7,92,78,780/-
2003-04	7,18,30,110/-
2004-05	4,48,46,353/-

(d)to(f): A circular received from DAVP, suggesting that publicity requirements of all departments/public sector undertakings/autonomous bodies may be routed through them, was forwarded to DDA by this Ministry on 22nd October, 2001. However, as reported by DDA, DAVP expressed its inability to publish advertisements of DDA in major national dailies at DAVP rates. Hence the question of taking action against officials for violation of Govt. orders does not arise.