

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

STARRED QUESTION NO:95
ANSWERED ON:05.03.2007
RELEASE OF ADVERTISEMENTS THROUGH DAVP
Mondal Shri Abu Ayes

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

- (a) whether the Government has decided to release all the public sector advertisements through Directorate of Advertising and Visual Publicity (DAVP) organisation;
- (b) if so, the details thereof;
- (c) the details of the newspapers/magazines and the empanelled publications registered with DAVP;
- (d) whether the Government has issued any directives to public sector organisations regarding the release of advertisements to "DAVP non-empanelled" publications; and
- (e) if so, the details thereof ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (e) OF LOK SABHA STARRED QUESTION NO.95 FOR REPLY ON 05.03.2007

(a)&(b): Yes, Sir. Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency of the Government of India for release of its advertisements by various Ministries/ Departments/Public Sector Undertakings. Advertisements are released in accordance with the Advertisement Policy of the Government of India, according to which, all Central Government advertisements will be routed through DAVP. All attached offices, autonomous organisations and PSUs under the Ministries/Departments will also route their advertisements through DAVP.

(c): 3687 Newspapers and periodicals are presently empanelled with DAVP.

(d) : No, Sir.

(e): Does not arise.