

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

UNSTARRED QUESTION NO:679
ANSWERED ON:02.03.2010
POLICY FOR ADVERTISEMENT
Ray Shri Rudramadhab

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

- (a) whether the Government has evolved any policy for the release of advertisements in the electronic and print media;
- (b) if so, the details thereof and the number of advertisements released alongwith the total expenditure incurred thereon during each of the last three years and the current year, newspaper-wise;
- (c) whether the Government has any proposal to cut publicity advertisement in print media and adopt electronic media;
- (d) if so, the details thereof and the reasons therefor; and
- (e) the corrective measures taken by the Government in this regard ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a): Yes, Sir.

(b): Advertisement Policy of the Directorate of Advertising and Visual Publicity (DAVP), for both the print and electronic media, are available on the official web-site of DAVP at www.davp.nic.in.

Year-wise details of advertisements released by DAVP and the total expenditure incurred thereon, during the last three years and the current year, are as under:

Year	No. of Insertions	Amount of Expenditure (Rs.)
2006-07	2,24,231	2,08,58,86,287.00
2007-08	1,86,095	2,07,07,07,102.42
2008-09	2,08,881	3,20,88,81,483.00
2009-10 (upto 24.02.10)	1,83,088	2,90,55,99,317.32

Newspaper-wise details are available on the official web-site of DAVP at www.davp.nic.in/commitment.htm

(c) : No, Sir.

(d) & (e) : Do not arise.