

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

UNSTARRED QUESTION NO:3989
ANSWERED ON:20.04.2010
DISCREPANCIES IN ADVERTISEMENTS
Kashinath Shri Taware Suresh

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

- (a) whether there have been discrepancies in the advertisements published by the Government in the recent months;
- (b) If so, the details thereof and the reasons therefor;
- (c) the corrective measures taken by the Government in this regard;
- (d) whether the Government/ Directorate of Advertising and Visual Publicity (DAVP) has adopted any criteria for clearance of advertisements before publishing; and
- (e) if so, the details thereof and if not, the reasons therefor?

Answer

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

(a) & (b): Yes, Sir. In one of the advertisements issued on behalf of Ministry of Women and Child Development on 24.1.2010 on the occasion of 'National Girl Child Day' in Delhi edition of Times of India, a photograph of a retired officer of Pakistani Air Force got printed inadvertently. On another occasion, in an advertisement published on 20.03.2010 by Eastern Railway on the eve of flagging off Maharaja Express, the outline of the map was disproportionate.

(c) The Ministry of Women & Child Development has instituted an enquiry to look into the reasons for the lapse and to review the existing procedure for preparation and release of advertisements including remedial measures to prevent such lapses in future.

The Ministry of Railways immediately clarified the position to all the national and regional media through interviews and press releases. Action has already been taken against the advertising agency, M/s. Adunique 76, by way of lodging an FIR. The agency has also been debarred from any future business with Eastern Railway and process has also been started to blacklist this advertising agency.

The Ministry of Railways have issued additional instructions to the effect that the final text and design should be scrutinized carefully by the Zonal Railways before releasing the same to the newspapers through their approved empanelled agency and the advertising agencies should be clearly instructed that the advertisements approved by Railways, must be published without any mistake and without changing the approved design. If any display advertisement is published with mistakes or wrongly, the agency would be black-listed and no payment would be made towards publication of such advertisement.

(d) & (e): Yes, Sir. All Ministries & Departments have an option to get the creative produced for print as well as electronic advertisements from DAVP or from any empanelled Multi-media creative agency. DAVP have requested all the Ministries that it requires five clear working days to process the release of advertisement in cases where creative and designs are provided by the Ministries/Departments. The creative should be approved at the level of Joint Secretary and above only. In cases where the DAVP is required to design the creative for print media advertisements, a clear ten working days are required for designing as well as release of advertisement. In case of audio/visual production, at least a month's time would be required for production and release. However, for release of spots, after all approvals, only five working days are required.