

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

UNSTARRED QUESTION NO:3314
ANSWERED ON:28.07.2009
PUBLIC SERVICE ADVERTISEMENTS
Sharma Shri Madan Lal

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

- (a) whether there is any standard procedure for awarding advertisements relating to public service;
- (b) if not, the reasons therefor;
- (c) whether the Government proposes to adopt a new policy for awarding such advertisements and to make the process transparent; and
- (d) if so, the salient feature thereof and the time by which it is likely to be implemented?

Answer

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

(a) & (b) : Yes, Sir. The standard procedure for awarding public service advertisements prescribed in the Directorate of Advertising and Visual Publicity's Advertisement Policies (Print and Electronic) is available on the web-site of the Directorate of Advertising and Visual Publicity (DAVP) at www.davp.nic.in.

(c) & (d): Amendments to the policies are undertaken from time to time depending on the requirements.