

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

UNSTARRED QUESTION NO:4350
ANSWERED ON:04.08.2009
EXPENDITURE ON ADVERTISEMENTS
Chavan Shri Harischandra Deoram

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

- (a) the details of expenditure incurred on advertisements by various Government Departments/ Public Sector Undertakings during the last three years and the current year, year-wise and State-wise;
- (b) whether the expenditure of the Government on advertisements is on the rise;
- (c) if so, the details and reasons therefor;
- (d) whether any direction has been issued to all the Government Departments/Public Sector Undertakings to route their advertisements through the Directorate of Advertising and Visual Publicity (DAVP); and
- (e) if so, the details thereof ?

Answer

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

(a): The details of expenditure incurred on advertisements by various Government Departments/ Public Sector Undertakings, through the Directorate of Advertising and Visual Publicity (DAVP), for print media, during the last three years including the current financial year, are given in Annexure. Further, the expenditure on account of electronic media for the corresponding period are as under :

2006-07	Rs.48.79 crore
2007-08	Rs.137.42 crore
2008-09	Rs.190.77 crore
2009-10	Rs.1.72 crore [upto 29.07.2009]

It is not possible to bifurcate the details of electronic media state-wise.

(b) & (c) : The expenditure of the Government on advertisements increased in the year 2008-09 due to increase in advertisements from various Ministries and due to increase in DAVP print advertisement rates.

(d) & (e) : As per Print Advertisement Policy, all Central Govt. Ministries/ Departments/ Attached & Subordinate Offices/ Field Offices shall route their advertisements, including display advertisements, through DAVP. However, they may issue tender notices directly to empanelled newspapers, only at DAVP rates. PSUs, Autonomous Bodies & Societies of Govt. of India may issue all advertisements, directly at DAVP rates to empanelled newspapers. Further, as per the Electronic Media Advertisement Policy, all Central Government publicity releases on private TV/Radio channels will be routed through DAVP. All attached offices, autonomous organizations & PSUs under the Ministries/Departments will also route their releases through DAVP.

ANNEXURE

ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO. 4350 FOR 04.08.2009.

The details of expenditure incurred on print media advertisements by various Government Departments/Public Sector Undertakings, through the Directorate of Advertising and Visual Publicity (DAVP), during the last three years including the current financial year

Sl.No.	Name of State	Amount of Expenditure [Rs.]	
	2006-07	2007-08	2008-09
	Financial		Current
	Year		

[2009-10]
Upto
29.07.2009

1 Andaman & Nicobar Islands	4,334.00	22,246.00	12,54,432.00	3,71,258.00
2 Andhra Pradesh	7,18,65,249.00	7,21,59,805.00	10,68,07,562.00	2,88,16,597.00
3 Arunachal Pradesh	17,19,985.00	32,44,366.00	41,53,869.00	8,89,755.00
4 Assam	1,87,12,899.00	1,82,16,432.00	2,81,52,511.00	60,59,686.00
5 Bihar	4,43,57,699.00	4,39,02,754.00	6,59,84,137.00	1,57,23,515.00
6 Chandigarh	4,20,89,222.00	3,20,53,893.00	4,43,07,265.00	84,03,654.00
7 Chhatisgarh	2,09,97,170.00	2,31,68,773.00	4,09,09,521.00	96,36,044.00
8 Daman & Diu	5,47,149.00	16,12,000.00	33,09,888.00	8,91,723.00
9 Delhi	67,57,79,500.00	54,24,68,610.00	86,40,69,488.00	13,61,51,827.00
10 Goa	64,30,138.00	58,00,537.00	80,72,297.00	22,75,425.00
11 Gujarat	8,16,36,344.00	7,12,90,733.00	12,92,22,607.00	2,99,22,608.00
12 Haryana	1,67,72,582.00	1,68,37,174.00	3,27,85,066.00	68,33,548.00
13 Himachal Pradesh	59,53,195.00	55,75,772.00	96,72,610.00	28,99,234.00
14 Jammu & Kashmir	2,51,76,123.00	3,11,32,218.00	4,44,44,025.00	1,01,63,241.00
15 Jharkhand	2,39,60,758.00	2,25,83,463.00	3,44,74,390.00	81,41,507.00
16 Karnataka	4,93,03,245.00	4,22,92,515.00	5,08,54,015.00	1,54,15,647.00
17 Kerala	4,12,81,687.00	3,95,09,713.00	5,61,94,097.08	1,41,82,010.00
18 Madhya Pradesh	6,56,74,784.00	6,62,55,580.00	11,04,99,346.00	2,75,58,053.00
19 Maharashtra	22,95,73,081.00	20,12,63,808.00	28,05,72,989.00	5,99,85,618.00
20 Manipur	40,69,850.00	44,75,297.00	73,19,824.00	17,18,502.00

21 Meghalaya	45,51,507.00	42,80,640.00	62,25,519.00	14,22,964.00
22 Mizoram	23,02,167.00	47,41,219.00	70,46,302.00	14,12,144.00
23 Nagaland	30,49,324.00	31,62,931.00	51,61,766.00	11,58,597.00
24 Orissa	4,13,85,958.00	4,45,38,493.00	7,13,31,330.00	1,59,74,287.00
25 Pondicherry	15,82,565.00	13,23,113.00	32,33,804.00	12,69,258.00
26 Punjab	4,56,00,932.00	4,11,44,623.00	6,00,67,269.00	1,55,89,782.00
27 Rajasthan	8,52,36,159.00	7,07,01,935.00	11,65,93,812.00	2,87,55,192.00
28 Sikkim	21,80,817.00	40,88,649.00	60,01,619.00	17,03,823.00
29 Tamil Nadu	8,57,52,235.00	7,71,69,684.00	10,96,21,743.00	2,66,57,703.00
30 Tripura	91,09,015.00	91,40,893.00	1,45,60,745.00	24,21,544.00
31 Uttaranchal	1,71,75,087.00	1,79,05,180.00	3,28,22,128.00	98,99,790.00
32 Uttar Pradesh	12,73,89,972.00	12,11,84,491.00	24,08,25,511.00	5,62,17,206.00
33 West Bengal	13,17,95,908.00	13,46,97,710.00	17,69,82,805.00	3,73,81,813.00
TOTAL	1,98,30,16,640.00	1,77,79,45,250.00	2,77,35,44,292.08	58,59,03,555.00