

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

UNSTARRED QUESTION NO:1326
ANSWERED ON:16.11.2010
ADVERTISEMENT ON NATIONAL LEADERS
Jakhar Shri Badri Ram

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

- (a) whether various Government Departments/Ministries released official advertisements on the birth and death anniversaries of former Prime Ministers(PM) and National Leaders;
- (b) if so, the details and the number of such advertisements issued alongwith the total expenditure incurred on such advertisements during each of the last three years and the current year, media-wise;
- (c) the details of the criteria adopted by the Government for selecting martyr and national figures in whose memory such advertisements are released alongwith the reasons therefor;
- (d) whether the Government has issued any guidelines governing such advertisements; 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. The details and number of advertisements released on the birth and death anniversaries of former Prime Ministers and National Leaders for the last three years are available on DAVP website - www.davp.nic.in under the heading `advertisements on former leaders`. Details of the expenditure incurred during the current year on publishing of these advertisements is given in Annexure.
- (c): The Ministries adopt their own criterion in this regard for releasing advertisements.
- (d): No, Sir.
- (e): Ministries take their own decision in this regard.