

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

UNSTARRED QUESTION NO:1591
ANSWERED ON:09.08.2011
DAVP ADVERTISEMENT POLICY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the salient features of the existing advertisement policy of the Directorate of Advertising and Visual Publicity (DAVP);
- (b) whether a large number of errors/discrepancies have occurred in the different advertisements on Government policies/programmes etc. through various authorised agencies of the DAVP;
- (c) if so, the details of such agencies which have been blacklisted by DAVP;
- (d) whether the Government has sought suggestions from the stakeholders to fine tune the DAVP advertisement policy; and
- (e) if so, the details thereof and the steps taken/being taken by the Government to incorporate such suggestions in the existing advertisement policy ?

Answer

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

(a) : The Directorate of Advertising and Visual Publicity (DAVP), issues advertisements on behalf of the Central Government Ministries/Departments and for this purpose, DAVP has its Policies for Print Media Advertisements and Electronic Media Advertisements. A copy of both these Policies are given in Annexure-I and Annexure-II respectively.

(b) & (c): Large number of errors/ discrepancies have not occurred in the advertisements issued by DAVP. However, in one instance, an error/discrepancy had occurred in the advertisement given by the Ministry of Women and Child Development (WCD) which was released by DAVP and it appeared in the 'Times of India' dated 24.01.2010. In this advertisement, a photograph of a foreign national was inserted inadvertently. However, an enquiry was held in the matter by the Ministry of WCD and it was found that such a lapse was an act of oversight. The lapse went undetected at multiple levels since the proposal was processed in the face of acute shortage of time. Therefore, no specific person(s) was held responsible for the inadvertent error.

(d) & (e) : On demands raised by various authorities like National Broadcasters Association, Zee Entertainment Enterprises Ltd., Sony Entertainment TV, BBC World News, the Ministry of I&B reconstituted the Empanelment Advisory Committee, under the Chairpersonship of Economic Advisor of the Ministry. The Committee had the following terms of reference :

(i) To consider and suggest rate structure, rates for spots, ticker/scroll, programmes etc. of Radio and TV channels and also to make recommendations regarding empanelment of such channels for telecast/broadcast.

(ii) To suggest modifications in the existing rate formula for TV, taking into account various factors such as Reach, Cost of Production, Efficacy of TAM data and alternative sources of determining the share of viewership of different channels;

(iii) Whether there could be different rates for different genres of channels i.e. News, Entertainment etc. and for different Time bands and reasonableness of existing rates for Prime Time band;

(iv) To see if rates could be a factor of cost per million as in print media;

(v) To provide for increase in rates in case of sudden spurt in channel share ; and

(vi) Any other related matter if considered necessary by the Committee.

The EAC has submitted its report and the same is under consideration of the Ministry.