

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

UNSTARRED QUESTION NO:3368
ANSWERED ON:23.08.2011
MODERNISATION OF PIB AND DAVP
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the time since when the services of Directorate of Advertising and Visual Publicity (DAVP) and Press Information Bureau (PIB) were started alongwith the objectives/aims of their functioning;
- (b) whether the Government has modernised/proposed to modernise PIB as a professional organisation and DAVP technologically;
- (c) if so, the details thereof and the expenditure incurred/to be incurred for the purpose, separately; and
- (d) if not, the reasons therefor?

Answer

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

(a): Directorate of Advertising and Visual Publicity (DAVP) as an attached office of the Ministry of Information & Broadcasting was started on 01st October, 1955 with the aim to function as a nodal advertising agency for the Government. The Press Information Bureau (PIB) started as a Cell in the Home Department. In the year 1920, this Cell became the Central Bureau of Information which was put on a permanent footing as the Bureau of Public Information on June 1,1923. Later in 1946, its name was changed to Press Information Bureau (PIB). PIB is a nodal agency of the Government for dissemination of information on policies and programmes of the Central Government to media as well as to public.

(b) to (d): The modernization in terms of improvement in delivery of services and adaptation to emerging technologies is an ongoing process. PIB has been increasingly using the tools of information technology to ensure quicker dissemination of information which is effected through e-mails, posting of press releases, photographs, etc. on PIB's website (www.pib.nic.in). PIB has also been posting videos of important events in the form of streaming videos and is also web-casting significant events for use by audio-visual media. PIB maintains 7 other websites for dissemination of information in 9 Indian languages, besides English. The expenditure incurred in this regard is part of overall expenditure under the head 'Office Expenses'.

As regards technological upgradation of DAVP, an amount of Rs. 7.01 crore was allocated under the plan scheme 'Modernization of DAVP' during the Xlth plan, out of which Rs. 5.01 crore has been utilized till 31.03.2011. DAVP has upgraded its Information Technology (IT) platform for online release of orders and receipt of bills.