

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

STARRED QUESTION NO:328

ANSWERED ON:04.09.2012

ISSUING OF ADVERTISEMENTS BY DAVP

Agarwal Shri Jai Prakash;Yadav Shri Hukumdeo Narayan

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

- (a) the number of advertisements issued along with the expenditure incurred by the Directorate of Advertising and Visual Publicity (DAVP) during each of the last three years and the current year, media/agency-wise;
- (b) the details of the guidelines/norms fixed for releasing advertisements by DAVP in the media;
- (c) the date on which the latest modifications/amendments have been made in the said guidelines/norms;
- (d) whether advertisements are also issued by DAVP through some private companies; and
- (e) if so, the details thereof along with the expenditure incurred thereon during the said period, company-wise?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO.328 BY SHRI JAI PRAKASH AGARWAL AND SHRI HUKUMDEV NARAYAN YADAV FOR ANSWER ON 4/9/2012

(a) The total number of advertisements issued and expenditure incurred in last three years and current year media-wise are at Annexure. The newspaper-wise details of expenditure for the last three years and the current year upto 31.08.2012 are available on the website of DAVP, i.e. www.davp.nic.in, under the sub-heading 'Expenditure' of heading 'Newspaper'. The details of expenditure in Outdoor Publicity are also available under the sub-heading of 'Year-wise Expenditure of Outdoor Publicity Campaigns' under heading 'Outdoor Publicity' in the above-mentioned website. Further the total business given by DAVP to Audio-Visual Channels is also given in the above website under the sub-heading 'Business given to AV channels during 2011-12 & 2012-13' of heading 'Electronic/New Media'.

(b) Print Media Advertisement Policy, norms for Outdoor Publicity, Guidelines for Empanelment of Audio-Video producers and policy Guidelines for Empanelment of Private C&S TV Channels are also available on the DAVP website.

(c) The Print Media Advertisement Policy was last amended on 02.10.2007. Guidelines for Empanelment of Audio-Video producers were revised in August, 2011. The Outdoor Publicity norms were revised in June 2012. New Policy Guidelines for Empanelment of C&S TV Channels for Government Advertisements by DAVP were issued on 14/5/2012.

(d) DAVP does not issue advertisements through any private companies.

(e) Does not arise.