

**NINETEENTH REPORT**

**ESTIMATES COMMITTEE  
(2008-09)**

**(FOURTEENTH LOK SABHA)**

**MINISTRY OF INFORMATION & BROADCASTING**  
[Discontinuation of printing of Volume-II of the Annual Report]



**Presented to Lok Sabha on 17.12.2008**

**LOK SABHA SECRETARIAT  
NEW DELHI**

**December, 2008/Agrahayana, 1930(S)**

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### ANNEXURE

Memorandum for Estimates Committee for discontinuation of volume-II of the Annual Report of Ministry of Information and Broadcasting w.e.f. the year 2008-09 onwards

### APPENDIXES

- I. Minutes of sitting of the Estimates Committee held on 30.09.2008.
- II. Minutes of sitting of the Estimates Committee held on 17.11.2008.

**COMPOSITION OF THE COMMITTEE ON ESTIMATES  
(2008-09)**

1. Shri C. Kuppusami, Chairman

**Members**

2. Shri Ramdas Bandu Athawale
3. Shri R. Dhanuskodi Athithan
4. Shri Jaswant Singh Bishnoi
5. Shri Lal Muni Choubey
6. Shri Adhir Chowdhury
7. Shri Bikram Keshari Deo
8. Shri Anant Gudhe
9. Shri Syed Shahnawaz Hussain
10. Shri P. Karunakaran
11. Shri Vijoy Krishna
12. Shri Samik Lahiri
13. Shri Sanat Kumar Mandal
14. Shri Zora Singh Mann
15. Shri Mahendra Prasad Nishad
16. Shri G. Nizamuddin
17. Shri Prabodh Panda
18. Shri Dahyabhai Vallabhbhai Patel
19. Shri D. Vittal Rao
20. Dr. R. Senthil
21. Shri Arjuncharan Sethi
22. Shri Raghuraj Singh Shakya
23. Shri Madan Lal Sharma
24. Vacant#
25. Shri Lakshman Singh
26. Dr. Ramlakhan Singh
27. Shri Jagdish Tytler
28. Shri Ravi Prakash Verma
29. Shri K. Virupakshappa
30. Dr. Karan Singh Yadav

**SECRETARIAT**

- |    |                         |   |                     |
|----|-------------------------|---|---------------------|
| 1. | Shri U.S. Saxena        | - | Joint Secretary     |
| 2. | Shri V.S. Negi          | - | Director            |
| 3. | Smt. Manju Chaudhary    | - | Deputy Secretary-II |
| 4. | Shri C. Kalyanasundaram | - | Committee Officer   |

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# Vacant since 20.11.2008 due to resignation of Shri Brijbhushan Sharan Singh, M.P.

## **INTRODUCTION**

I, the Chairman of the Estimates Committee, having been authorized by the Committee to submit the report on their behalf present this nineteenth report on the Ministry of Information and Broadcasting – ‘Discontinuation of printing of volume-II of the Annual Report’.

The Ministry of Information and Broadcasting submitted a memorandum vide their correspondence dated 19.8.2008 to the Committee requesting permission to discontinue the printing of volume-II of the Annual Report. The memorandum was examined by the Committee at their sitting held on 30.09.2008. The Committee considered and adopted the draft report at their sitting held on 17.11.2008.

New Delhi ;  
December , 2008  
,1930 (S)

C. KUPPUSAMI,  
Chairman  
Estimates Committee

## Report

### Background

The press advertisements of the Ministries and Departments of the Government of India are routed through Directorate of Advertising and Visual Publicity (DAVP), which is an attached office of the Ministry of Information and Broadcasting. A number of autonomous bodies and public sector enterprises also channelise their advertisements through the DAVP. The DAVP does publicity for various Ministries/Department of the Governments of India through the medium of (i) newspaper advertising (ii) outdoor publicity (iii) printed publicity and audio-visual publicity.

1.2 While handling an advertising campaign, a media list is prepared by DAVP keeping in view the target area for which the campaign is also aimed at. Care is also taken to have a media mix of small, medium and big newspapers and advertisements are released to them. Payments are made to those newspapers to whom advertisements are released on presentation of bills by them after the advertisement is published.

1.3 In the year 1990-91, the Estimates Committee had examined the subject 'Policy for Government Advertisement' pertaining to the Ministry of Information & Broadcasting and presented a Report thereon to Lok Sabha on 5<sup>th</sup> March, 1992. In order to act as a check against the misuse of power by the bureaucrats and to result in openness of the activities, the Committee had *inter-alia* made the following recommendation\* with regard to quantum of advertisements and the total amount paid to each of the newspaper:-

“The Committee desire that the Ministry should evolve an effective, impartial and fair system of empanelment under which all genuine newspapers/journals feel encouraged to approach DAVP directly. They also desire that DAVP should publish and incorporate in their Annual Report the quantum of advertisements and the total amount paid to each of the newspaper”.

1.4 Accepting the above recommendation of the Committee, the Ministry have since then been printing their Annual Report in two volumes. Volume-II of the Annual Report is solely dedicated to the details of quantum of advertisements and the total amount paid to each of the newspapers by DAVP.

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\* Para 2.52 of 8<sup>th</sup> Report, 10<sup>th</sup> Lok Sabha

## **Discontinuation of printing of Volume-II of Annual Report**

1.5 The Ministry of Information & Broadcasting vide their office memorandum no. 13/166/2007-PPC dated 19<sup>th</sup> August, 2008 (Annexure-I) has submitted a memorandum requesting to grant permission to discontinue the printing of Volume-II of their Annual Report w.e.f. the year 2008-09 onwards on the following grounds:-

“In the year 1995-96, facility of internet was not accessible easily, whereas all the information provided in Volume-II of the Ministry’s Annual Report (i.e. details of quantum of advertisements and the total amount paid to each newspaper by DAVP) is available on the website of DAVP ([www.davp.nic.in](http://www.davp.nic.in)) and the same can be accessed very easily”.

### **Scrutiny**

1.6 In Volume-II of the Ministry’s Annual Report, a statement showing the quantum of advertisements issued by DAVP to various newspapers/periodicals during a financial year are published in the following format:-

S.No.	Name of Publication	Place of publication	Language	Periodicity	Space (COL CM)	Amount (in Rs.)

1.7 The Ministry has now proposed to maintain the above information in the electronic format as under:-

Payment details for empanelled newspapers from April 2007 to till date.

S. No.	Newspaper	Pub City	Total Release	Pending Amount (Rs.)	Processed amount (Rs.)

1.8 While considering the request of the Ministry of Information and Broadcasting to grant permission to discontinue the publishing of Volume-II of their Annual Report, the Committee found some differences between the existing format and the proposed electronic format. In volume-II of their Annual Report, the Ministry has been publishing information on the total amount paid to each newspaper on annual basis as recommended by the Estimates Committee (1991-92) but in the electronic format the information is proposed to be maintained on a continuous basis in the website of DAVP i.e. [www.davp.nic.in](http://www.davp.nic.in). Moreover, the crucial information of quantum of advertisement (space allotted) to each newspaper has been left out in the proposed electronic format.

**1.9 The Committee note that maintaining of details about quantum of advertisements and total amount paid to each of the**



newspapers in electronic format is less expensive and also easily accessible to all. They, therefore, accede to the request of the Ministry to maintain the same in electronic form. The Committee however, desire that the Ministry should make available the information in their website in the same format in which the information was hitherto published by them every year in Volume-II of their Annual Report and a specific reference should also be made about the website at the end of their Annual Report Volume-I.

New Delhi;  
December 10, 2008  
Agrahayana 19,1930 (S)

**C. KUPPUSAMI,**  
**Chairman**  
**Estimates Committee**