

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

STARRED QUESTION NO:243

ANSWERED ON:11.12.2012

GOVERNMENT ADVERTISEMENTS

Chauhan Shri Dara Singh;Rawat Shri Ashok Kumar

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

- (a) The criteria followed by the Directorate of Advertising and Visual Publicity (DAVP) in issuing advertisements/ publicity campaigns of various schemes/programmes implemented by the Government in newspapers/magazines and in the electronic media;
- (b) the expenditure incurred by DAVP during each of the last three years on advertisements and publicity campaigns in newspapers, magazines and the electronic media;
- (c) whether DAVP has reviewed or proposes to review the media/publicity strategy of the Government and its Departments particularly in the light of the technological advancements and the latest trends in the media;
- (d) if so, the details thereof; and
- (e) whether the Government proposes to rationalise expenditure on account of advertisements by the DAVP and if so, the measures taken and the success achieved so far in this regard ?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF THE LOK SABHA STARRED QUESTION NO.243 FOR ANSWER ON 11.12.2012 REGARDING GOVERNMENT ADVERTISEMENTS

(a) DAVP being the nodal advertising agency of the Government, it caters to the advertisement requirements of the Ministries/ Departments, Autonomous organizations and Public Sector Undertakings (PSUs).

The criteria followed by Directorate of Advertising and Visual Publicity (DAVP) in issuing advertisements/ publicity campaigns are governed by the following Policies/ guidelines:

(i) Print Advertisement Policy

(ii) Policy Guidelines for Cable & Satellite TV channels

Some of the salient features of Print Media Advertisement Policy are as under:-

Client Ministries decide the various schemes/programmes to be publicized through advertisements and inform DAVP and make funds/budget available to DAVP for issuing such advertisements.

Depending on the intended message, available budget, target audience and other client requirements, DAVP proposes media plans and provides the same to the client for approval.

On receiving the approval from the client Ministry, DAVP issues such advertisements.

In the selection of newspapers/ magazines for issuing advertisements, DAVP follows the stipulation that the budget allocated for display advertisements is spent in the following way:

Small category 15%

Medium category 35%

Big category 50%

Hindi newspapers 35%

English newspapers 30%

Other languages 35%

Selection of newspapers/ magazines also depends on the effectiveness of the newspaper/ magazine concerned in reaching the intended message to the target audience within the given budget.

Some salient features of the Policy Guidelines for C&S TV channels for Government advertisements are as follows:

Group-wise ceilings on annual advertisement budget to groups of channels.

40% of annual budget allocation to be earmarked for Regional channels.

Common cost-per-rating-point(CPRP) of Rs. 23,000/- for all channels, whichever Genre they belong to, either News or General Entertainment Category (GEC)

In television campaign the allocation of business is done on the basis of viewership of the channel, the target audience, and the client Ministry's budget.

In Radio campaigns the media list is prepared on the basis of listenership, target States/Cities/Towns, budget and client requirements. The intensity of the campaign depends on the budget available.

In Digital cinema campaigns, the business share of an agency is in proportion to the number of theaters serviced by the agency.

For website the media plan is prepared on the basis of visitors per month to the particular website.

In Community Radio, the stations are selected as indicated by clients Ministries or depending upon target audience in the campaign.

(b) Details of expenditure is placed at Annexure.

(c) & (d) Yes, Sir. New media vehicles like Websites, Digital Cinema, SMS, and Community Radio are being used for advertising and publicity.

Websites – DAVP has launched pilot project in websites advertisements. Websites are classified into A, B and C categories, depending on the number of Users they attract and on the basis of the Comscore measurements. Not more than two websites belonging to the same company can be chosen from one category.

Digital Cinema – Six theatre agencies have been empanelled, and around 4,500 theaters, especially in rural areas are now receiving government advertisements.

SMS – DAVP has launched pilot project in bulk sms to evaluate new media vehicles. Ten campaigns for Departments like Ministry of Health, Ministry of I&B and Income Tax have been undertaken by making use of almost 10 crore SMSes. Till date, more than 100 crore SMSes have been sent for various schemes of different departments.

Community Radio (CRS) - The number of empanelled CRS has risen to 24. Large Government campaigns such as Bharat Nirman and Consumer Awareness are being aired on CRS.

(e) DAVP is the nodal advertisement agency of the Government. It caters to advertisements and publicity requirements of various client Ministries Media plans are designed as per the target audience, client requirement, budget available etc. in a rational manner.

ANNEXURE

ANNEXURE AS REFERRED TO IN REPLY TO PART (b) OF LOK SABHA STARRED QUESTION NO.243 FOR ANSWER ON 11.12.2012

Details of expenditure incurred by DAVP during each of the last three years on advertisements and publicity campaigns in newspapers, magazines and the electronic media

Year	Rs. in Crore				
	Print Newspapers	Audio-Visua	Outdoor Publicity	Exhibition	Print -Publicity
	/ Magazines				

2009-10	304.80	229	20.59	1.36	6.83
2010-11	356.64	216	30.85	2.57	10.13
2011-12	375.31	155	44.31	3.10	12.06