

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

UNSTARRED QUESTION NO:1358
ANSWERED ON:05.03.2013
EXPENDITURE ON ADVERTISEMENTS BY DAVP
Rajaram Shri Wakchaure Bhausahab;Ray Shri Rudramadhab

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 the Government proposes to place advertisements exclusively to the electronic media which is much cheaper; and
- (e) if so, the details thereof, and if not, the reasons therefor?

Answer

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

- (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 are placed at Annexure.
- (b) DAVP issues advertisements keeping in view of the target audience, client requirement, budget availability etc. within the framework of the Print Media Policy and Audio Visual Policy of the Government along with the norms for Outdoor Publicity & Media which are available at DAVP's website www.davp.nic.in.
- (c) The print Media Advertisement Policy was last updated in October, 2007. Audio-Visual Policy was last updated in September, 2012. Outdoor Publicity norms was last updated in June, 2012.
- (d) No, Sir.
- (e) Does not arise.