

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

UNSTARRED QUESTION NO:3475

ANSWERED ON:19.03.2013

ADVERTISEMENTS ISSUED BY GOVERNMENT DEPARTMENTS

Pakirappa Shri S.;Ramasubbu Shri S.

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

- (a) whether the Government is not issuing sufficient advertisements;
- (b) if so, the details thereof along with the Government departments that are not releasing/issuing any advertisements and the reasons therefor including the steps taken/being taken by the Government in this regard;
- (c) whether the Government is aware that most of the advertisements issued by various Ministries are pictorial in nature and are unable to convey the Government's policies;
- (d) if so, the details thereof and the reasons therefor;
- (e) whether the Government has issued any instructions to the Ministries to highlight Government policies/programmes and achievements in their advertisements; and
- (f) if so, the details thereof and the action/steps taken thereon and if not, the reasons therefor?

Answer

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

- (a) & (b) Government is issuing sufficient advertisements based on the requirement.
- (c) to (f) Ministry of Information & Broadcasting has requested to all the Ministries that it would be more appropriate if text advertisements with succinct / concise pictorial presence highlighting success stories and achievements of the Ministry is released whenever the Ministry decides to take its policies/ successes to the people.
In this direction, on 26th January, 2013 the Ministry requested all the Ministries to issue advertisements in the form of a concise picture alongwith attractively written text focusing on the core performance and success stories.