

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

UNSTARRED QUESTION NO:5697  
ANSWERED ON:30.04.2013  
ADVERTISEMENTS ON GREAT PERSONALITIES BY DAVP  
Ramasubbu Shri S.,Saroj Shri Tufani

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

- (a) whether the Directorate of Audio Visual Publicity (DAVP) and various Ministries and Government Departments issue advertisements on the birthday/death anniversary and martyrdom day of great freedom fighters, prominent leaders and revolutionaries of the country;
- (b) if so, the details of the advertisements issued along with the expenditure incurred thereon during each of the last three years, media-wise till date;
- (c) whether the DAVP and the said Ministries/Government Departments have also published/ issued advertisements on the martyrdom day of Shahid-e-Azam Bhagat Singh, Rajguru and Sukhdeo on 23rd March of every year;
- (d) if so, the details thereof along with the amount spent on these advertisements, media-wise;
- (e) whether the Government has taken any steps to reduce the expenditure for the purpose in the coming years and to focus on developmental activities; and
- (f) if so, the details thereof and if not, the reasons therefor?

**Answer**

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

- (a) & (b) The details of advertisements issued by DAVP on the birthday/death anniversary and martyrdom day of great freedom fighters, prominent leaders and revolutionaries of the country through Print Media and Electronic Media are given at Annexure-I and Annexure-II respectively. However, the information regarding the other Ministries/Departments is being collected and will be laid on the Table of the House.
- (c) & (d) The details of advertisements issued by DAVP on the occasion of the martyrdom day of Shahid-e-Azam Bhagat Singh, Rajguru and Sukhdeo on 23rd March during the last three years is placed at Serial No. 18 of Annexure-I. However, the information regarding the other Ministries/ Departments is being collected and will be laid on the Table of the House.
- (e) & (f) It is desirable on the part of DAVP to inform the young generation about the great sacrifices of our Martyrs. DAVP has also been undertaking many steps to focus on dissemination of new developmental activities.