

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

UNSTARRED QUESTION NO:4014
ANSWERED ON:15.12.2009
EXPENDITURE ON ADVERTISEMENTS BY DAVP
Raghavendra Shri B. Y.

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

(a) the details of amount spent by the Directorate of Advertising and Visual Publicity (DAVP) for issuing advertisements of various Government Ministries/Departments during each of the last three years and the current year; and

(b) the efforts made by the DAVP for public services through advertisements of Government policies and programmes?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) Details of amount spent by DAVP for issuing advertisements of various Ministries/ Departments during each of the last three years and the current year are as below:

2006-07	Rs.24650.02 lakhs
2007-08	Rs.214000.78 lakhs
2008-09	Rs.47214.28 lakhs
2009-10	Rs.36899.11 lakhs (as on 9.12.2009 committed expenditure)

(b) DAVP has been spreading awareness and information about Government programmes and policies by releasing newspaper advertisements, audio visual advertisements, print publicity, outdoor publicity and exhibitions.