

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

UNSTARRED QUESTION NO:2572
ANSWERED ON:06.02.2014
EXPENDITURE INCURRED ON ADVERTISEMENTS
Reddy Shri Modugula Venugopala

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

- (a) the number of advertisements issued alongwith 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 advertisements are also issued by DAVP through some private companies; and
- (e) if so, the details thereof alongwith the expenditure thereon during the said period, company-wise?

Answer

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

(a): The details of expenditure incurred by the Directorate of Advertising and Visual Publicity (DAVP) on advertisements and publicity campaigns of Union Government in newspapers, electronic media and outdoor publicity media during each of the last three years and the current year are in Annexure.

(b) and (c): The details of guidelines / norms for releasing print advertisements as per the advertisement policy, the norms for outdoor publicity and the guidelines for empanelment of audio-video procedures and policy guidelines for empanelment of private C&S channels are available in the website of DAVP (i.e. www.davp.nic.in). The Print Advertisement policy was last amended w.e.f. 2nd October, 2007. The Outdoor norms were revised in June, 2012 and the revised Audio-Video policy has been implemented from 1st June, 2012.

(d) and (e): No, Sir. Advertisements are not issued by DAVP through private companies.