

**GOVERNMENT OF INDIA
PLANNING
LOK SABHA**

UNSTARRED QUESTION NO:4405
ANSWERED ON:19.12.2014
ADVERTISEMENT OF WELFARE SCHEMES
Misra Shri Ajay (Teni)

Will the Minister of PLANNING be pleased to state:

- (a) Whether the Government has noticed that people are not able to get the desired benefits of various Government schemes for want of widespread advertising of most of the public welfare schemes of the Government;
- (b) If so, whether there is any provision for wide spread advertisement of the schemes launched by the Government;
- (c) If so, the details thereof along with funds spent for the purpose during the last three years; and
- (d) The details of monitoring mechanism for proper utilization of funds in this regard?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR MINISTRY OF PLANNING AND MINISTER OF STATE FOR DEFENCE
(RAO INDERJIT SINGH)

(a) & (b): It is the endeavor of the Government to ensure that the benefits under various schemes of the Government are disseminated to the people. Respective Ministries/Departments, implementing benefit oriented schemes, undertakes widespread advertisement of the schemes under the Information Education and Communication (IEC) head. Directorate of Advertising and Visual Publicity (DAVP) releases advertisements to media organisations on behalf of client Ministries/Departments. In addition, Ministry of Information & Broadcasting (MoI&B) is implementing 'Development Communication & Information Dissemination' scheme which aims at informing, empowering and educating people, highlighting the entitlement of the citizens to benefit from various developmental schemes and programmes of Government of India. The scheme is implemented through various Media Units of MoI&B utilizing different vehicles of communication viz. Print media advertising, Audio Visual advertising, printed publicity, exhibitions, outdoor publicity and mass mailing.

(c): Details of expenditure by DAVP on behalf of client Ministries is as under:

2011-12: Rs. 402.02 crore;
2012-13: Rs. 458.07 crore;
2013-14: Rs. 836.35 crore.

(d): DAVP releases payment to media organisations for advertisements only after confirming their publication / telecast / broadcast as per norms.