

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

UNSTARRED QUESTION NO:778

ANSWERED ON:27.02.2015

GOVERNMENT ADVERTISEMENTS

Gogoi Shri Gaurav; Hooda Shri Deepender Singh; Sundaram Shri P.R.

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

- (a) the criteria followed by the Directorate of Advertising and Visual Publicity (DAVP) regarding Government advertisements along with expenditure incurred during each of the last three years;
- (b) whether the Government has constituted a committee headed by N.R. Madhava Menon to frame regulations on Government advertisements;
- (c) if so, the details and main recommendations thereof;
- (d) whether the Supreme Court has issued any guidelines in this regard and if so, the details thereof along with the action taken by the Government thereon; and
- (e) the measures taken/being taken by the Government to rationalise expenditure to be incurred on these advertisements?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING  
(COL RAJYAVARDHAN RATHORE (Retd.))

(a) Directorate of Advertising and Visual Publicity (DAVP) is the nodal department for issuing advertisements on behalf of the Government of India. DAVP releases advertisements based on the publicity requirement of the each Department, availability of budget, target audience etc. All activities of DAVP regarding issue of advertisements are governed by various Policies/Guidelines issued by the Government. The details of expenditure incurred during the last three years is as under:

Year	(Expenditure In Crore)
2011-12	581.07
2012-13	654.11
2013-14	1021.39

(b) to (d) Hon'ble Supreme Court of India had appointed a Committee headed by Prof. (Dr.) N. R. Madhava Menon to suggest guidelines on the 'Content Regulation of Government Advertising'. The Committee submitted its report on 26.09.2014 to the Hon'ble Supreme Court. The Hon'ble Supreme Court has reserved the case for final judgement.

(e) The expenditure on advertisements is subject to normal budgetary procedure of the Government and each Department reviews its annual expenditure and allocates funds for advertisements in its annual budget accordingly. DAVP only releases advertisements as per the requests received from various Departments.