

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

UNSTARRED QUESTION NO:838
ANSWERED ON:27.02.2015
ADVERTISEMENTS BY DAVP
Maurya Shri Keshav Prasad

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

- (a) the total number of licenses issued/agency empanelled by the Directorate of Advertising and Visual Publicity (DAVP) in the country, State/UT-wise including Uttar Pradesh;
- (b) the volume of advertisements being given by the Government and non-Governmental agencies during the last three years;
- (c) whether the DAVP provides the advertisements only to certain advertisement agencies which leading to corruption and if so, the details thereof; and
- (d) whether any enquiry has been/is likely to be conducted in this regard and if so, the details thereof?

Answer

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

(a) Directorate of Advertising and Visual Publicity (DAVP) does not issue licences. However, it empanels agencies/publications for issuing of advertisements. The total number of empanelled agencies/publications is 9213 and the details are placed at Annexure-I.

Further, State/UT-wise details in respect of empanelled publications, Digital Cinema, TV Channels and Private FM Channels are placed at Annexure-II, III, IV and V respectively.

(b) The volume of advertisements given by DAVP on behalf of Government of India during the last three years is as under:

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

DAVP does not issue advertisements on behalf of Non-Governmental agencies.

(c) and (d) DAVP does not issue advertisements to any advertisement agency.