

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

UNSTARRED QUESTION NO:2106  
ANSWERED ON:05.12.2014  
GOVERNMENT ADVERTISEMENTS  
Puttaraju Shri C.S.

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

- (a) the criteria followed by the Directorate of Advertising and Visual Publicity (DAVP) in issuing advertisements/publicity campaigns of various schemes/programmes implemented by the Government in newspapers/magazines and in the electronic media;
- (b) the expenditure incurred by DAVP during each of the last three years on advertisements particularly depicting photographs of political leaders/Ministers/other dignitaries and publicity campaigns in newspapers, magazines and the electronic media;
- (c) whether DAVP has reviewed or proposes to review the media/publicity strategy of the Government and its Departments particularly in the light of the technological advancements at the latest trends in the media;
- (d) if so, the details thereof; and
- (e) whether the Government proposes to rationalise expenditure on account of advertisements by the DAVP and if so, the measures taken and the success achieved so far in this regard?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (Col RajyavardhanRathore (Retd.))

(a) DAVP releases advertisements keeping in view the objectives of the Client Ministries/ Departments, the contents, target audience and availability of funds in consultation with the client Ministries/Departments. Advertisements are issued as per the provisions of relevant guidelines/policies of DAVP.

(b) The expenditure incurred by DAVP for issuing advertisements through newspapers, magazines and Audio-Visual medium during the last three years are as under:

(Rs. in Crore)

Year	Newspapers and Magazines	Audio Visual
2011-12	382.35	153.25
2012-13	404.38	198.30
2013-14	446.69	500.35

(c) and (d) In line with the technological advancement and latest trends in media, review of media/publicity strategy is a dynamic process, that is reviewed from time to time. Recently, DAVP has added internet advertising, SMS advertising and Digital Cinema to adapt itself to the changing media trends.

(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.