

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**RAJYA SABHA**  
**UNSTARRED QUESTION No. 3444**  
**(TO BE ANSWERED ON 26.3.2018)**

**FUNDS ALLOCATED FOR DAVP:**

**3444. SHRI MAJEED MENON**

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

(a) whether it is a fact that the Ministry is expected to allocate about ₹ 220 crore to Directorate of Advertising and Visual Publicity (DAVP) in its 2018-19 budget, up from ₹ 180 crore in 2017-18;

(b) if so, whether the hike in advertisement budget is expected due to elections; and

(c) the amount spent by DAVP during the last three years on advertising and publicity across print, television, radio and digital media, year-wise breakup?

**ANSWER**

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

(a) With effect from 1.4.2018, three media units, viz. Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) & Song & Drama Division (S&DD) have been merged into a single entity, i.e. Bureau of Outreach and Communication (BOC) to create a synergy and coordinated and integrated approach among these organisations with regard to publicity of flagship schemes of Government of India.

The combined Budget Estimates approved for the three media units, viz. DAVP, DFP and S&DD for 2017-18 under the scheme of 'Development Communication & Information Dissemination' (DCID) for information and publicity purposes was Rs. 132.20 Crores. Against this, the Budget Estimate for BOC, in which these three media units have been merged, in 2018-19, is Rs. 172.00 Crore.

(b) DAVP, being the nodal multi-media agency for release of advertisements on behalf of Central Government Ministries/Departments/organisations under it, disseminates information regarding schemes/programmes of Government of India, keeping in view the objectives, contents, target audience and availability of funds in consultation with the client Ministries/Departments. Therefore, the work and budgetary allocation to DAVP has nothing to do with elections.

(c) The amount spent by DAVP, including the amount spent on advertisement campaigns by various Ministries/Departments of Government of India, in the last three years for Print and Audio-Visual media (includes Television, Radio, Digital Cinema, Internet Website & SMS), is as under:

<b>Financial Year</b>	<b>Print Media (Rs in Cr)</b>	<b>Audio-Visual (Rs in Cr)</b>
2014-15	424.84	473.67
2015-16	508.22	531.6
2016-17	468.53	609.14

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