

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION NO. 3322  
TO BE ANSWERED ON 22.3.2017**

**WELFARE PROGRAMMES (DAVP)  
3322. SHRI T. RADHAKRISHNAN:**

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

(a) whether the Directorate of Advertising and Visual Publicity (DAVP) has laid down specific norms for empanelment and allocation of media related works for promotion of Government Welfare Programmes;

(b) if so, the details thereof;

(c) whether a number of requests have been received from advertising agencies during the year 2015-16 for registration and allocation of work; and

(d) if so, the details thereof along with the number of advertising agencies placed on panel, criteria adopted for work allocation to them during each of the last two years and the reasons for ignoring requests from other agencies?

**ANSWER**

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

(a) and (b) Yes, Sir. Directorate of Advertising and Visual Publicity (DAVP) has specific norms for empanelment and allocation of media related works to various agencies, for promotion of Government welfare programmes. The norms and guidelines in respect of empanelment of Publications/Newspapers, Radio, C&S Channels, Digital Cinema, Website, as well as norms for allocation of media related works with regard to Print & Multi-Media Creative Agencies are available on DAVP's website, [www.davp.nic.in](http://www.davp.nic.in)

(c) & (d) In the year 2015-16, 51 and 49 requests were received for empanelment for Print Media Creative Agencies and for Multi-Media Advertising Agencies respectively, by DAVP.

Presently, DAVP has 116 Print Media Creative Agencies on panel. Out of these agencies, 6 Agencies have been assigned work in the year 2015 and 2016 by DAVP on the basis of the recommendations of a selection committee after following standard selection norms/process.

As on date, 74 Multi-Media Advertising Agencies are empanelled with DAVP. Out of these agencies, 4 agencies have been assigned the work in the year 2015 and 2016. Selection for allocation of work is done by following the process of limited tender enquiry.

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