

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION No. 1682
(TO BE ANSWERED ON 28.12.2017)

NORMS ADHERED TO BY DAVP

1682. SHRI BHANU PRATAP SINGH VERMA:

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

(a) the norms adhered to by the Directorate of Advertising and Visual Publicity (DAVP) in regard to advertisements/publicity campaigns in newspapers/magazines and electronic media for various schemes/programmes implemented by the Government;

(b) whether the Directorate has reviewed or proposes to review the media/publicity strategies of the Government and its departments in view of technical progress and latest trends in media; and

(c) 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) releases advertisements on behalf of various Central Government Ministries/Departments as per the norms specified in the policy guidelines in respect of different media vehicles e.g. Print, Private C&S TV channels, Private FM Radio Stations etc. These policy guidelines are available on website of DAVP (i.e. www.davp.nic.in).

(b) & (c) The review of policy guidelines for release of advertisements by DAVP through different media vehicles is a continuous process. These policies are reviewed from time to time in view of technical progress and latest trends in media. The Print Media Advertisement Policy was accordingly reviewed and revised in June 2016, Private C&S TV Channel Policy was revised in June, 2017, Pvt. FM Radio Stations in August, 2016. Further, a new policy for release of Government Advertisements on Internet Websites was formulated in May, 2016.
