

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING  
LOK SABHA  
UNSTARRED QUESTION NO.2286  
TO BE ANSWERED ON 08.03.2018**

**WORKING OF DAVP**

**2286. SHRI MANSUKHBHAI DHANJIBHAI VASAVA:  
SHRIMATI RAMA DEVI:**

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

- (a) Whether the Directorate of Advertising and Visual Publicity is not working properly as per the expectations due to which the Government advertisements are not creating desired affects on the public;
- (b) if so, the reaction of the Government thereto; and
- (c) the corrective steps taken by the Government in this regard and the outcome thereof?

**ANSWER**

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

(a) to (c) Directorate of Advertising and Visual Publicity (DAVP), under Ministry of Information and Broadcasting is a nodal multi-media agency for release of Central Government Advertisements on behalf of various Ministries/Departments/organisations of Govt. of India. It prepares media plan and gives wide publicity to the schemes / programmes / initiatives of various Ministries/Departments of Govt. of India. These advertisements are issued as per the Policy Guidelines for different media vehicles which have been formulated after due consultation with all the respective stakeholders. These Policy Guidelines are available on the DAVP website, i.e. on [www.davp.nic.in](http://www.davp.nic.in)

DAVP follows a marking system based on objective criteria as per the provisions of Print Media Advertisement Policy – 2016 to incentivise newspapers with better professional standing and to bring transparency and accountability in release of Print advertisements.

Similarly, other objective criteria are used by DAVP for release of advertisements through other media vehicles e.g. BARC rating for Private C&S TV channels, classification of cities and IRS Data for Private FM Radio Stations and Minimum Unique User Counts for Internet Websites.

Once a requisition for release of advertisements is received from a Ministry/Department, DAVP prepares a media plan taking into account the required target audience and fund availability, as indicated by client Ministries/Departments.

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