

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

**LOK SABHA
UNSTARRED QUESTION NO.2632
TO BE ANSWERED ON 02.08.2018**

NORMS FOR EMPANELMENT AND ALLOCATION OF MEDIA RELATED WORKS

2632. SHRI ASHOK SHANKARRAO CHAVAN:

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

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

(b) if so, the details thereof;

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

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

(e) the steps proposed to be taken by the Government to bring more transparency in the system to encourage new entrepreneurs in the field of advertising?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION AND BROADCASTING

{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) Bureau of Outreach and Communication (BOC) [(erstwhile 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 BOC's website, www.davp.nic.in

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

BOC considers applications seeking empanelment from time to time. The agencies that fulfil the eligibility criteria as per the guidelines are empanelled. Presently, 116 Print Media Creative Agencies and 74 Multi-Media Advertising Agencies are empanelled with BOC. Allocation of work among these agencies is done by following the process of limited tender enquiry.

(e) BOC has a transparent process of empanelment in which advisories/advertisement are issued in public domain inviting applications for empanelment from time to time. Interested new entrepreneurs in the respective fields can get empanelled by submitting application in accordance with the guidelines.
