

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 3807
TO BE ANSWERED ON 03.01.2019

CRITERIA ADOPTED BY DAVP

3807. DR. SUNIL BALIRAM GAIKWAD
SHRI BHOLA SINGH
SHRI V. PANNEERSELVAM
PROF. PREM SINGH CHANDUMAJRA:

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

- (a) The major details of policy/criteria being adopted by the Directorate of Advertising and Visual Publicity (DAVP) regarding Government advertisements, publications and other publicity material during each of the last three years;
- (b) the expenditure incurred by DAVP during the said period on advertisements in newspapers, magazines and electronic media;
- (c) whether the certain percentage of funds allocated for dailies, weeklies, fortnightlies, monthlies and other newspapers/magazines covered under small and medium category in the policy framed by the Government has been fixed to any extent and if so, the details of the percentage fixed in this regard;
- (d) whether the Government proposes to provide all advertisements of DAVP and Ministries to small and medium scale newspapers and if so, the details thereof;
- (e) whether DAVP has reviewed or proposes to review the media/publicity strategy of the Government and its Departments particularly in the light of the technological advancements and the latest trends in the media and if so, the details thereof; and
- (f) whether the Government proposes to rationalise expenditure on account of advertisements by the DAVP and if so, the measures taken and the success achieved so far in this regard?

ANSWER

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

- (a) to (f) The information is being collected and will be laid on the Table of the House.
