

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 802
TO BE ANSWERED ON 7.2.2019**

NORMS PRESCRIBED BY DAVP

802. PROF. RAVINDRA VISHWANATH GAIKWAD:

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

- (a) the norms prescribed by the Directorate of Advertising and Visual Publicity (DAVP) for empanelment of advertising companies/agencies;
- (b) the details of agencies empanelled during the last two years and the current year; and
- (c) the number of cases pending thereto during the said period along with the reasons therefor?

ANSWER

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

{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Bureau of Outreach and Communication (BOC) (erstwhile DAVP) empanels Multi-Media Creative Agencies for production of creatives as per the guidelines dated 1.12.2008, which are available on its website – www.davp.nic.in

(b) & (c) From April, 2016 to August, 2018, the BOC/ DAVP received 54 applications from Multi-Media Creative Agencies for empanelment, of which 28 agencies were empanelled on the basis of recommendations of the Empanelment Committee. The updated list of Multi-Media Creative Agencies on the panel of BOC, as on date, is available on BOC's website – www.davp.nic.in
