

GOVERNEMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 1331
TO BE ANSWERED ON 28.6.2019

ADVERTISING AND POLICY OF DAVP

1331. SHRI ASHOK MAHADEORAO NETE:

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

- (a) whether the Directorate of Advertising and Visual Publicity (DAVP) is responsible for publicity and advertisement of the policies and programmes of the Government through various mediums including printed material;
- (b) if so, the details thereof along with the amount spent in this regard during the last three years;
- (c) the details of the distribution policy of DAVP for printed material as they do not reach the people; and
- (d) whether the Government is likely to ensure that the publicity material reaches every section of society for general awareness, if so, the details thereof?

ANSWER

THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; AND MINISTER OF INFORMATION & BROADCASTING (SHRI PRAKASH JAVADEKAR)

(a) & (b) Bureau of Outreach and Communication (BOC) (erstwhile DAVP), a media unit under Ministry of Information and Broadcasting, uses Print (Newspaper and Periodicals), Electronic media (TV, Radio, Digital Cinema, Websites, SMS) and Outdoor media as well as direct communication through Printed materials for publicizing policies and programmes of Government to create awareness among general masses.

: 2 :

The year-wise details of expenditure incurred on different medium for dissemination of messages and creating awareness is as under:

(Rs. in Crore)

Financial Year	Print	Audio Visual	Outdoor Publicity	Printed Publicity
2016-17	468.53	609.14	186.59	15.81
2017-18	636.09	468.93	208.55	14.49
2018-19	429.55	514.29	235.33	16.77

(c) & (d) Printed materials are used by BOC for distribution through its Regional Outreach Bureaus (ROBs), Field Outreach Bureaus (FOBs) and regional offices of Press Information Bureau (PIB). The materials are distributed to the beneficiaries during exhibitions, song & drama programmes and direct & interpersonal communication programmes organised by Regional Outreach Bureaus (ROBs), Field Outreach Bureaus (FOBs) of BOC.

BOC also maintains a mailing list for distribution of the printed materials. The list includes Panchayats, Block Headquarters and District Headquarters etc., which is updated from time to time to include target groups.

BOC also undertakes distribution of the publicity material as per the requirement of the client Department and/or as per the requirement of the campaign.
