

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

**LOK SABHA
UNSTARRED QUESTION No. 4392
TO BE ANSWERED ON 20.03.2020**

DISTRIBUTION POLICY OF DAVP

**4392. SHRI ASHOK KUMAR RAWAT:
SHRI SHYAM SINGH YADAV:**

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

- (a) whether Directorate of Advertising and Visual Publicity (DAVP) is responsible for the dissemination and advertisement of the policies and programmes of the Government through various modes including the printed materials and if so, the details thereof;
- (b) the amount of funds spent thereon during the last three years;
- (c) whether the Government has spent any amount to promote/ popularise Government's policy decision or any advertisement abroad and if so, the details thereof during the said period, country-wise;
- (d) the details of the distribution policy for printed material of DAVP since this material does not reach to the people; and
- (e) whether the Government proposes to ensure that the advertising material reaches each segment of the society for the purpose of general awareness and if so, the details thereof?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
{SHRI PRAKASH JAVADEKAR}**

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

(b): The year-wise details of funds spent during the last three years are available on the website of BOC <http://davp.nic.in>.

(c): The Ministry of Information and Broadcasting undertakes communication campaigns for dissemination of information about the policies and programmes of Government within India only.

(d) & (e): 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 materials as per the requirement of the client Department and/or as per the requirement of the campaign.
