

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

LOK SABHA

**UNSTARRED QUESTION NO. 3416
TO BE ANSWERED ON 18.12.2015**

GOVERNMENT ADVERTISEMENT

**3416. SHRI HARIOM SINGH RATHORE:
SHRI NIMMALA KRISTAPPA:
SHRI RAJESH VERMA:**

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

- (a) the details of criteria followed by the Directorate of Advertising and Visual Publicity (DAVP) regarding Government's advertisements, publications and other publicity material along with expenditure incurred thereon during each of the last three years and the current year;
- (b) the total number of licences issued/agencies empanelled by the DAVP for the purpose in the country, State/UT-wise;
- (c) the volume of advertisements, publications and other publicity material given by the Government and non-governmental agencies during the above said period;
- (d) whether any study or assessment has been made to ascertain usefulness or benefits derived from such advertisements, if so, the details thereof; and
- (e) the measures taken/being taken by the Government to rationalize expenditure incurred on these advertisements/publicity materials?

ANSWER

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

(a) The Directorate of Advertising and Visual Publicity (DAVP) releases advertisements in accordance with the Advertisement Policy keeping in view the target audience, client requirements, budget available etc. within the framework of the Policies/Guidelines of different media vehicles of the Government. The details of the Policies/Guidelines are available at DAVP's website www.davp.nic.in. The details of the media-wise expenditure for the last three years and the current year i.e. 2012-13, 2013-14, 2014-15 and 2015-16 (till 2.12.2015) is at Annexure-I.

(b) There are 8213 Newspapers, 676 Agencies (including FM, CRS, TV, Digital Cinema, Internet Websites & SMSes) and 303 Outdoor Publicity Agencies which are empanelled with DAVP.

The state-wise details of empanelment are available on DAVP's website, www.davp.nic.in under the sub-head Lok Sabha Unstarred Question No. 3416 'Annexure-I' in the head 'Newspapers' and in the link http://www.davp.nic.in/writereaddata/PQ_3416Annexure_I.pdf.

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(c) The volume of Government advertisements in terms of release order of the DAVP during said period i.e. 2012-13, 2013-14, 2014-15 and 2015-16 (till 15.12.2015) is placed at Annexure-II. The details of advertisements in respect of the non-governmental agencies is not maintained by the Central Government.

(d) DAVP has empanelled 7 Impact Assessment Agencies for carrying out impact assessment of publicity campaign of any Ministries/Departments, on their request.

(e) No, Madam. DAVP releases advertisements only in accordance with the requirement of the client Ministries/Departments keeping in view the target audience, client requirements, budget available etc.

ANNEXURE-I

**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA
UNSTARRED QUESTION NO. 3416 FOR REPLY ON 18.12.2015 ON
GOVERNMENT ADVERTISEMENT**

**THE DETAILS OF MEDIA WISE EXPENDITURE FOR THE LAST THREE
YEARS, I.E. 2012-13, 2013-14, 2014-15 AND THE CURRENT YEAR 2015-16
(TILL 2.12.2015)**

			<u>(Rs. In Crore)</u>
Financial Year	Print Media	Audio-Visual	Outdoor Media
2012-13	404.38	198.3	51.43
2013-14	446.69	500.35	74.35
2014-15	424.84	473.67	81.27
2015-16 (till 2/12/2015)	225.24	215.59	19.60

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ANNEXURE-II

**ANNEXURE AS REFERRED TO IN REPLY TO PART (c) OF THE LOK SABHA
UNSTARRED QUESTION NO. 3416 FOR REPLY ON 18.12.2015 ON
GOVERNMENT ADVERTISEMENT**

**THE VOLUME OF THE GOVERNMENT ADVERTISEMENTS IN TERMS OF
RELEASE ORDER OF DAVP DURING 2012-13, 2013-14, 2014-15 AND 2015-16
(TILL 15.12.2015)**

Year	No. of Release Order of Newspapers	No. of Release Order of Audio-Visual	No. of Release Order of Outdoor Publicity	No. of Release Order/Job of Printed Publicity
2012-13	17218	354	34	184
2013-14	17752	1137	87	192
2014-15	17408	1165	76	179
2015-16 (Till 15.12.2015)	13668	657	68	114