

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

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 2949**

**TO BE ANSWERED ON 22.03.2021**

**GOVERNMENT ADVERTISEMENTS POLICY ADOPTED BY DAVP**

**2949. SHRI RAJEEV SATAV:**  
**SHRI SANJAY SETH:**

**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 and the current year;**

**(b) whether DAVP has reviewed or proposes to review the media/publicity strategy of Government and its Departments particularly in the light of the technological advancements and the latest trends in the media;**

**(c) if so, the details thereof; and**

**(d) whether Government proposes to conduct an independent study to gauge the impact of Government advertisements on people 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 & Communication (BOC) (erstwhile DAVP) under Ministry of Information and Broadcasting undertakes Information, Education and Communication (IEC) campaigns through its empanelled media platforms like Newspapers, Periodicals, Private Cable & Satellite Television Channels, Private FM Stations, Outdoor and Personal media, Digital Cinema, SMS, Internet websites and Social Media. These media platforms are empanelled with BOC as per the Policy Guidelines. The policy guidelines governing the release of Government advertisements through these media platforms are available on the website of BOC i.e [www.davp.nic.in](http://www.davp.nic.in).**

**(b) & (c) BOC adopts a media mix approach including latest media communication platforms with technological advancements along with traditional mode of communication. BOC is using Digital Cinema, Internet websites, SMS and Social Media along with Print, Radio and Television advertisements for dissemination.**

**(d) An independent third party agency conducted an all India Survey/Impact Assessment Study of Multi-Media Campaigns executed**

**by BOC covering 722 districts. The study will help in devising cost effective and efficient communication and outreach activities.**

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