

**GOVERNMENT OF INDIA
POWER
LOK SABHA**

UNSTARRED QUESTION NO:3679
ANSWERED ON:21.08.2003
ADVERTISEMENT EXPENDITURE BY DVC
RITA VERMA

Will the Minister of POWER be pleased to state:

- (a) the amount of expenditure incurred by the Damodar Valley Corporation on tenders or decorative advertisements in newspapers and other magazines during the year 2002-2003 and from April, 2003 upto 30th July, 2003;
- (b) the number of advertisements out of these given by DVC through advertising agencies on its panel and the number thereof given directly to newspapers or magazines;
- (c) the number of advertising agencies on the panel of DVC along with the names and details thereof;
- (d) the share of these advertising agencies in the expenditure incurred in advertisements, agency-wise; and
- (e) the policy being adopted to distribute equal share of work among all the advertising agencies on panel?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF POWER (SHRIMATI JAYAWANTI MEHTA)

(a) : The expenditure incurred on advertisements by Damodar Valley Corporation (DVC) during 2002-03 was Rs.1,18,50,653/- and from April, 2003 to 30th July, 2003 was Rs.9,87,418/-.

(b) : The number of advertisements given by DVC through advertising agencies on its panel were 101 and the number of advertisements given directly to newspapers or magazines were 6.

(c) & (d) : The names of the advertising agencies on the panel of DVC and their share in the advertisements is as under :

Sl. No. Name of Advertising agency Share of Expenditure (Rs. In Lakh)

2002-03 April, 2003 to July, 2003

- | | | |
|---|-----------|----------|
| 1. M/s. Adunique 76 | 14,85,296 | 2,67,468 |
| 2. M/s. Advertising Bureau Consultants | 11,30,351 | 1,89,457 |
| 3. M/s. Indian Publicity Bureau | 38,08,354 | 2,44,540 |
| 4. M/s. Kavya Communication Pvt. Ltd. | 11,94,430 | 89,113 |
| 5. M/s. Press & Publicity Syndicate Pvt. Ltd. | 17,66,228 | 1,96,840 |
| 6. M/s. TCP Pvt. Ltd. | 23,42,494 | - |

(e) : The work of advertisement is allotted as far as possible on rotational basis amongst the empanelled advertising agencies. However, infrastructural backup, promptness and quality of service of the concerned advertising agency, depending on the urgency of work is also considered while allotting the said work.