

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:4592
ANSWERED ON:22.05.2006
PROGRAMME OF ADVERTISEMENT IN NORTH EASTERN REGION
Ramadass Prof. M

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

- (a) whether the programme of advertisement and publicity included in the Annual Plan has achieved its objectives;
- (b) if so, the details of the impact of the programme as a result of exhibition, summits, publicity campaigns etc.;
- (c) the amount of investment that has flowed in as a result of these promotional campaigns;
- (d) whether the Government has any proposal to recognise the publicity programme so as to bring out the potential and distinctive features of North Eastern Region outside the region; and
- (e) if so, the details of the proposals thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) to (e): The Directorate of Advertising and Visual Publicity (DAVP) is responsible for implementing its Scheme 'Development Publicity Programme: Conception and Dissemination' under the Xth Plan/Annual Plan 2005-06 and has utilized almost fully the budget allocation during 2005-06. Out of the total outlay under the Xth Plan/ Annual Plans; 10% of the outlay is earmarked for North-Eastern Region. Against an approved Annual Plan 2005-06 outlay of Rs. 3.09 crore; the expenditure incurred was Rs. 3.02 crore. The amount was spent on multimedia publicity of Government policies and programmes. DAVP has been undertaking the publicity of various social/developmental issues in the North-Eastern Region through release of press advertisement, audio-video spots, printed material and outdoor formats under the scheme and it also organized four exhibitions on 'North East' in the North East region, as well as outside, focusing on the special measures undertaken by the Government for development of North East region as well as restoration of peace in the region.

DAVP has commissioned 'Impact Studies' from time to time on specific subjects. Recently, impact studies were done on efficacy of Pulse Polio campaign, Audio Video Publicity on National Rural Health Mission, Outdoor publicity on National Integration Campaign etc. The studies have found that the campaigns have been useful in creating awareness. No estimate of the investment generated by these promotional campaigns is available.

Further, the Annual Plan 2006-07 also has a separate outlay earmarked for the North Eastern Region. So far as publicity to bring out the potential and distinctive features of North Eastern Region outside the region, is concerned, DAVP has done publicity of the North East Expo conducted at Pragati Maidan through release of press advertisement, audio-video spots and organizing exhibitions on development initiatives in the North East Region. Exhibition kits on the theme: 'Development Initiatives in the North East Region' are being produced by DAVP, which are proposed to be taken to other parts of the country also.