

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

UNSTARRED QUESTION NO:1295
ANSWERED ON:15.07.2004
ADVERTISEMENT BY D.A.V.P.
Patil Shri Shrinivas Dadasaheb

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

- (a) whether the D.A.V.P. issues advertisements to the print media from time to time;
- (b) if so, the norms laid down in making payment to such print media;
- (c) whether discrimination is made in making payments, if so, the reasons therefor;
- (d) whether the Government would streamline the ``Administrative Machinery`` and ensure that quick payments are made to print media; and
- (e) if so, the steps taken by the Government in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) Yes, Sir.

(b) The payment to print media is made as per the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP. As per the policy, the newspapers are required to submit their advertisement bills, complete in all respects and supported with relevant documents within 30 days of the publication of the advertisement. Directorate of Advertising and Visual Publicity (DAVP) makes efforts to pay the advertisement bill within 60 days of receipt of the bill.

(c) No, Sir.

(d) & (e) : The payment of advertisement bills to newspapers has recently been streamlined with the introduction of Electronic Clearance System (ECS). Status of the bills as well as the payment position has been put on DAVP's web site (www.davp.nic.in) for greater transparency.