

ANNUAL REPORT - 2005-2006

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multi-media advertising agency of the Central Government. It caters to the communication needs of all Central Ministries/Departments and around 200 Public Sector Undertakings and Autonomous Bodies and provides them a single window cost effective service. It informs and educates the people, both rural and urban, about the Government's policies and programmes and motivates them to participate in development activities.

DAVP reaches the people through different means of communication such as press advertisements, print material, audio-visual programmes, outdoor publicity and exhibitions. The thrust areas of DAVP's advertising and publicity are national integration and communal harmony, rural development programmes, health and family welfare, AIDS awareness, empowerment of women, upliftment of girl child, new economic measures, small savings, consumer affairs, literacy, employment, income tax, defence, environment, road safety, energy conservation, handicrafts etc.

The set-up of DAVP at the headquarters consists of several wings like Administration, Budget & Accounts, Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell and a Design Studio with DTP facility.

It has two Regional Offices at Bangalore and Guwahati to coordinate the Directorate's activities in these regions. There are two Regional Distribution Centres at Kolkata and Chennai to look after the distribution of publicity material in eastern and southern regions respectively.

DAVP has a network of 35 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as a vital communication link between the Government and the people. The field functionaries hold exhibitions in social and

developmental themes to far-flung areas of the country to disseminate information about the policies and programmes of the central government.

Important Activities

A multi media campaign was launched by DAVP focusing on the major schemes of the Ministry of Rural Development. Display advertisements on Rural Sanitation, DRDA, etc. Rural Employment including Sampoorna Gramin Rojgar Yojana (SGRY), NREGA, PMGSY were issued on all India basis. Booklets and Guidelines on Watershed Management (Hariyali), Gram Vikas, SGSY manual, SGRY guidelines, Rural Housing (Indira Awas Yojana) were also brought out during the period. Two sponsored Radio Programmes viz. “Ab Manzil Door Nahin” and “Nai Aashayen Nai Dishayen” in Hindi and regional languages were broadcast on All India Radio. A folk based sponsored radio programme “Geet Goonje Gaon Gaon” has also been produced on behalf of Ministry of Rural Development.

DAVP provided vital publicity support during the 36th International Film Festival of India (IFFI) held in Goa. IFFI Brochure, a booklet on Indian Panorama and posters were brought out by DAVP for the festival. Daily bulletins titled ‘Festival News’ in English and ‘Samaroh Samachar’ in Hindi containing the daily schedule and happenings during the festival, film reviews and opinions were brought out during the festival. An exhibition titled ‘Many Facets- One Fascination’ was also organised on the occasion.

A number of advertisement publicising messages on dowry, female foeticide, child marriage, domestic violence, etc. were released in print media on all India basis. To reinforce the messages an outdoor publicity campaign was also launched on all India basis. Press advertisements on child welfare such as nutrition and education for all were also released. Outdoor formats carrying messages on supplementary feeding were also put up on display on all India basis. Booklets on infant and young child feeding practices, recipe booklet for infant and young child feeding, young reckoner on fruit and vegetable preservation and nutrition besides posters on fortified food are also being produced by DAVP. Apart from this advertisements on all India basis on adult

education, education for all, National Literacy Week were released besides bringing out posters on Teachers' Day which were distributed through out the country. Specific occasions such as World Food Day, Iodine Deficiency Day, National Nutrition Week, National Literacy Day, Teachers Day and Breast Feeding Week were used to publicise messages relevant to the occasion.

A multi media campaign for Ministry of Health & Family Welfare on National Rural Health Mission was launched by DAVP. Besides press advertisements, comprehensive audio-visual publicity of the Mission was planned and executed by DAVP in association with Ministry of Health and Family Welfare. Exhibition on the subject were organized at IITF, New Delhi and Indian Science Congress at Hyderabad. Publicity on various themes viz. Pulse Polio Immunization, HIV/AIDS, Anti-Tobacco, Save the Girl Child, breast feeding, anti-malaria/filaria, eye donation, etc. were undertaken through release of press advertisements. Multi media publicity on HIV/AIDS awareness, blood donation was undertaken through release of advertisements to newspapers, printing and distribution of booklets and posters for NACO. Outdoor publicity through busback panels, hoardings were also undertaken on HIV/AIDS awareness and voluntary blood donation. 334 Exhibitions were organized by DAVP on HIV/AIDS awareness through out the country. Pictorial booklets on safe motherhood were also produced besides bringing out folders on eye donation, swasth gram – swasth Bharat, voluntary blood donation and posters on vector borne diseases. Outdoor formats such as hoardings busback panels, kiosks were also used to publicise various subjects such as contraceptives, safe delivery, immunization, no-scalpal vasectomy and arogya mela.

A multi-media campaign at national level was launched on behalf of Ministry of Consumer Affairs, Food and Public Distribution to create consumer awareness among masses. Colour advertisements on regular basis were issued all over the country. TV spots on consumer awareness are being telecast through private TV channels.

Publicity efforts utilizing various formats for focused campaign on thrust areas under NCMP were also undertaken by DAVP. Booklet on National Common Minimum Programme (NCMP) were brought out in English, Hindi and 11 regional languages and widely distributed to generate awareness about various features and provisions of NCMP. Besides, another booklet on 'A Caring Government' on completion of one year of UPA Government has also been brought out. A booklet and posters on 'Bharat Nirman' – a new deal for rural India were also produced and distributed to generate awareness. Outdoor formats were used to publicise the Government's vision/roadmap for rural India. Several advertisements have been issued on various aspects of NCMP. These include promotion of social harmony and social justice, education, welfare of women and children, environmental issues, tax compliance, food and nutrition security. Spots on agriculture extension and children's welfare were produced and telecast. Besides a series of advertisements on completion of one year of the UPA Government highlighting the achievements in the core sectors. Exhibitions on freedom struggle, Mahatama Gandhi & Jawaharlal Nehru incorporated some of the features viz. national unity, integrity and secularism. Exhibition for Department of Health & Family Welfare also focused on immunization, safe motherhood and girl child, etc. Exhibition were organized in a large way through out the country on HIV/AIDS by the Field Offices. National integration and anti-smoking for better health care were also taken up through outdoor formats. Exhibitions on National Common Minimum Programme were also put up.

Another major occasion for publicity by DAVP was the first anniversary of the UPA Government. DAVP designed, produced and released a set of 12 advertisements to newspapers across the country expressing cost-effective publicity of the event. DAVP also brought out a booklet on that occasion highlighting the promises and achievements of the Government.

Sustained publicity campaign was also undertaken on behalf of various organisations under Ministry of Finance on themes viz. Tax compliance, Service Tax, Small Savings, opening of help centers, last date of filing returns and many display advertisements with number of insertions were issued. Sustained audio-visual campaign was undertaken by DAVP on these issues. Advertisements were issued on opening of Income Tax Help Centres for facilitating small business tax payers, Service Tax Help

Centers besides an intensive campaign through press advertisements and audio-visual spots to impress upon the individuals and companies to pay their taxes in larger national interests and avoid tax evasion. Booklets titled 'Taxation of Salaries Employees, Pensioners, Senior Citizens', 'One by Six Scheme' and folder 'Cost Inflation Index' were printed on behalf of Directorate of Income Tax(RSP & PR) besides bringing out 'NSI planner - 2006' and 'National Saving Schemes at a Glance' a folder contains small savings schemes.

DAVP put up an exhibition titled 'Swasth Gram-Swasht Bharat' at the Family Welfare Pavilion during the 'India International Trade Fair-2005' at Pragati Maidan, New Delhi. A new exhibition on the theme 'National Rural Health Mission' was prepared and displayed with colourful translites, touch screens, laser displays, moving models, dioramas and audio-visual displays which gave a lively dimension to the exhibition.

Publicity activities on schemes and programmes of the Ministry of Social Justice and Empowerment for creating larger awareness about issues concerning empowerment of weaker sections of the society including minority, disabled persons, street children were undertaken by DAVP. Occasions like Dr. Ambedkar's Birthday and Maha Parinirvan Divas, International Day against Drug Abuse, International Day for Older Persons and International Day for Disabled Persons, Independence Day, Republic Day, Sadbhawana Divas etc. were used for releasing press advertisements highlighting the policies and programmes of Ministry of Social Justice and Empowerment. Outdoor Publicity formats such as bus side panels hoardings, animation displays and public utilities were used to display messages on subjects like 'pre-post matric scholarship and hostel facilities for SC and OBC students, pre-examination coaching for minorities, prevention of atrocities against SCs, eradication of untouchability, availability of aids and appliances for disabled persons and child helpline, etc. A weekly radio programme 'Samwarnti Jayen Jeevan Ki Rahen' was produced and broadcast in Hindi and regional languages through primary and FM channels of All India Radio containing programmes for marginalized and weaker sections of the society. Advertisements were also released

on behalf of M/o Tribal Affairs highlighting programmes of the Government for upliftment of the tribals.

Advertisements on 'Ag-mark', 'Agri clinic and agri-business' and 'Tips to Farmers for increasing Kharif Production and subsidies to the farmers by National Horticulture Board' were released on all India basis on behalf of Ministry of Agriculture. Mandatory advertisements were issued on Independence Day, Shaheedi Diwas, Gandhi Jayanti, Birth anniversary of B.R. Ambedkar and Sardar Patel to all the newspapers on DAVP panel. Campaign on behalf of Ministry of Home Affairs is being undertaken through outdoor publicity formats on Disaster Management . DAVP also released advertisements on Tsunami besides bringing out a booklet and putting up exhibitions titled 'Tsunami Challenge'. Advertisements were released to commemorate 75th year of Dandi March and the Exhibition Wing of the Directorate organized a number of exhibitions at various places to celebrate the event.

Multi-media campaign was undertaken by DAVP on behalf of Ministry of Road Transport and Highways involving release of advertisements and telecast of TV spots on Private TV Channels besides bringing out a Calendar on Road Safety for the Ministry. DAVP also released advertisements on developmental issues in North East for Ministry of DONER besides printing wall and table calendars for them. A number of calendars, brochures, posters and planners were printed for Ministry of Defence besides release of regular advertisements.

ADVERTISING

A total number of 15,502 advertisements were released to various newspapers throughout the country during the financial year (upto November, 2005). Of these, 902 were display advertisements and the rest were classified advertisements. Some of these include advertisements on: 'Pulse Polio Day', 'Road Transport Week', 'World Health Day', 'Indira Gandhi Birth Anniversary', 'Rajiv Gandhi Birth Anniversary', 'Sardar Patel Birth Anniversary', 'Birth Anniversary of Dr. Bhimrao Ambedkar', 'Consumer Awareness Campaign', 'Income Tax', 'World AIDS Day', 'Eye Donation', 'Blood Donation', 'Children's Day', 'Disabled Persons', 'World Environment Day', 'Anti

Terrorism Day’, ‘Independence Day’, ‘Iodine Deficiency Day’, ‘World Food Day’, ‘Anti Dowry’, ‘Human Rights Day’, ‘National Drugs Abuse Day’ etc.

The Government had constituted a Rate Structure Committee to review the existing rate structure and suggest a new rate structure formula for release of Government advertisements through DAVP. The Rate Structure Committee had submitted its report which has been accepted by the Government and is effective from 1st January, 2006.

AUDIO VISUAL

The AV Cell of DAVP undertakes publicity campaigns through radio and video sponsored programmes, jingles and audio-video spots on AIR, Doordarshan, private satellite TV, radio channels and DFP units on various issues of social relevance and national importance.

A special campaign has been initiated on the National Rural Health Mission for Ministry of Health and Family Welfare under which audio and video spots have been produced on various health related issues which are being broadcast/telecast on AIR/Doordarshan/Pvt. TV Channels. A campaign on service tax for the Ministry of Finance was also launched and video spots were produced and telecast on private channels by DAVP.

A number of weekly sponsored radio programmes on various developmental issues are being produced by DAVP and are being broadcast from various All India Radio Stations. These include ‘Sanwanti Jayen Jeevan ki Rahein’ on welfare schemes of Ministry of Social Justice and Empowerment, ‘Khusion Bhara Aangan’ on family welfare schemes of Ministry of Health and Family Welfare, ‘Geet Goonje Gaon Gaon’, ‘Nayee Ashanyein Nayee Dishayen’ and ‘Ab Manzil Door Nahin’ on various rural development schemes for Ministry of Rural Development, ‘Jeevan Hai Anmol’ and ‘Let’s Talk’ on AIDS awareness for National AIDS Control Organisation, ‘Yeh Gulista Hamara’ for Ministry of Environment and Forests and ‘Akash Hamara Hai’ on women and child development issues for Department of Women and Child Development. These programmes are of 15-30 minute duration and produced in Hindi and regional languages in interesting drama format. These are broadcast all over the country through Primary

Channels and Commercial Broadcasting Service (CBS) stations of AIR. Programme 'Let's talk' is being broadcast from FM, AIR Delhi.

DAVP is producing a half-an-hour weekly video programme 'Khel Khel Mein Badlo Duniya' in quiz format on behalf of Petroleum Conservation Research Association which is being telecast on Doordarshan on Sundays(Repeat on Wednesday). The programme covers various areas relating to conservation of petroleum, water, electricity and environment, where school children from various parts of the country participate. Besides these campaigns audio/video spots/films were produced on Economic Census of Ministry of Statistics and Programme Implementation, Kharif campaign for Ministry of Agriculture, audio/video spot on Sethusamundram Ship Channel Project, on filing of returns for Department of Income Tax. Campaigns in electronic media were also undertaken on Rural Sanitation of Ministry of Rural Development, consumer awareness for Deptt. of Consumer Affairs, voluntary blood donation and AIDS awareness for NACO, Arogya Melas for Deptt. of AYUSH, nutrition education for Food and Nutrition Board, Blindness Control for Ministry of Health and Family Welfare, horticulture for National Horticulture Board and on Indira Priyadarshini Vriksh Mitra Awards for Ministry of Environment and Forests.DAVP is also developing logo, Music, Branding of Lok Sabha Channel.

PRINTED PUBLICITY WING

The Printed Publicity wing looks into the planning/production and supervision of print jobs viz. multi-colour posters, folders, brochures, calendars, diaries, booklets, stickers, wall-hangers, table calendars and other miscellaneous items of printed publicity. Besides Hindi and English, DAVP produces printed publicity material in Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, and Urdu. Some of the important printed material brought out during the current financial year include booklets on 'One year of UPA Government', 'Bharat Nirman', 'A caring Governemnt – pocket book', 'Tsunami', 'Panchayati Raj', 'Safe Delivery', 'Union Budget-2005', 'DAVP Calendar-2006', 'Road Transport Calendar-2006'. Booklets/Folders under PM speech series: 'Economy Looking up', 'A New Deal to Rural India', 'North-East 2020(folder)', 'National Rural Health Mission' 'Science Needs a New

Boost', 'Create content for a Global Audience', posters on 'Vector Borne Diseases', 'Blood Donation' 'International Film Festival of India', 'Bharat Nirman' 'Teachers Day' etc. Printed Publicity Wing has undertaken 106 jobs with 383 items of work and have brought out 97,08,100 number of copies during the current financial year (Upto November, 2005).

OUTDOOR PUBLICITY

Outdoor Publicity Wing uses the medium of hoardings, bus-panels, kiosks, wall paintings, banners, animation displays, decorative railings, cinema slides, metro display boards etc. to spread messages. This wing has put up a total number of 19,896 displays during the period 2005-06 (upto November, 2005). Outdoor Publicity format were used in a number of important campaigns viz. National Integration, Bharat Nirman, HIV/AIDS, Disaster Management, Blood Donation, Save Environment, Hallmark symbol and ISI symbol, social messages for Women and Child, Social Justice & empowerment, EPF, Anti-Tobacco, Arogya Health Mela, as well as publicity for important events like SIMCON, Film Festivals etc.

EXHIBITIONS

The Exhibition Division organised a total number of 453 exhibitions spread over a period of 2032 days during the financial year 2004-05. It organised exhibitions on the life of dignitaries like Father of the Nation - Mahatama Gandhi, Jawaharlal Nehru, Netaji Subhash Chandra Bose, Dr. B.R. Ambedkar, Rajiv Gandhi, Rabindra Nath Tagore, K. Kamraj. Exhibitions on 'National Common Minimum Programme', 'Dandi March' to commemorate 75th Anniversary of the historic event, 'Jammu & Kashmir – A Passage in Time', 'Tsunami Challenge', 'Swasth Gram Swasth Bharat', 'Resurgent India', 'Evil Faces of Terrorism', 'Women in India' were also organized during 2005-06. An Exhibition for Ministry of Health & Family Welfare at Pragati Maidan during India International Trade Fair was organized on National Rural Health Mission where live elements such as colourful translites, touch screens, laser display, moving models,

dioramas and audio-visual displays were used to make the exhibition more attractive. An exhibition titled 'Many Facets – One Fascination' was put up at Goa coinciding International Film Festival of India, 2005.

Exhibitions on 'Rabinder Nath Tagore', 'Parliamentary Democracy in India' were also organized in collaboration with Parliament Museum and Archives at Parliament Annexe at New Delhi and Legislative Assembly premises on the occasion of All India Conferences of Presiding Officers of Legislative Bodies. A special campaign was launched through out the country to spread awareness about HIV/AIDS and 334 exhibitions were organized on the theme by various units through out the country.

Apart from this DAVP Field Units organised exhibitions in famous melas and festivals like Trissur Pooram Festival in Kerala, Nauchandi Mela at Meerut, Puri Rath Festival, Chandausi Mela, Arogya Mela at ITPO, Dussera Festival at Mysore and Perfect Health Mela at Raja Gardens.

New Exhibition sets on 'Dandi March', 'Jammu & Kashmir – A Passage in Time', 'Tsunami Challenge', 'Swasth Gram Swasth Bharat', 'Resurgent India' were developed by the Research Cell of the Exhibition Division during the financial year.

MASS MAILING

Mass Mailing Wing of DAVP primarily deals with despatch of printed material to various cross sections of people in different parts of the country. The Wing is one of the biggest set ups of its kind in the country and has reach upto Block level. The wing presently maintains an address bank of 16.50 lakh addresses spread over 564 categories. Ninty four lakh copies on various themes have been distributed so far from April to November, 2005. The highlights of its activities included distribution of booklets on National Common Minimum Programme, One year of UPA Government and a series of PM speeches besides the distribution of DAVP Calendars and Diaries.