

## **ANNUAL REPORT - 2006-2007**

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, 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 on 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**

During the year, 3 new policy documents were released on the following:-

- (i) New Advertisement Policy for print media effective from 1<sup>st</sup> June, 2006.
- (ii) Policy for Empanelment of Audio-Video Producers, 2006
- (iii) Policy for Empanelment of Electronic Media Channels, 2006

DAVP continued to digitalize its operations. While increasingly making payments through Electronic Clearance System(ECS) for press advertisements, DAVP also initiated a major step viz. – release orders for display advertisements are now issued electronically on the website to facilitate remotely located newspapers/publications.

Performing its role as agent for information dissemination national integration, DAVP brought out Calendar on the theme ‘from 1<sup>st</sup> War of Independence to Independence’ which was released in the presence of the Prime Minister and Minister of I&B.

A multi media campaign for Ministry of Health & Family Welfare on National Rural Health Mission(NRHM) 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 ‘Healthy Mother, Healthy Child & Healthy Nation’ under NRHM was organized at IITF, New Delhi which got the Gold Medal as best pavilion put up by any Ministry or Department of Central Government. Publicity on various themes viz. Pulse Polio Immunization, HIV/AIDS, Anti-Tobacco, Save the Girl Child, breast feeding, anti-malaria/filaria, dengue/chikungunia, blood donation, child health issues, 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 folders, booklets and posters for NACO. 76 Exhibitions were organized by DAVP on HIV/AIDS awareness through out the country. Stickers and Posters were produced on Pulse Polio. Outdoor formats such as bus panels, train panels, vinyl printing were also used to publicise various subjects such as anti-smoking, eye donation.

A number of advertisements were released on the major schemes of the Ministry of Rural Development. Display advertisements on National Rural Employment Guarantee Act (NREGA), Pradhan Mantri Gram Sadak Yojna(PMGSY), Indira Awas Yojana and Total Sanitation Campaign were issued on all India basis. 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.

Press advertisements on Mahatma Gandhi, Independence Day, Republic Day and Martyrdom Day were released all over India in 2006. On completion of two years of UPA Government, DAVP brought out booklets on Government's achievements in different social/economical sectors. Apart from this 71 types of booklets were also brought out on Governments' initiative and progress of Central Schemes. Campaign on Bharat Nirman was undertaken through press advertisements and outdoor publicity. IT campaign on e-governance is being launched with active participation of DAVP. Some press advertisements were released on CAS. DAVP Calendar 2007 and Executive Dairies have also been designed and printed by the Directorate, besides production of booklets on Public Information Campaign outreach material in various languages.

Sustained publicity campaign was also undertaken on behalf of various organizations under Ministry of Finance on themes viz. Tax compliance, Service Tax, Small Savings, last date of filing returns, PAN Card, File your Returns by e-

filing and many display advertisements with number of insertions were issued. Sustained audio-visual campaign was also undertaken by DAVP on these issues simultaneously. Booklets titled 'Taxation of Salaried Employees, Pensioners & Senior Citizens, 'How to compute your capital gain' and 'Filing your Tax Return' were printed on behalf of Directorate of Income Tax(RSP & PR) besides bringing out 'NSI planner - 2007' and 'National Saving Schemes at a Glance', a folder elaborating small savings schemes.

DAVP provided publicity support during the 37<sup>th</sup> International Film Festival of India (IFFI) held in Goa. IFFI Regulation booklet, Regulation Folder were brought out by DAVP for the festival.

DAVP makes publicity campaign on disaster management, floods, cyclones and earthquakes was launched in flood, cyclone and earthquake-prone States during the year under report on behalf of Ministry of Home Affairs. National Disaster Management Authority launched a campaign with a view to generate greater awareness about cyclones in Orissa, Andhra Pradesh, Tamil Nadu and Gujarat to build individual capacity at the grass-root level. The campaign was targeted towards the affected people of the coastal area e.g. fishermen, farmers, people living in vulnerable houses, low-lying flood-prone areas etc. as also stakeholders who respond to aid such as government bodies, local bodies, NGOs, self help groups etc.

The para-military forces namely, CRPF, BSF, SSB and CISF etc. brought out press advertisements highlighting their activities on respective raising days. The Ministry of Home Affairs for general awareness among citizens regarding proper use of National Flag put out Press Advertisements on the eve of Independence Day and Republic Day.

## **ADVERTISING**

A total number of 16,043 advertisements were released to various newspapers throughout the country during the financial year (upto December,

2006). Of these, 903 were display advertisements and the rest were classified advertisements. Some of these include advertisements on: 'Pulse Polio Day', 'Road Transport Week', 'World Health Day', 'Sardar Patel Birth Anniversary', 'Birth Anniversary of Dr. Bhimrao Ambedkar', 'Indira Gandhi Birth Anniversary', 'Consumer Awareness Campaign', 'Income Tax', 'World AIDS Day', 'Eye Donation', 'Blood Donation', 'Children's Day', 'Disabled Persons', 'World Environment Day', 'Independence Day', 'Iodine Deficiency Day', 'World Food Day', 'Human Rights Day', 'National Drugs Abuse Day' etc.

A New Advertisement Policy has been formulated, which came into effect from 1st June, 2006. The highlights of the policy are as under:

- DAVP will not charge 13% departmental charges in case releasing advertisement through it.
- There will be no circulation check for publications with circulation up to 6,000
- Issuance of a 3-year rate contract instead of 1 year at present.
- Special relaxation has been provided for the publications from North East States in line with J&K and some others. In these cases, only a minimum circulation of 500 copies per publishing day will be required as against 2000 in other areas for consideration for empanelment.
- So far as balance in distribution of advertisements are concerned, out of the total value of advertisements released by DAVP in a year at least 40% would go to small and medium category of papers. the share for Hindi and other languages would be about 35% and 30% respectively.

## **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 big 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(NACO), and 'Akash Hamara Hai' on women and child development issues for Ministry of Women and Child Development. These programmes are of 15-30 minutes 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 had produced 143 episodes of a half-an-hour weekly video programme 'Khel Khel Mein Badlo Duniya' on behalf of Petroleum Conservation Research Association which was telecast on Doordarshan(National) on Sundays(Repeated on Wednesday). The programme was in quiz format and covered various areas relating to conservation of petroleum, water, electricity and environment, where school children from various parts of the country participated. Besides these campaigns, audio/video spots/films were produced on National Disaster Management Programme, Registration of Births and Deaths, 30 Minute documentary film on CRPF for Ministry of Home Affairs, Live Stock Insurance Scheme for Department of Husbandry, Basant Saras Mela for Ministry of Agriculture, Filing of Returns for Department of Income Tax. Campaigns in electronic media were also undertaken, consumer awareness for Department of Consumer Affairs, voluntary blood donation and AIDS awareness

for NACO, Arogya Melas for Department of AYUSH, nutrition education for Food and Nutrition Board, blindness control, nutritional anemia and vitamin-A deficiency, dengue and chikungunea, pre-natal diagnostic technique(PNDT) for Ministry of Health and Family Welfare, Processed Food for Ministry of Food Processing Industries, Resurgent India, Gandhi Jayanthi for Ministry of I&B.

New Policy for Empanelment of Audio-Video Producers, 2006 and Empanelment of Electronic Media Channels, 2006 have been formulated.

### **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 'Report to the People', 'Two years of UPA Government', 'PM's New 15 Point Programme', 'Right to Information Act', 'Sampoorna Grameen Rozgar Yojana', 'Statewise Achievement of UPA Government', 'DAVP Calendar-2007', 'Road Transport Calendar-2007', 'DAVP Diary – 2007', Booklets/Folders under PM speech series: 'New Opportunities for Indian Industries', 'Technology Development for increasing agricultural productivity', 'Pravasi Bhartiya Partners of New Delhi', 'Towards Second Green Revolution', 'Four Centuries of the Adi Granth', 'SAARC for collective prosperity', 'Building a better future' posters on 'Pulse Polio Programme', 'YAWS Eradication', 'Blood Donation', 'Consumer Awareness Mission', etc. Printed Publicity Wing has undertaken 139 jobs with 503 items of work and have brought out 92,50,350 number of copies during the current financial year (Upto December, 2006).

## **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, metro train inside panels etc. to spread messages. This wing has put up a total number of 4,864 displays during the period 2006-07 (upto December, 2006). Outdoor Publicity formats were used in a number of important campaigns viz. Bharat Nirman, Central Excise, Child Marriage, Care for Girl Child, Speed Post Service, Agmark, Prevention of Child Labour, Eye Donation, Health Issues, Lok Sabha TV, Social Justice & Empowerment as well as publicity for important events like Hindi Pakhwada, Vigilance Awareness Week, etc.

## **EXHIBITIONS**

The Exhibition Division organised a total number of 565 exhibitions spread over a period of 2168 days during the financial year 2006-07. It organised exhibitions on the life of dignitaries like Father of the Nation - Mahatama Gandhi, Rabindra Nath Tagore, Jawaharlal Nehru, Netaji Subhash Chandra Bose, Dr. B.R. Ambedkar, Indira Gandhi, Rajiv Gandhi. Exhibitions on 'National Common Minimum Programme', 'Dandi March', 'Jammu & Kashmir – A Passage in Time', 'Swasth Gram Swasth Bharat', 'Resurgent India', 'Development in the North-East', 'Life and Water', 'Women in India', 'Parliamentary Democracy in India', were also organized during 2006-07. An Exhibition on 'Healthy Mother, Healthy Child, Healthy Nation' highlighting the various aspects of National Rural Health Mission was organized for Ministry of Health & Family Welfare at Pragati Maidan during India International Trade Fair-2006. It bagged the Gold Medal as the best pavilion put by any Ministry and Department of Government of India.

DAVP is participating in the Public Information Campaign launched throughout the country where all media units of M/o I&B are coming under one roof. The purpose of the campaign is to make people aware about the different programmes and policies of the Government of India. DAVP has designed a new

exhibition 'Bharat Pragati Ki Ore'(Resurgent India). At the PIC held in Rae Bareilly in December 2006, DAVP's Exhibition on Resurgent India was awarded the Shield for its display.

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 Yatra, Chandausi Mela, Sonapur Mela, Gaya Peterpakash Mela, Arogya Mela at ITPO, Dussera Festival at Mysore and Perfect Health Mela at Sekh Sarai.

New Exhibition sets on 'Civil service in India- The Pursuits of Excellence' and 'Healthy Mother, Healthy Child and Healthy Nation' were developed by the Exhibition Division during the financial year.

### **MASS MAILING**

Mass Mailing Wing of DAVP primarily deals with dispatch 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. Eighty five lakh copies on various themes have been distributed so far from April to November, 2006. The highlights of its activities included distribution of booklets on Report to the People 2004-06, Two Years of UPA Government, National Common Minimum Programme and a series of PM speeches in Hindi, English and other regional languages besides the distribution of Government of India Calendars and Diaries.