

ANNUAL REPORT - 2007-2008

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 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, defense, environment, road safety, energy conservation, handicrafts etc.

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

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 32 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, following are the important activities:-

- (i) New Advertisement Policy for print media effective from 2nd October, 2007.
- (ii) Designing and running a unique mobile train exhibition called 'Azadi Express', displaying 150 years of India's history – from first war of Independence in 1857 to present.
- (iii) Multi-media publicity campaign on Bharat Nirman.
- (iv) A special table calendar to pay tribute to the freedom fighters on the occasion of 150 years of India's first war of Independence.

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. Release orders for audio and video advertisements have also started being released electronically.

A multi media campaign on various topics like Health, Rural development, AIDS, Income Tax, Service Tax, against Child Labour was launched by DAVP. Multi media publicity Campaign was planned and executed by DAVP in association with Ministry of Health and Family Welfare on National Rural Health Mission & AIDS and Publicity Campaign on various themes viz. Awareness of Eye Diseases in the North Eastern States, World AIDS Day, Pulse Polio, Anti Tobacco, National T B Day, etc. was also undertaken.

Income Tax campaign on e-governance is being launched with active participation of DAVP. Some press advertisements were released on Tax Return Preparer Services(TRPS) at your doorstep, File your Returns by e-filing, Advance Tax, Income Tax Ombudsman, Pay their Service Tax in time..

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.

Press advertisements on Mahatma Gandhi, Independence Day, Republic Day and Martyrdom Day were released all over India in 2007. Campaign on Bharat Nirman was undertaken through press advertisements, audio-visual and outdoor publicity. Besides DAVP Calendar 2008 and Executive Dairies, 21 calendars and 19 diaries have been designed and printed by the Directorate, besides production of booklets on various issues.

DAVP provided publicity support during the 38th International Film Festival of India (IFFI) held in Goa. IFFI Regulation booklet, Regulation Folder were brought out by DAVP for the festival in record time.

The para-military forces namely, CRPF, BSF, SSB and CISF etc. brought out press advertisements highlighting their activities on respective raising days.

ADVERTISING

A total number of 12,992 advertisements were released to various newspapers throughout the country during the financial year 2007-08 (upto December, 2007). Of these, 1213 were display advertisements and the rest were classified advertisements. Some of these include advertisements on: 'Pulse Polio Day', 'Road Transport Week', 'World Health Day', 'Consumer Awareness Campaign', 'Income Tax', 'World AIDS Day', 'Eye Donation', 'Blood Donation', 'Children's Day', World's Environment Day, 'World Environment Day', 'Independence Day', 'Republic Day', 'Iodine Deficiency Day', 'World Food Day', World Breast Feeding Week, 'Human Rights Day', 'National Drugs Abuse Day', World Standard Day, Teachers Day, Sancharika Day, Mahatma Gandhi's Birthday, 'Birth Anniversary of Dr. Bhimrao Ambedkar', International Day for Old Persons, Sachchar Committee Report for Minorities, etc.

A New Advertisement Policy has been formulated, which came into effect from 2nd October, 2007. The highlights of the policy are as under:

- Issue of 50% of DAVP advertisements (in rupee terms) to small and medium papers with not less than 15% to small and not less than 35% to medium newspapers as compared to the previous limit of 10% and 30% respectively.
- Issue of 35% of DAVP advertisements (in rupee terms) to the regional and other language newspapers as compared to the previous limit of 30%.
- The Central Government public sector undertakings/autonomous bodies/societies have been given the freedom to directly give classified and display advertisements to empanelled newspapers at DAVP rates subject to adherence to prescribed percentage ceiling as laid down in the DAVP Advertisement Policy.
- All Ministries/Departments/Attached and Subordinate Offices/Field Offices of the Government of India, may issue tender notices directly to the empanelled newspapers at DAVP rates.
- So far as empanelment in DAVP is concerned there are some relaxations given in following categories :
 - (a) Languages which were given concession for lower circulation of 500 nos. earlier it was applicable for Sanskrit language only. However, the new policy this facility has been extended to newspapers in regional and other languages like Bodo, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Nepali, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments.
 - (b) The requirement of minimum publication time limit for empanelment of newspapers in languages like Bodo, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Nepali, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments has been reduced to 6 months from 12 months.
 - (c) The requirement of minimum publication time limit for empanelment of all regional and other language small and medium newspapers has also been reduced to 18 months from 36 months.
 - (d) No circulation check for empanelment by DAVP of newspapers with circulation upto 25,000 as against earlier limit of 6,000.

The New Advertisement Policy is also available at DAVP website
www.davp.nic.in

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 flagship programme of the Government, National Rural Health Mission for Ministry of Health and Family Welfare was highlighted through vigorous publicity on private satellite television channels throughout the year. A big campaign on service tax/income tax for the Ministry of Finance was also launched and video spots were produced and telecast on private channels by DAVP. Apart from this, campaigns on consumer awareness for the Ministry of Consumer Affairs were also run on private TV and Radio channels.

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, 'Khushiyon Bhara Aangan', 'Don't Worry Be Happy', on family welfare schemes of Ministry of Health and Family Welfare, 'Geet Goonje Gaon Gaon'(Re-broadcast in 2006-07), '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.

Besides these campaigns, audio/video spots/films were produced for the Ministry of Urban Development & Poverty Alleviation, Ministry of Social Justice & Empowerment and Ministry of Health and Family Welfare . Documentary films on Coastguard for the

Ministry of Defence; two films for Ministry of Urban Development & Poverty Alleviation were also produced. Campaigns in electronic media were also undertaken on Filing of Returns for Department of Income Tax, Advance tax, Service tax, consumer awareness for Department of Consumer Affairs, voluntary blood donation and AIDS awareness for NACO, registration of births and deaths for RGI, nutrition education for Food and Nutrition Board, blindness control, nutritional anemia and vitamin-A deficiency, dengue and chikungunea, pre-natal diagnostic technique (PNDT) and birth control for Ministry of Health and Family Welfare, Processed Food for Ministry of Food Processing Industries, Resurgent India, Gandhi Jayanti and 100 years of Satyagraha for Ministry of I&B.

Empanelment of audio-video producers in four categories was also completed.

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 'Kranti Yatra', 'Report to the People', 'SIMCON' 'Major Programmes of UPA Government for Gujarat State', 'Indian Panorama', 'DAVP Calendar-2008', DAVP Table Calendar 2008, DAVP Diary – 2008', EME Table Calendar, including calendars of BSNL, CASB, AAD, DG resettlement, IAF, NCC, etc.

Booklets/Folders under PM speech series: 'PM Speech on 150th Anniversary of 1st War of Independence' 60th Anniversary of Independence. Printed Publicity Wing has undertaken 76 jobs with 123 items of work and have brought out 30,89,702 number of copies during the current financial year (Upto December, 2007).

NAME OF THE JOB	NO. OF JOBS	NO. OF ITEMS	NO. OF COPIES	AMOUNT COMMTT.(RS.)
POSTER	6	12	2,59,000	6,76,050
FOLDERS	9	35	10,73,000	12,27,240
BOOKLET	19	25	1,65,900	30,91,946
CALENDARS	18	22	6,94,267	1,26,28,259
DIARY	15	16	2,11,935	54,44,790
MISCELLANEOUS	9	13	6,85,600	9,41,143
TOTAL	76	123	30,89,702	2,40,09,428

OUTDOOR PUBLICITY WING

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 3594 displays for 140 jobs during the period 2007-08 (upto December, 2007). Outdoor Publicity formats were used in a number of important campaigns viz. Bharat Nirman & NREGS, Anti-smoking, 60 years of Independence, e-payment, IMOP service savings scheme, Join Indian Navy, National Integration, e-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 271 exhibitions spread over a period of 1039 days during the period from April to December, 2007. Details on some of the major programmes are as under :

Azadi Express Mobile Train Exhibition :

The highlight of activities of the Exhibition Wing during the year was creation and running of Azadi Express Exhibition train which visited over 70 stations throughout the country. As part of the celebration of the 150th Year of the First War of Indian Independence and the 60th Year of Independent India, the mobile exhibition on train was conceptualized to inspire the people of the country with the spirit of our glorious freedom struggle and the selfless sacrifices of our freedom fighters, and also the pioneering achievements of resurgent India during the last 60 years.

The 16-coach Azadi Express has 12 coaches of exhibits depicting the saga of popular upsurge leading to the First War of Independence in 1857, the role of nationalist leaders and thinkers in 1947 and the fast pace of progress India has made in various fields since independence.

Azadi Express was flagged off at Safdarjung Station, New Delhi by the Human Resource Development Minister Shri Arjun Singh on 28th September 2007, the birth centenary of Shaheed Bhagat Singh.

On flag off, the exhibition train headed straight for Porbander in Gujarat, the birth place of the Father of the Nation, Mahatma Gandhi, to join in the celebration of his birth anniversary on 2nd October. The next station of call for Azadi Express was Sabarmati. Over 4.5 lakh people including school children and people from surrounding villages

visited the exhibition at the two stations. The train also halted at Vadodara for three days.

From Gujarat the exhibition train moved on to Rajasthan, Punjab, J&K, Uttarakhand, UP, MP, Chhatisgarh and Maharashtra. It will continue its rest of the journey as per schedule (to Goa, Karnataka, Kerala, Tamilnadu, A.P., Orissa, West Bengal, Assam, Nagaland, Bihar, Jharkhand) and back to Meerut in UP and on to Delhi in May 2008.

At every station mini exhibition highlighting local heroes of the freedom struggle is also put up on the platform alongside Azadi Express.

At all the stations, there has been tremendous response from the people. Due to heavy rush of visitors the exhibition time had to be extended on most of the days.

Both print and electronic media gave extensive coverage to the Azadi Express Exhibition Train at every station it halted. All India Radio, Doordarshan and private channels and local cable TV's made extensive coverage of the exhibition.

1857, Kranti Yatra :

In celebration of the 150th year of the 1857 Uprising and the 60th year of independent India, DAVP Exhibition Wing developed an exhibition set titled '1857-Kranti Yatra; 150 years'. The exhibition depicts the events leading to the 1857 uprising and the 90 years of freedom struggle after that, and the progress the nation has made in various fields during the 60 years of independence. A mobile version of this exhibition was fitted to a mobile van which took part in the march from Meerut to Delhi in May in a programme re-enacting the events that took place in 1857.

The full version of the exhibition was premiered at the lawns of Sahitya Akademy Copernicus Marg, New Delhi. A large number of visitors witnessed the exhibition with

great interest. Later the exhibition was put up in the foyer of Siri Fort Auditorium. Many people were seen taking down notes while seeing the exhibits.

The same exhibition was also displayed at various places in the country by the Field Exhibition Units.

100 Years of Satyagraha :

Another new exhibition set developed and displayed was '100 years of Satyagraha' which chronicles the history of the non-violent movement against various forms of oppression conceived and launched by Mahatma Gandhi in South Africa. The exhibition focuses on the role of Satyagraha in India's freedom struggle and how the British government had to yield to the moral force unleashed by this non-violent movement. This exhibition was displayed at various places in the country.

Best Practices in Governance

In celebration of the Civil Services Day on 21st April 2007, DAVP, in coordination with the Department of Administrative Reforms & Public Grievances developed a photographic exhibition on Best Practices in public administration. The exhibition was inaugurated by the Prime Minister during the Civil Services Day celebrations at Vigyan Bhawan, New Delhi.

The exhibition highlighted selected Best Practices in governance, including Bhoomi from Karnataka and Communitization of Public Institutions & Services from Nagaland which had won the Prime Minister's Award for Excellence in Public Administration for 2005-06.

'Flagship Programmes' was another new exhibition set developed by DAVP. This exhibition was widely used in the multi-media Public Information Campaigns being conducted all over the country.

MASS MAILING WING

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 4,26,730 addresses spread over 550 categories. The highlights of its activities included distribution of booklets on Report to the People and a series of PM speeches in Hindi, English and other regional languages besides the distribution of Government of India Calendars and Diaries.

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.

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.

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.

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.