

## CHAPTER V (Manual-4)

ARRANGEMENTS FOR CONSULTATION  
WITH/REPRESENTATION BY MEMBERS OF PUBLIC IN  
RELATION TO FORMULATION OF POLICY OR  
IMPLEMENTATION

DAVP constantly interacts with the clients – the Ministries/Departments on the one hand and newspapers/production agencies etc. on the other – in the discharge of its functions. It also gets feedback through impact studies. While it has several committees, both internal as well as with outside experts, consultation is held with representatives of concerned parties and not general public. Minutes of the meetings are, however, for internal use.

### FORMULATION OF POLICY

S.No.	Subject/Topic	Is it mandatory to ensure public participation (Yes/No)	Arrangements for seeking public participation
1	Advertisement Policy of Government of India	No	Views expressed by the newspaper bodies / newspaper owners/ representatives are taken into account while formulating the <b>Advertisement Policy of the Government of India.</b>
2	Rate Structure Committee	No	<b>The Rate Structure Committee</b> constituted by Government for revising DAVP advertisement rates also holds consultations with newspapers and their associations before making its recommendations.
3	Rate Fixation Committee for Audio Visual	No	<b>The Rate Fixation Committee</b> for broadcast/telecast of AV spots/programmes holds discussions with representatives of the channels before making its recommendations.

## IMPLEMENTATION OF POLICY

S.No.	Subject/Topic	Is it mandatory to ensure public participation (Yes/No)	Arrangements for seeking public participation
	Impact Study/Feedback	No	<p>DAVP also undertakes/commissions studies for a feedback of its programmes including campaign, distribution, outdoor publicity etc.</p> <p>Besides the Directorate utilizes feedbacks received through website, e-mails, visitor's book, impact studies to gauge citizen responses and analyses grievances received from time to time to identify problem areas and address them for further improvement of the services.</p>