

ANNUAL REPORT – 2009-2010

The Directorate of Advertising and Visual Publicity (DAVP), set up in 1955, is the nodal multi media advertising agency of the Central Government. Over the past 55 years it has been catering to the communication needs of almost all central ministries/departments, autonomous bodies and PSUs by providing them 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 developmental activities, through its various vehicles of communication viz. print media advertising, audio visual advertising, printed publicity, exhibitions, outdoor publicity and mass mailing.

Some of the major 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, Consumer Awareness, Literacy, Employment Generation, Income Tax, Defence, Environment Protection, Road Safety, Energy Conservation, Promotion of Handicrafts and Preparedness for Natural Disasters.

DAVP- The Overall set up

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 wing, Design Studio, Administration & Accounts Wings.

It has three regional offices at New Delhi, Bangalore and Guwahati to coordinate the Directorate's activities in the regions. There are two regional distribution centres located at Kolkata and Chennai to look after the distribution of publicity material in the 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 Exhibition Units mount multi-media exhibitions on social and developmental themes in far flung areas of the country to disseminate information about the policies and programmes of the central government on key national sectors.

DAVP-

The Nodal Advertising
Agency of Govt. of India

As a nodal multi-media agency of the Government of India, DAVP is more than 55 years old offering single window, cost effective, multi-media publicity to almost all the Ministries and departments including public sector undertakings and autonomous bodies

The set up of DAVP

Three regional offices
Delhi, Bangalore &
Guwahati

Two regional Distribution
Centers Kolkata &
Chennai

32 Field Exhibition Units

Important Activities during 2009

- The process of modernization, digitization & technological upgradation of operations at DAVP is an ongoing process. DAVP is making efforts to make all its payments to newspapers and AV channels through Electronic Clearance System (ECS) in order to make the process more efficient, transparent and accountable. While DAVP is already issuing all its Release Orders and print media advertisement designs online, it is also receiving applications for empanelment of both print media and Audio Visual media, and print media rate renewal online. DAVP is also in the process of releasing audio spots, and receipt of bills online. A beginning is also being made to upload video spots electronically as well as extend online payment system to AV channels, apart from archiving of AV material.
- DAVP is considering automation and digitization of processes and multi-level monitoring through the use of IT-technology that aims among others, facilities of automatic report generation at all levels.
- A new media “Digital Cinema” has been empanelled by DAVP. New modes of advertising through mobile telephony, websites, Community Radio Services etc. are being explored
- A mega exhibition on ‘Swasth Gram- Swasth Bharat’ under the aegis of Ministry of Health and Family Welfare was organized at Pragati Maidan during the India International Tread Fair-2009
- Important events like Hindi Pakhwada and Vigilance Awareness Week were organized through display of banners in Delhi.

For the first time in its history, DAVP’s Govt. Of India Calendar 2010 was digitally developed line drawings imbued with rich colours and strokes.

DAVP is a unique advertising agency that releases all its Release Orders online to all newspapers, journals, FM Channels & C&S Channels throughout the country.

About 4456 Newspapers are on its panel.

About 163 C&S channels apart from the DD bouquet, and about 107 FM Radio Channels apart from the AIR are on the panel.

A special drive has been launched to reconcile the accounts prior to current year since 2004



SPECIAL CAMPAIGN ON

2nd OCTOBER

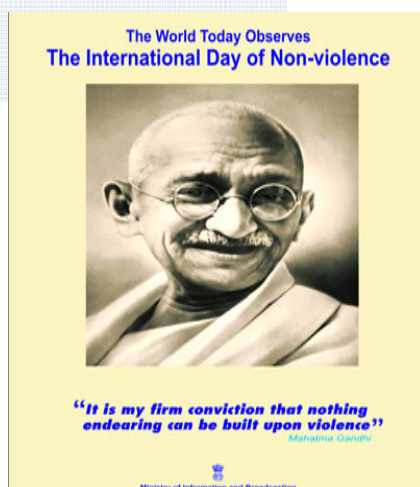
An SMS message on “Power of Non-Violence” was sent to all mobile subscribers of MTNL through their Network on Gandhi Jayanti. MTNL has done this free of cost.

Telecast and broadcast campaigns launched for disseminating the message of power of Non-Violence.

During the national integration week a nationwide telecast campaign on “Bharat Meri Pehchan” was launched

The 66 day exhibition on ‘Mahatma Gandhi, his Life and Vision’ was organized at Chennai

*“Be the Change You Want To See”
Print ad campaign launched to about
4500 empanelled Publications*



CAMPAIGN

During 2009-10 DAVP launched several campaigns on behalf of its client Ministries/ Departments.

During this year several print media advertisements were issued on the Government's initiatives, programmes and achievements including Bharat Nirman and other Flagship programmes dedicated to build a strong, healthy and prosperous rural India. The campaign themes included:

- **National Food Security Mission** : Print media campaign for the mission were run for the Kharif and the Rabi season for the crops covered under the mission. The campaign was intensive in the NFSM districts.
- **Drought Relief** : Special message through the print advertisement was published in Hindi and other vernacular languages in the drought affected states.
- **Promotion of Agmark** : A special campaign during the month of December was run for the promotion of Agmark.
- **Incredible India Campaign** : A month long campaign aimed at promoting tourism was launched in the print media during the year.
- **Save Water – Every Drop Counts** : The campaign on theme was run intermittently during the year.
- **Jawaharlal Nehru National Urban Renewal Mission (JNNURM)**:- The campaign to publicize the achievements under the Mission was undertaken during November/December. An exhibition on the Mission was also mounted in Vigyan Bhawan by DAVP during the Fourth Anniversary Conference.
- **BEE – Bachat Ke Sitare** :- The print and outdoor campaign was run during November – December to promote the concept of bench marking of electrical appliances.
- **Health**: Campaigns on Anti Tobacco, Iodine Deficiency, Control of Blindness, World AIDS Day, World Population Day, World Health Day and awareness regarding Malaria and Dengue were launched.
- **Environment**: A campaign on Van Mahotsav was undertaken along with the regular advertisements on World Environment Day. A campaign on World Day against Child Labour and a print campaign on Anti Naxalism were also implemented.

OTHER MAJOR CAMPAIGNS:

Advertisement issued during the year 2009-2010

Months	No.of Ads
April, 2009	382
May, 2009	969
June, 2009	1344
July, 2009	1390
August, 2009	1304
September 2009	1576
October, 2009	1543
November, 2009	1369
December, 2009	1226
January, 2010	448
Total	11551

➤ The campaign related to H1N1.(Swine Flu) Several advertisements were issued on a very short notice and the campaign is continuing. AV, OP and PP components were also used for this campaign.

Expenditure in terms of Advertisement in the print media for the year 2009-2010 is:

244.13 Cr

Certain campaigns like transporters’ strike and H1N1 this year are successfully launched by DAVP through AV within a notice of few hours only During the festival season of Diwali a special campaign titled ‘Samajhdaar Grahni’ was launched countrywide to create awareness about the consumer items people buy during festival season



Smt Ambika Soni, Hon’ble Minister for I&B releases the Calendar 2010, along with Minister of State for I&B Sh. Chaudhary Mohan Jatua. Also seen in the picture (L to R) Sh. A.P. Frank Noronha, DG, DAVP, Sh. Raghu Menon, Secretary, M/O I&B, Sh. Arya Praharaj, Artist and Sh Uday Kumar Varma, Spl. Secretary, M/O I&B

ADVERTISING

A total number of 11551 advertisements were released to various newspapers throughout the country during the financial year 2009-10 (as on 14.01.2010). Of these 1232 were display advertisements and the rest were classified advertisements. The themes and subjects of advertisements were Swine Flu (H1N1), Consumer Education, Anti-Ragging, World Population Day, World AIDS day, World Health Day, Malaria Day, Iodine Deficiency Day, Environment Day, World Sight Day, National Rural Employment Guarantee Scheme (NREGA), Babu Jagjivan Ram’s Remembrance, International Day of Disabled Persons, Sadbhavna Diwas, Independence Day and Republic Day.

AUDIO-VISUAL

DAVP undertakes Publicity campaigns through radio and video in the form of sponsored programmes, jingles, documentaries and audio-video spots on AIR, Doordarshan, Private cable and satellite channels (C&S), private Radio channels, digital theatres and mobiles through SMS on various issues of social relevance and national importance.

Some of the AV campaigns taken up during the year include, a special year-long campaign on **Swine Flu (H1N1)** for the Ministry of Health & Family Welfare, under which spots have been produced which are being broadcast/telecast on AIR/ Doordarshan/ Private C&S channels and Private FM radio channels. A mega campaign was initiated on the **National Rural Health Mission (NRHM)** 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/Digital theatres. Several campaigns on

Consumer Awareness

campaign for various Central Government Departments/Ministries

including the Ministry of Consumer Affairs, Income Tax, Service Tax for Ministry of Finance, Earth Quake and Flood Awareness for Ministry of Home Affairs, Energy Saving campaign for Bureau of Energy Efficiency (Ministry of Power) among others were launched under which audio-visual spots were broadcast/telecast on Private C&S and FM channels as well as on AIR & Doordarshan by DAVP. To create awareness among the masses on **Right to Information Act** and to educate them for using the Act, a campaign was launched for Ministry of Personnel Public Grievance & Pension (Department of Personal and Training).

- ***A new initiative for empanelment of community Radio was initiated and policy is in final stages of approval.***
- ***Committed expenditure in audio-visual media for the year 2009-2010 is approximately Rs.170 crore till 31st December, 2009.***

Apart from above massive campaigns for creating awareness among the masses especially about the career prospects for joining Indian Army, Indian Navy and Coast Guard were also telecast and broadcast on Radio and TV channels. During the National Integration Week, a nationwide telecast campaign of 'Bharat Meri Pehchan' was run.

Production

A number of weekly sponsored radio programmes (SRP's) on various developmental issues are produced by DAVP and are being broadcast from various stations of AIR. These include "Poshan Aur Swasthya" on Food & Nutrition issues for Ministry of Women and Child Development, "Nai Disha Ki Ore" on Land Resources for Ministry of Rural Development, "Nai Aashayen Nai Dishayen" & "Roshan Rahe Zamana" for Ministry of New & Renewable Energy. A Sponsored Video Programme "Ek Naya Savera" for Ministry of Rural development was also produced by DAVP. These programmes are of 15 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.

Besides these campaigns,


audio/video spots/films were produced on "Urban Sanitation" for Ministry of Urban Development, "Swine flu" for Ministry of Health & Family Welfare, "Filing of Returns" for Department of Income Tax, "Gandhism" for Ministry of I&B, "Image projection-Navy" for Ministry of Defence, "Tehri Hydropower Corporation", "Best Practices" for Department of Administrative Reforms among others.

➤ **In the current year (2009-10), 163 C&S channels and 107 Private FM stations are empanelled with DAVP.**

Audio/video spots/films were produced on various developmental issues

"Poshan Aur Swasthya" on Food & Nutrition for Ministry of Women and Child Development, "Nai Disha Ki Ore" on Land Resources for Ministry of Rural Development, "Nai Aashayen Nai Dishayen" & "Roshan Rahe Zamana" for Ministry of New & Renewable Energy

A Sponsored Video Programme "Ek Naya Savera" for Ministry of Rural development



■ PM's 15 Point Program for Minorities

Empowering lives

India Progressing

- ✦ The program aims social, economic upliftment and empowerment of the minorities
- ✦ The percentage of minorities in recruitment, which stood at 6.95 per cent in 2006-07, went up to 8.22 per cent in 2007-08 and 9.18 per cent in 2008-09
- ✦ 3 more schemes have been included in the scheme for a more rapid and effective growth of minorities

Ministry of Information & Broadcasting
Government of India

EXHIBITIONS

DAVP mounted several exhibitions to publicized the policies and programmes of the Government and also on issues of national importance such as national integration, communal harmony, health and family welfare etc. during 2009-10. By the end of November 2009, 233 exhibitions covering 1034 exhibition days were organised by the 32 Field Exhibition Units across the country. The highlights are as follows:

‘Healthy Village, Healthy Nation’ at the Health Pavilion, IITF-2009

DAVP organized a mega exhibition titled ‘Healthy Village, Healthy Nation’ at the Health Pavilion, Pragati Maidan, New Delhi during IITF-2009 from 14th to 27th November 2009 on behalf of the Ministry of Health & Family Welfare.

The Health Pavilion showcased various issues relating to the health of rural folk. The exhibition received all round appreciation.

- A mega exhibition titled ‘Healthy Village, Healthy Nation’ was organized at the Health Pavilion, Pragati Maidan, New Delhi during IITF-2009 from 14th to 27th November 2009.
- DAVP participated in the ‘Electoral Awareness Campaign’ in Jharkhand State in coordination with the State Election Commission.

Aims and achievement of JNNURM

An exhibition on the aims and achievements of the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) was mounted by DAVP for the Ministry of Urban Development at Vigyan Bhavan, New Delhi.

‘Electoral Awareness Campaign’ in Jharkhand State

DAVP participated in the ‘Electoral Awareness Campaign’ in Jharkhand State in coordination with the State Election Commission. A new exhibition set giving detailed information on various aspects of the electoral system and right to franchise created by the Election Commission was utilized for the campaign launched to coincide with the Assembly Elections in the State.

Participation in Public Information Campaigns:

The field units of DAVP put up exhibitions on Bharat Nirman / Resurgent India and Flagship Programmes at the Public Information Campaigns conducted by PIB all over the country. About 25 PICs were organized from April 2009 to Nov. 2009, mostly in rural and far-flung areas.

H1N1 Awareness Campaign

Exhibitions were mounted on the theme of Swine Flu or H1N1 influenza at Maleswaram and some other places in Bengaluru to create awareness about the

disease and the precautions to be taken. Similar exhibitions were mounted at Kulathupuzha & Perumkadavila during the month of October in Kerala.

Special exhibition at Shastri Bhavan

An exhibition on Bharat Nirman was put up at Shastri Bhavan for showcasing DAVP's Exhibition campaigns before the Hon'ble Minister of I & B on 26th of June 2009.

50 years of Photo Division

An exhibition on 'Development at a Glance' was organized on the occasion of celebration of 50 years of Photo Division from 16th to 23 Oct. 09. The exhibition held at Head Quarters of Photo Division, New Delhi was inaugurated by Smt. Stuti Kakar, Addl. Secretary, Min. of I&B and Justice J.N. Roy, Chairman, Press Council of India, New Delhi.



- An exhibition on 'Electoral Awareness Campaign' in Jharkhand State in coordination with the State Election Commission was organized

Territorial Army in the Service of the Nation

DAVP put up an exhibition on 'Territorial Army in the Service of the Nation' on the occasion of the Territorial Army Day Parade, in New Delhi on 19th Oct. 09. The exhibition was inaugurated by Hon'ble Minister of Defence Shri A.K. Anthony. The Minister of State for Defence and all the three Chiefs of Staff were present at the inauguration function.

DAVP organized a 66 day exhibition on 'Mahatma Gandhi, his Life and Vision' in connection with the birth anniversary of the Father of the Nation in Chennai.

DAVP mounted a number of exhibitions on NRHM, Bharat Nirman and Development Initiatives in the North-East during the period.

- Approximately 100 exhibitions are scheduled to be organized during the period from December 09 to March 2010.



Exhibitions on themes like Safe Motherhood, Healthy Mother Healthy Child, AIDS Awareness, 1857 Kranti Yatra were also mounted. Approximately 100 exhibitions are scheduled to be organized during the period December 09 to March 2010.



Printed Publicity

Printed Publicity involves 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. Preparation of plans/ estimates for various Ministries/ Departments including Ministry of I&B as per the requirements and budget allocations are also done.

● DAVP prints posters, booklets, folders, calendars, diaries, wall hangings in English, Hindi and other regional languages for various Ministries/ Departments.

● Government of India calendar and diary is also designed and printed by DAVP.

DAVP prints and distributes important PM speeches and other reports.

Job	No. of Jobs	No. of Copies	Amount Committed (in Rs.)
Poster	8	91,650	5,59,893/-
Folder	17	19,18,000	32,37,475/-
Booklet	33	7,13,764	53,13,341/-
Calendar	18	6,89,800	1,90,84,692/-
Diary	9	1,22,500	67,99,550/-
Misc.	14	3,24,100	27,14,180/-
Total	99	38,59,814	3,77,09,131/-

DAVP produces printed publicity material in all major Indian languages i.e. Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, Urdu and Hindi. This Wing maintains a panel of Printers, Typesetters and Diary Makers to get the work completed in the minimum possible time and controlling cost over runs.



OUTDOOR PUBLICITY

Outdoor media publicity is eye-catching, as its reach is universal and not confined to specific newspaper or channel. Outdoor publicity ignites curiosity about the campaign as well as works as a reminder for all other medium. Outdoor publicity content is on 24x7. The themes and subjects of some Outdoor Publicity Campaigns launched are Bharat Nirman, Flagship programmes, Hallmark Awareness, Vigilance Awareness, Awareness against Cancer, Aids awareness etc.

- **Swine Flu (H1N1):** Several Hoardings, Bus Back Panel Animation Display, Illuminated/Backlit Unipole /Large Display Panel, Kiosks, Auto Rikshaw campaign were released on Swine Flu in the different parts of India.
- **Control of Blindness:** A major campaign involving Hoardings, Banners, Animation Displays, Programme Boards, Kiosks, was launched on **Control of Blindness**.
- Special emphasis was given on **“Join Indian navy”** in the Outdoor Publicity Campaign.

● ● ●

A total number of 95, 06,914 displays during the period

- The campaign –JOIN INDIAN NAVY AND INDIAN ARMY among the unemployed youth
 - Under National Programme For Control of Blindness printed slogans on eye care on 95 lakh railway reservation tickets.
- ● ●

MASS MAILING

- ● ●
- ***About 8 Lakh Copies of 24 Speeches of Prime Minister distributed.***
 - ***Approx 80,00,000 copies of printed material including Prime minister Speeches, Calendars, Diaries distributed.***

Booklets Distributed

- Marginalized and the Disadvantaged: Equal Partners in Development(PMS-8)
 - Toward Energy Security
 - NCMP – Booklet & Programme for the people five year UPA Government.
- ● ●

DAVP is a unique agency in the country which directly mails publicity material to thousands of addresses right upto Pradhan of Gram Panchayat.

MMW of DAVP will distributed More than 80 lakh copies of 24 Prime Minister’s Speeches and copies of H1N1 Swine flu Unicef Poster, Folder & Leaflet, Spreading message on Programme & Policies of M/o I&B, Indian Panorama-09-Booklet, 40th IFFI-09 Goa - Brochure, ADG Movement Calendar – 10, NCMP-Booklet, Report to the People (2004-05/2004-07/2004-08 Brochure, Caring Govt. 1 year UPA Government booklet, Report to the People 1 – Booklet, Toward Energy Security – Booklet, NCMP – Booklet & Programme for the people five year UPA Government - Booklet (PMS-8-Marginalized and the Disadvantaged: Equal Partners in Development).

VIGILANCE

VIGILANCE SET UP IN DAVP

DAVP have set up a full-fledged Vigilance Section in June, 2004 at its Headquarters in New Delhi under Vigilance Officer.

● *Important dates like Hindi Pakhwada, Vigilance Awareness Week were organized through display of banners in Delhi to let the public know the importance of the event*

1. PREVENTIVE VIGILANCE ACTIVITIES DURING THE PERIOD

- | | |
|---|---|
| ○ No. of regular inspection conducted during the period | 1 |
| ○ No. of surprise inspections | 1 |

2. SURVEILLANCE AND DETECTION ACTIVITIES DURING THE PERIOD

- | | |
|---|-----|
| ➤ Details of the areas selected for keeping surveillance | Nil |
| ➤ No. of persons identified for being kept under Surveillance | Nil |

Punitive Activities (no. to be indicated against 4(i) to 4(x) where the Appointing Authority is other than President)

- | | |
|--|-----|
| ● No. Of complaints/references received during the period | 13 |
| ● No. of cases in which preliminary inquiry was conducted | 3 |
| ● No. of cases where preliminary inquiry report was received | 2 |
| ● No. of cases in which charge sheets for major penalty were issued | Nil |
| ● No. of cases in which charge sheets for minor penalty were issued | Nil |
| ● No. of persons on whom major penalty was imposed | Nil |
| ● No. of person on whom minor penalty was imposed | Nil |
| ● No. of persons placed under suspension | Nil |
| ● No. of persons against whom administrative action such as issuance of warning, etc. was taken. | Nil |
| ● No. of persons prematurely retired under relevant provisions of rules: | Nil |