

## ANNUAL REPORT – 2011-2012

The Directorate of Advertising and Visual Publicity (DAVP), established in 1955, is the nodal multi media advertising agency of the Government of India. Over the past 56 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 against Natural Disasters.

### DAVP- The Organizational set up

The organizational 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 and Accounts Wings.

It has three regional offices at New Delhi, Bengaluru and Guwahati to coordinate the Directorate's activities in the regions. There are two regional distribution centers 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 multimedia 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 all the Ministries and Departments including public sector undertakings and autonomous bodies*

**The set up of DAVP**  
Three regional offices  
Delhi, Bengaluru &  
Guwahati  
Two regional Distribution  
Centers Kolkata &  
Chennai  
32 Field Exhibition Units.



## Important Activities during 2011

- The process of modernization, digitization & technological upgradation of operations at DAVP is an ongoing activity. DAVP is making all its payments to newspapers and AV channels through Electronic Clearance System (ECS) in order to make the process more efficient, transparent and accountable. DAVP is already issuing all its Release Orders and print media advertisement designs online. Besides, it is receiving applications for empanelment and renewal of both print media and Audio Visual media including their online bills, It is also in the process of releasing audio spots online. A beginning is also being made to upload video spots electronically through e- bus facility and archiving of AV material.
- A new facility has been introduced by DAVP, of sending SMS alerts to the publications concerned within seconds of uploading any Release Orders for an advertisement. This would help the publishers to know about the advertisement issued to them even when they are not browsing the website of DAVP.
- DAVP this year made its website [www.davp.nic.in](http://www.davp.nic.in) disabled friendly. Now, the visually challenged can access the website without hindrance.
- DAVP is embarking on automation and digitization of processes and multi-level monitoring through the use of IT-technology. It would facilitate automatic report generation at all levels.
- In emerging new media “Digital Cinema” and “Community Radio” have been empanelled by DAVP. Other new modes of advertising through SMS mobile, websites have been empanelled on pilot basis.
- DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India International Trade Fair 2011 at Pragati Maidan, New Delhi by putting up exhibition on “Non- Communicable Diseases” theme.

DAVP has released the calendar 2012 on a special theme to sensitise people about the flagship programmes of the Government.



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

About 5200 Newspapers are on its panel.

About 218 C&S channels apart from the DD bouquet, and 222 FM Channels apart from all AIR channels are on its panel.

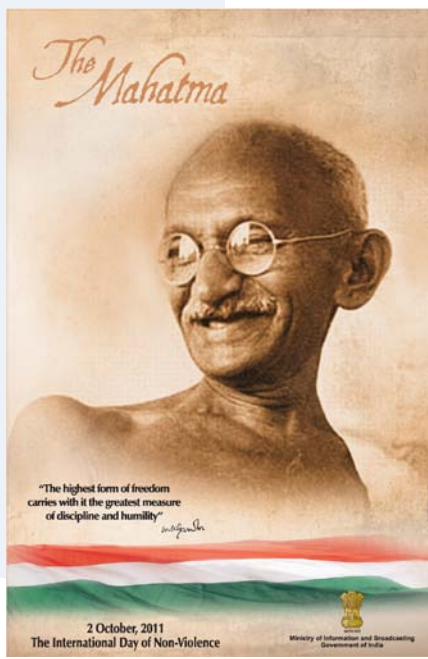
There are about 3500 Digital Cinema theatres on the panel of DAVP.

A special drive was launched during Nov. 2011, to reconcile the accounts of all previous years since September 2004.

## **SPECIAL CAMPAIGN ON** **2<sup>nd</sup> OCTOBER**

**Print campaign was launched for disseminating the message of power of Non-Violence.**

**Print ad issued to all empanelled Publications**



**The exhibition on 'Mahatma Gandhi, his Life and History' was organized at Chennai.**

- Selected speeches of Prime Minister have been printed and distributed. The Format and Style of the cover was also revamped, to give them a bright and attractive look with a colour-coded strip.

- DAVP also empanelled 62 & 30 Creative Agencies under print and Multi media categories to cater to the clients efficiently and effectively.

- Important events like Hindi Pakhwada, Vigilance Awareness Week were organized through display of banners in Delhi to let the public know the importance of the events.

The number of Urdu newspapers empanelled with DAVP is steadily growing over the years. While there were 181 paper in 2003-04, there are 458 papers on DAVP panel this year. The advertisement revenue to Urdu papers also rose from Rs 4.82 crore in 2003-04 to Rs 16.89 crore during 2010-11.

- Consultancy Development Centre (CDC) under the Ministry of Science & Technology has been engaged to prepare a Detailed Project Report on the modernization of DAVP. CDC recommendations are under examination in the Ministry.

## **CAMPAIGN**

During 2011-12 DAVP launched several campaigns on behalf of its client Ministries/ Departments. Some of the major themes that were taken up include the following:

During this year several print media advertisements were issued on the Government's initiatives on Bharat Nirman, overarching all the flagship schemes dedicated to build a strong, healthy and prosperous rural India.

**Development Publicity Campaign under the brand name of 'Bharat Nirman':** DAVP had launched two phases of Bharat Nirman Campaign during the year. The 1<sup>st</sup> phase started on 22 May 2011 and ended on 10 June 2011; while the 2<sup>nd</sup> phase was on between 6<sup>th</sup>-30<sup>th</sup> November 2011. During 1<sup>st</sup> phase only print and audio-video modes were used. In the 2<sup>nd</sup> phase, outdoor publicity, publicity through SMS and Internet were also made part of the multi-media campaign. DAVP also used for the first time, exhibition vans to disseminate the messages in the backward and remote areas where other traditional media have little access.

- **State Specific Booklets on Programmes for the People:** DAVP designed and printed State Specific Booklets giving information on the Programmes for the people. So far, the states covered are Assam, Uttar Pradesh, West Bengal, Kerala, Tamil Nadu and Jammu & Kashmir. These Booklets brought out in association with PIB provide information on the welfare measures for the people under various developmental schemes of the Government of India.
- **Report to the People:** DAVP also designed and printed a booklet on achievements and initiatives of Union Government in different sectors. The booklet titled 'Report to the People' gives data based vital information on the development measures carried by the various Ministries/Departments of the Union Government for the benefit of the common man.
- **Information booklets on Flagship Schemes:** DAVP also designed and printed seven information booklets on various topics like Youth Empowerment, Right to Information, Women Empowerment, Welfare of Minorities, Welfare schemes for Weaker Section, Inclusive Growth of Villages and Special Programmes for the Welfare of SC/ST. They were distributed among rural people to create awareness on the welfare measures made available to them by the Government.
- **Regular print media campaigns of M/o I & B:** DAVP has undertaken regular print media campaigns on occasions like Ambedkar Jayanti, Independence Day, Sadbhavna Diwas, Shastri Jayanti, Sardar Patel Jayanti, Nehru Jayanti, Anti Terrorism Day, National Integration Day etc.

#### **AV Campaigns:-**

- Two rounds of Bharat Nirman covering flagship programmes of the Government in Doordarshan, AIR, Private TV & Radio Channels and for the first time Internet websites & Bulk SMSes
- Consumer Awareness covering subjects like air travel, consumer responsibilities, misleading advertisements, mediation and Consumer Protection Act.
- Awareness on Income Tax issues.
- Other important Audio Visual Campaign included (1) Bureau of Energy Efficiency, (2) NACO- Blood safety, (3) Fire Safety, (4) Promotion of Tourism in North Eastern Region (5) Tourism in J&K (6) Recruitment campaign for Armed Forces (7) Right to Information

## **New Advertisement Policy (Effective from 02.10.2007)**

### **Highlights:**

- The eligibility criteria has been reduced to 18 months from 36 months.
- To provide special encouragement for newspapers in languages like Bodo, Garhwali, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/ dialects and newspapers published in J&K, Andaman & Nicobar Islands and North Eastern States eligibility is reduced to 6 months.
- Out of the total value of advertisements released by DAVP 15% goes to small newspapers, 35% to medium newspapers and 50% goes to big category of newspapers.

## **ADVERTISING**

A total number of 12,131 advertisements were released to various newspapers throughout the country during the financial year 2011-12 (as on 23.12.2011). Of these 1,054 were display advertisements and the rest were classified advertisements. Some of these include advertisements on 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), Gandhi Jayanti, Babu Jagjivan Ram's Remembrance, International Day of Disabled Persons, Sadhbhavna Diwas, Independence Day and Republic Day.

## **EXHIBITIONS**

Exhibition Wing, during financial year 2011-12 exhibition division has organized 439 exhibitions spreading over 1758 exhibition days till 30<sup>th</sup> November 2011. During this period different unit participated in 63 no. of Public Information Campaigns in different parts of the country. Different units participating in major fairs. Some of them are:

### **IITF, 2011 at Pragati Maidan**

DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India International Trade Fair 2011 at Pragati Maidan, New Delhi by putting up exhibition "Non-communicable Diseases". A mega show was organized displaying the exhibition set in the three floors building. A big facia sizing to 80'x40' was erected with flex. Sidewalls were also covered through flex. Diorama, murals, translites were used to make the exhibition attractive. Audio visuals were used on Plasma TV to make the people aware on the subject.

**Highlights of exhibitions organized/participated by various FEUs from April to 30<sup>th</sup> November 2011 are as follows:**

- The HQRS unit participated one-day exhibition at Talkatora stadium on the theme of Diabetes Awareness Programme.
- The Unit also participated in Gandhi mela at Pragati Maidan on 2<sup>nd</sup> to 4<sup>th</sup> October 2011 by organizing the Mahatma Gandhi exhibition.
- MTNL Perfect Health Mela: This year also the unit participated in this prestigious mela from 19 to 23rd October 2011 at Pitanji.



- DAVP has taken up a new medium for publicising the flagship policies and programmes. For the first time, Mobile Exhibition Vans are being used to deliver the message about the programmes. The Mobile Exhibition Vans can travel to the remotest places in the country. Taken up as a pilot project in the first phase with 10 Vans to cover 30 districts.

- All the vans are equipped with GPS tracking System to enable live monitoring of the vans.

**Participation in Public Information Campaigns by various FEUs**

Trivandurum, and Jammu unit at three places and Chennai, Agartala and Headquarter unit at one place each organized exhibition on Mahatma Gandhi during October 2011.

Jammu Unit has participated in melas at two different places of Chamliyal in the month of June and Jhiri in the month of October.

Kolkata Unit participated in Part. Utkal Banga Utsav -2011 at Chandaneswar, Balasore Distt., Orissa in the month of August, Uttarpara Shilpa Mela at Hooghly in the month of November.

Patna Unit participated in Saurath Sabha Mela at Madhubani during June-July 2011 on the theme of "Swasth Gram Swasth Bharat" Exhibition.

This unit also participated in Sharavani Mela at Sultanganj by organizing Swasth Gram Swasth Bharat exhibition and in Gaya Mela during September 2011 at Gaya by organizing Bharat Nirman exhibition.

Patna unit participated in Kartik snan mela Begusarai in October 2011 on the theme of Swasth Gram Swasth Bharat exhibition.

Patna unit also participated in Asia famous cattle fair at Mela Ground, Sonapur, in Nov-Dec 2011 for a period of 30 days on the theme of Swasth Gram Swasth Bharat exhibition.

Ranchi Unit participated in Saravani mela during August 2011 through van in the district of Deoghar at 15 places on the theme of Bharat Nirman.

In order to reach the most inaccessible and remotest villages in the country where the reach of mass media is not sufficient enough to deliver the message about developmental schemes of the Government, DAVP has taken up a new medium for publicising the important policies and programmes. For the first time DAVP is utilizing Mobile Exhibition Van to deliver the message about important programmes. The Mobile Exhibition Van is travelling to the remotest places in the country. Taken up as a pilot project in the first phase thirty districts are identified to cover.

### **Presiding Officers Conference at Jaipur Legislative Assembly**

The Jaipur unit organized a developmental photo exhibition at Vidhan Sabha Parisar, Jaipur on the theme of 'The legislative of India: the pillars of Democracy' in connection with 76<sup>th</sup> Presiding Officers Conference held at Legislative Assembly from 21<sup>st</sup> to 30<sup>th</sup> September 2011. Smt. Meera Kumar, Speaker of Lok Sabha inaugurated the Exhibition.

### **Rath Yatra at Puri (Kar Festival)**

Bhubneswar Unit participated in a famous Kar Festival at Puri by organizing Flagship Programmes/Bharat Nirman exhibition during the festival from 2<sup>nd</sup> to 11<sup>th</sup> July. Hon'ble Governor of Orissa, Sh.Maheswar Mohanty inaugurated the exhibition.



**Bharat Nirman Exhibition on Wheels**

## 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 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.

### Jobs done/undertaken during April,2011 – December,2011

- 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. This year's calendar is on the theme of Bharat Nirman and is being distributed to Panchayats, public sector undertakings and some schools.

DAVP prints and distributes important PM speeches and other reports.



Job	No. of Jobs	No. of Copies	Amount Committed (in Rs.)
Poster	9	1,87,250	9,21,744/-
Folder	21	13,47,000	44,73,454/-
Booklet	31	7,03,300	1,18,20,566/-
Calendar	22	18,98,700	5,62,57,479/-
Diary	5	1,17,300	70,91,400/-
Pamphlet	1	4,50,000	5,20,715/-
Misc.	17	4,34,010	65,75,610/-
<b>Total</b>	<b>106</b>	<b>51,37,560</b>	<b>8,76,60,968/-</b>

## Audio Visual Wing

The Audio Visual Wing of DAVP provides a comprehensive range of services to various Ministries and Departments of the Government of India like production of AV spots, Jingles, Documentaries and Sponsored Programmes, Media Planning and release through AIR and Private FM Radio Channels, Community Radio, Doordarshan and Private Cable and Satellite Channels, Digital Cinema, Websites and SMSes. Campaign for Energy conservation and promotion of BEE star labels was continued this year also. Major other campaigns included Right to Information Act, Income Tax, Recruitment for Armed Forces, NACO etc.

### **Audio Visual Production :**

Two major weekly Sponsored Radio Programmes (SRPs) were produced by DAVP and broadcast from various stations of All India Radio. These were “Ten Teen to Eight Teen” a 15 minute programme on Adolescent issues and “Ek Kadam Khushal Zindgi Ki Ore” a 15 minute programme on different health related issues. Both these programmes were produced for Ministry of Health & Family Welfare in Hindi as well as other regional languages.

Besides these SRPs, a number of Audio & Video Spots and Films were produced for Ministry of Personnel, Public Grievances & Pension, Ministry of Home Affairs, National Horticulture Board, National Sample Survey Organisation, Ministry of I&B etc.

### **Empanelment of Radio/TV channels and Digital Cinema :**

As on 15.12.2011 there were more than 210 C&S channels (apart from Doordarshan) and more than 215 Private FM Radio Stations (apart from AIR network) on DAVP panel. Also two agencies with over 3500 digital theatres were empanelled with DAVP during 2011-12. The process of empanelling Community Radio Stations is in the advanced stage.

### **Pilot Projects on Websites and SMSes :**

DAVP conducted pilot projects, releasing government advertising through Websites and SMSes. 33 of the top websites of the country have been empanelled for the advertisement release. More than 110 SMSes, covering messages ranging from Navy Recruitment, and payment of Income Tax, to Flagship Programmes were sent via SMS at a rate of one paise per SMS.

### **Empanelment of Community Radio Stations:**

For the first time, DAVP has begun issuing advertisements to Community Radio Stations. 10 CRS have been empanelled with DAVP.

### **Fresh Empanelment of Producers :**

DAVP has also begun the process of empanelling production houses for Audio-Visual work on the basis of new criteria. Some 350 applications have been received, which are being processed. A Revised Rate Card for production has also been drafted, which has been put on DAVP's website for feedback.

### **OUTDOOR PUBLICITY**

Outdoor media surely catches attention, 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 is on 24x7 as compared to other publicity. Outdoor attracts the rural masses through its eye catching illustration and by bold letter size on wall paintings in rural areas. Specially in rural area, outdoor is the only significant media to motivate the public.

DAVP has made every effort to produce and display various mediums of outdoor to maximize the value of the campaigns.

The following have been publicized for different client Ministries/Departments as well as Autonomous Bodies of Government of India through various campaigns on rural oriented schemes on public awareness and information regarding various important events and facilitation in different sectors during the above period at National level.

**(a) Number of Displays done during the year 2011-12 (From 1.4.11 to 30.11.12) Total Display:**

S. No.	Format/Medium	No. Of Display
1.	Airport Signage	81
2.	Animation	61
3.	2 Flex Banners	28
4.	Bus Panels	13781
5.	Bus Queue Shelter	904
6.	Electricity Bills	7800000
7.	Hoardings	2157
8.	City/Metro Kiosk	5348
9.	Large Display/Bridge/Flyover/Subway Panel	56
10.	LCD Screen Display	4182
11.	LPG Bill	750000
12.	Metro Display Board	261
13.	Metro Inside Panels	475
14.	Metro Railings	120
15.	Programme Board	2
16.	Public Utility	13
17.	Railway Reservation Ticket	11800003
18.	Railway Reservation Chart	25000
19.	Railway Station Display Board	89
20.	Train Panel (Shatabdi/JanShatabdi)	5233
21.	Thirupathi Access Card	1900000
22.	Underpass	7

23.	Unipole	296
24.	Gantry	05
25.	Traffic Signal	3016
26	Pillar wrap	1271
27	Auto Rickshaw hood	1975
28.	Glow sign	96
	Backlit Display Board	30

**Total: 22301759**

Various important campaigns like cancer awareness, mental Health, Blindness Campaign energy efficiency, and 2 New & Renewable energy, BIS, Women & Child Development, Consumer Affairs, Income Tax Customs & Central Excise, Consumer Affairs, Rural Development were publicized by OP Division during this period. Besides, the important events as well as film Festivals were also highlighted through Outdoor Publicity.

### **MASS MAILING**

Mass Mailing Wing of DAVP primarily deals with dispatch of Printed Material produced by printed publicity wing 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 Gram Panchayat level. The wing presently maintains an address bank of 5,00,335 (Five lakhs three hundred thirty Five) addresses spread over 482 categories. 51,37,560 copies of publicity material on various themes have been distributed. They include programmes for the people by the UPA Government, PM's 15 Point Programme for Welfare of Minorities, Empowerment of Women and Mahatma Gandhi National Rural Employment Guarantee Scheme etc.

## Details of job dispatched upto December, 2011 are as under:-

Sl. No.	Job	No. of Jobs	No. of Copies
1.	Poster	9	1,87,250
2.	Folder	21	13,47,000
3.	Booklet	31	7,03,300
4.	Calendar	22	18,98,700
5.	Diary	5	1,17,300
6.	Pamphlet	1	4,50,000
7.	Misc.	17	4,34,010

For the first time DAVP has engaged branded vans to deliver calendars upto Block level. It has been taken up on a pilot basis.



## VIGILANCE

### **DETAILS OF VIGILANCE SET UP IN DAVP AT ITS HEADQUARTERS AND IN THE FIELD OFFICES**

DAVP have set up a fullfledged Vigilance Section in June, 2004 at its Headquarters in New Delhi. The Vigilance Section is functioning under overall supervision of DG. In this work, he is assisted by ADG, Director (Vig.), Deputy Director (Admn.) and other subordinate staff.

#### **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 below where the Appointing Authority is other than President)**

• No. Of complaints/references received during the period	15
• No. of cases in which preliminary inquiry was conducted	08
• No. of cases where preliminary inquiry report were received	04
• 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 & revoked	01
• 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
• No. of cases in which Judgments/Orders of CATs were received	Nil

**Accounts Wing**

The Accounts Wing of DAVP handles payments of approximately Rs. 700 to 750 crores every year, to media organizations, ranging from newspapers, TV channels, Radio Channels, Outdoor Publicity agencies to Producers and Printing houses empanelled with the organization. Headed by Addl. DG (Accounts), the Wing consists of Director (Accounts), Financial Advisor & Chief Accounts Officer, six Accounts officers, 3 Asst. Accounts Officers, and 5 Accountants/Jr. Accountants. The payments are handled after verification of the airing or publishing of the advertisement along the conditions laid out in the Release Order given to them by DAVP.

**Major achievements:** The major achievements of the Accounts Wing are given below:

- 1) Successful conversion to Electronic - Fund transfers for all payments, including payments for Exhibition and Salaries.
- 2) 100 percent payments to all private parties is now through Electronic Funds Transfer instantaneously, eliminating delay and losing of cheques in transit through post.
- 3) Processing of bills can now be tracked on the website, which reflects the status of the bills, especially whether they have been rejected due to some reason or passed.
- 4) Implementation of a clear schedule of deadlines for submission of bills (one month for Audio-visual bills, two months for newspaper bills), after which bills are not accepted.
- 5) Setting up of a Facilitation Cell for receiving of bills on the ground floor of Soochna Bhavan, where the bills are received, and a dated receipt is given.
- 6) Letters from Director (Accounts) for each bill rejected.

- 7) DAVP ran a special drive in November 2011 to accept all previous bills which could not be submitted or rejected for various reasons. This way all pendencies would be cleared.
- 8) Out of 63 outstanding Audit Para's 47 have been settled.

**Major Initiatives Underway:** The major initiatives underway in Accounts wing are as under:

- 1) Outsourcing of Account processing and scrutiny
- 2) Setting up of a Helpline & Call-center for Accounts-related complaints
- 3) Providing Computers to all staff & processing of all payments, whether for newspapers or audio-visual through appropriate software.

### **IT Wing**

In partnership with NIC, DAVP continued to make enormous strides in E-Governance, both with respect to Client Ministries and its customers ie newspapers, TV/Radio Channels, producers etc. DAVP's Website was re-designed to make it more user friendly, and formally launched by the Hon'ble Minister for Information and Broadcasting. The new Website provides Client Departments with direct access to funds utilization status for both newspaper and Audio-Visual advertisement for the first time. The Site is also disabled friendly. Online Release Orders were issued for SMSes, Digital Cinemas and Websites, and Outdoor Publicity Agencies for the first time.

### **Language Translation Wing**

Though DAVP does not have permanent staff for undertaking translation, it continued to carry out translations for a variety of Client ministries/Departments with the help of a panel of translators, engaged on casual basis. The translations were done for advertisements, Calendars, booklets, folders etc. The Language Translation Wing of DAVP now consists of Language Typists, each of them can type in his/her respective language.