

No. 1/56/2004-MUC
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

New Delhi, the 22nd November, 2004

ORDER

Government of India has decided to constitute a Committee to carry out a comprehensive review of existing Rate Structure for DAVP Advertisements and to suggest a new Rate Structure Formula to be effective from 1st October, 2005. The Committee will consist of:

- (i) Chief Advisor (Cost), D/o Expenditure, Ministry of Finance Chairman
- (ii) AS&FA, Ministry of I&B Member
- (iii) JS(P&A), Ministry of I&B Member
- (iv) DG/Director, DAVP Member
- (v) JD(Advertising), DAVP Convener

2. The terms of reference of the new Rate Structure Committee would be as under:

- (a) To carry out a comprehensive review of existing rate structure for DAVP advertisements and to suggest a new rate structure formula to be effective from 01.10.2005.
- (b) Whether combined rates to multi edition newspapers is feasible in place of separate rate for each edition.
- (c) Whether it is feasible to replace cost and circulation based DAVP rates by commercial card rates. The comparative advantages and disadvantages.

3. The Committee in the discharge of its functions may interact with State Government and other organizations concerned and its deliberations will cover all related factors, which may have bearing on the advertisement rates.

4. The Committee may submit its report within a period of six months.

(P.K. TRIPATHI)
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Copy to:

All Members of the Committee.

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