**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)**

**Topic : GOVERNMENT MEDIA ORGANISATIONS (DAVP)**

**Date : 12-02-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**DAVP (DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY)**

DAVP came into existence at the time of the outbreak of WW-II. The government of India appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of the Chief Press Advisor. A post of Advertising Consultant was created in June 1941 under the Chief Press Advisor. This is where DAVP has its roots. On March 1, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting. Following the expansion in its scope, functions and activities, this Advertising unit was declared an Attached Office of the Ministry of Information & Broadcasting on October 1, 1955. The office also assumed the name of Directorate of Advertising & Visual Publicity (DAVP). DAVP was further declared as Head of a Department on April 4, 1959. By virtue of this declaration, financial and administrative powers were delegated to DAVP. The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also route their advertisements through DAVP. As a service agency, it endeavors to communicate at grass roots level on behalf of various Central Government Ministries

The channels of communication used are:

1. Press Advertisements

2. Public Exhibitions

3. Outdoor Promotion (Posters, Banners, Wall Paintings, etc).

4. Booklets and Pamphlets

5. Publicity through audio-visual medium. 6. Distribution of material for publicity 7. Publicity through digital media

DAVP ensures that advertisements designed are focused in sensitizing the public about the prevalent social concerns within the society. It is an advertising agency for the Central Government. It ensures that the public is informed about the necessary information through printed materials and promotions. It also helps in promoting grass-root policies by devising strategies for advertisement and promotion. DAVP has a network of 32 field exhibition units spread all over the country. They act as an interconnection between the government and the public on issues related to health and education, AIDs awareness, gender equality and many more.