

No.1/29/2008-MUC
 Government of India
 Ministry of Information & Broadcasting

New Delhi, the 22nd October, 2008

ORDER

Government of India has decided to constitute a Committee to carry out a comprehensive review of the existing Rate Structure for DAVP Advertisements and to suggest a new Rate Structure formula to be effective from 01.01.2009. The constitution of the Committee will be as follows :

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|--|-------------------|
| i) AS&FA, Min. of I&B | -Chairman |
| ii) Economic Advisor, Min. of I&B | -Member |
| iii) Advisor Cost/Representative of Advisor Cost, Min. of Finance | -Member |
| iv) DG/Director, DAVP | -Member |
| v) JS(P&A), Min. of I&B | -Member |
| vi) ADG(Advtg.), DAVP | -Member Secretary |

2. The terms of reference of the new Restructure 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.
- (b) Whether combined rates to multi edition newspapers are 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.
- (d) The new Committee in the discharge of its functions may analyze and study all the factors affecting advertisement rates in-depth and recommend suitable rates for all the varieties and types of advertisements/papers.
- (e) The new Committee may also interact with State Governments and other concerned organizations and its deliberations will cover all related factors, which may have bearing on the advertisement rates.

3. The committee may submit its report within a period of one month.

Stuti Kacker

(STUTI KACKER)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA

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