

# Media Management

Masters. Semester IV



# Apex Bodies related to Advertisement Department





## **DAVP**

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency of the Government of India for advertising by various Ministries and organisations, including public sector undertakings and autonomous bodies.

At the time of the Second World War, the Government of India asked the leading advertisement agencies to form a consortium and set up a publicity unit in Shimla to handle war propaganda, tackle rumour mongering, put out messages about black-outs and handle recruitment to the armed forces.



## **DAVP**

When the war ended, this consortium was converted into its present form.

It was established in 1955 and has its headquarters in Delhi and regional offices in Bangalore and Guwahati.

Its work is further facilitated by two regional distribution centres at Kolkata and Chennai.



## **D A V P**

The Directorate includes 4 Campaign wings

An advertising wing for print,

New Media & Personal Media wing

Exhibition wing

Mass mailing wing

Outdoor publicity wing

Research wing

Distribution wing

Language wing

Audio-Visual (AV) wing

Audio visual publicity cell



# INS

## The Indian Newspaper Society

The Indian Newspaper Society (INS) (formerly Indian and Eastern Newspaper Society) acts as the central organization of the Press of India, an independent body authenticating circulation figures of newspapers and periodicals in India.

It is an organization which plays a major role in protecting and promoting the freedom of press in India.

The society was founded in 1939.

Its headquarters are at Rafi Marg, New Delhi.



## **INS**

INS membership comprises the owners, proprietors and publishers of print media who discuss and suggest various measures to the government regarding the problems related to the newspaper industry.

It is a kind of pressure group which works to protect the interest of newspaper industry in particular and print media in general.



## INS

Indian newspaper industry today faces problems ranging from rising cost and paucity of newsprint to shrinking revenue from advertisement due to boom in electronic media.

The executive committee of INS represents the current 990 members from newspapers, journals, periodicals and magazines.

At present Mr. Kiran B Vadodaria of Sambhaav Metro has been elected president of The Indian Newspaper Society on 2 January 2015 for the year 2014–15. He succeeds Mr. Ravindra Kumar of The Statesman.





# **A B C**

## **Audit Bureau of Circulations (India)**

The Audit Bureau of Circulations (ABC) of India is a non-profit circulation-auditing organisation.

ABC (India) was founded in 1948,

It certifies and audits the circulations of major publications, including newspapers and magazines in India.

ABC is a voluntary organisation initiated in 1948 that operates in different parts of the world.



## **A B C**

Until 1948, the concept of circulation audit was yet to be made in India and the publishers had no means to verify the actual circulation number of publications that they used for advertising and had to depend more on their own judgement.

Publishers also found it difficult to convince advertisers of the relative values of their publication for the purpose of advertising.



## **A B C**

It is with this background that eminent representatives of the advertising profession and publishing industry came together to establish an organisation which could serve the common interest.

Since then the benefit of ABC certificates of circulation have been availed by advertisers, advertising agencies, publishers and organisations connected with print media advertising.



## **A B C**

The Publisher should be a Member of Indian Newspaper Society (INS) and the Publications should be registered with Registrar of Newspapers for India (RNI).

Publisher members must maintain essential books and records to facilitate a proper ABC audit and also appoint an independent firm of Chartered Accountants from amongst the approved panel of auditors named by ABC.



## **A B C**

Admission of publishers to ABC membership is subject to a satisfactory admission audit. ABC has a system of recheck audit and surprise check audits of publications to be carried out as and when ABC deems appropriate

The Bureau certifies audited Net Paid circulation figures of publications enrolled with it for a continuous and definite six-monthly audit periods and supplies copies of the ABC Certificates issued for such publications to each member.



## **A B C**

Free distribution and bulk sales are also shown on the certificates provided the relevant records are adequately maintained.

Such records are checked and facts and figures are scrutinised by impartial Auditors, and only then is the Certificate of Net Paid Circulation issued.



**Thank You**