

## SOCIAL Ads BY GOVT THROUGH DAVP

DAVP- Directorate of Advertising and Visual publicity.

Official Ad Agency Govt of India

Vision – Social change & Economic growth .

Publicity- Health & Family welfare , Women & Child welfare , Education, Adult education, National integration, Blood donation ,, Consumer protection, AIDS awareness, Govt- schemes.

### Benefits of DAVP

1. Awareness – facilities – employment , Drinking water, Health & Education , MGNREGA
2. Social Dev. – Ads of Health & Education (Rajiv Gandhi Jivandai yojna) , literacy rate, family welfare, social dev.
3. Help to Weaker Section – upliftment , spl. facilities to SC,ST,OBC,NT,SBC & others,
4. Standard of Living – Facilities through MGNREGA , job to rural Urban, income empower
5. National Growth – education , job , income , purchasing power, stability, progress,