

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**RAJYA SABHA**  
**QUESTION NO 21.12.2009**  
**ANSWERED ON**  
**DISCRIMINATION IN RELEASING ADVERTISEMENTS. .**

3453

SHRI SYED AZEEZ PASHA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :-

- (a) whether the Directorate of Audio Visual Publicity (DAVP) discriminates in releasing the Central Government advertisements to small, medium and large size newspapers and especially small and regional language newspapers have to bear the brunt of it;
- (b) if so, the reasons therefor and the steps taken by Government to prevent it;
- (c) whether it is a fact that certain M.Ps have also complained about discrimination by the Directorate in releasing advertisements and they have suggested or transparency in it;
- (d) if so, the action taken by Government on their suggestions; and
- (e) the amount of advertisements given to small, medium and large sized newspapers, separately, during the last two years in Andhra Pradesh?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING

(SHRI C.M.JATUA.)

(a)No, Sir. Government has already made provisions for allocating display budget in the ratio of 50%, 35% and 15% for big, medium and small category of newspapers respectively and also 30%, 35% and 35% for English, Hindi and regional/other language newspapers respectively. However, Publicity requirements, target audience, budgetary provisions and preferences indicated by the client departments are also taken into account.

(b)Does not arise

(c) & (d) No such complaint has been received in the recent past.

(e)Details are given below:-

(in rupees)

| Year    | Small       | Medium      | Big         |
|---------|-------------|-------------|-------------|
| 2007-08 | 1,43,60,315 | 3,19,07,277 | 4,01,08,975 |
| 2008-09 | 1,59,92,519 | 5,74,43,416 | 6,42,90,864 |