

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**RAJYA SABHA**

**UNSTARRED QUESTION NO. 1834**  
**TO BE ANSWERED ON 17.03.2022**

**CUT DOWN OF ADVERTISEMENTS IN NEWSPAPERS**

**1834. SHRI RIPUN BORA:**

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

- (a) whether it is a fact that allocation of advertisements to newspapers in India has been cut down over 60 percent during last two fiscal year;**
- (b) whether due to slash in advertisements, Government income as trade charges also dipped over 70 percent against 2018-19;**
- (c) if so, whether against the revenue receipt of ₹ 1788.52 crore in 2020-21, the receipt dipped to ₹ 1685.02 crore thereof; and**
- (d) the action taken by Government to support Bureau of Outreach and Communication with more advertisement support to Directorate of Advertising & Visual Publicity (DAVP) to revive the newspaper industry of the country therein?**

## **ANSWER**

### **MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS {SHRI ANURAG SINGH THAKUR}**

**(a) to (d): Bureau of Outreach & Communication (BOC) under Ministry of Information and Broadcasting undertakes awareness campaigns through various media platforms including print media on behalf of various Ministries/Department of Government of India to disseminate information about the schemes/programmes to create awareness among the intended beneficiaries keeping in view the requirements, target audience and budget availability, as indicated by the concerned Ministries/ Departments.**

**The revenue receipts etc. of the Ministry are by way of fees paid by Television Channels, DTH operators, Private FM Channels, etc. which have witnessed a slowdown in the last two years due to Covid-19 and other factors.**

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