

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION No. 92
(TO BE ANSWERED ON 20.07.2023)

PROMOTION OF REGIONAL MEDIA

92. DR. SANTANU SEN:

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

- (a) the total funds allocated, disbursed, and utilized for supporting regional media outlets in the past three years and the current year;
- (b) whether Government has any plans to increase or revise the budget allocation for various schemes and funds related to regional media in India, if so, the details thereof;
- (c) whether there are any provisions to encourage the development and promotion of regional languages and cultures through regional media outlets, if so, the details thereof; and
- (d) if not, the reasons therefor?

ANSWER

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

(a) to (d): The Government of India's campaigns relating to publicity of its programmes and schemes are released through Central Bureau of Communication (CBC). The Print Media Advertisement Policy, 2020, followed by CBC for release of advertisements to print media, provides for 80% allocation of advertisements in space terms, to newspapers of Indian languages including regional languages. During release of campaigns by CBC the participation of the regional languages media is kept in mind as per the policy. No separate funds are allocated by Government specifically for regional media.
