

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

LOK SABHA

**UNSTARRED QUESTION NO. 2486
TO BE ANSWERED ON 30.11.2016**

ADVERTISEMENT IN NEWSPAPER

2486. DR. THOKCHOM MEINYA:

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

- (a) whether the DAVP has stopped giving advertisements to many newspapers in Jammu and Kashmir and North-East; and
- (b) if so, the details thereof and the reasons therefor?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) and (b) As per the Print media policy, 2016, Directorate of Advertising and Visual Publicity (DAVP), the nodal multi-media agency for release of Central Government advertisements, has to release advertisements only to those newspapers who qualify and get the minimum marks under the criteria specified in the policy. The detailed policy is available on DAVP website, www.davp.nic.in under the head 'Newspapers' and sub-head 'Advertisement Policy'.

DAVP is not releasing advertisement to the Publishers which do not qualify the criteria of securing 45 marks and above as per the Print Media Policy 2016. This includes publishers from North-East, Jammu & Kashmir also. A list of such publications from Jammu & Kashmir and North-East is placed at Annexure.

ANNEXURE

ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) and (b) OF LOK SABHA UNSTARRED QUESTION NO. 2486 FOR REPLY ON 30.11.2016

LIST OF NEWSPAPERS GETTING LESS MARKS (<45) FROM JAMMU AND SRINAGAR AS ON 24/11/2016

Sl.No.	Newspaper Name	Publication City
1	ASIAN EXPRESS	SRINAGAR
2	BARQI DUNIA	JAMMU
3	BIG NEWS	JAMMU
4	BOLD GOLD	JAMMU
5	BULAND KASHMIR	SRINAGAR
6	DAILY AFTAB SRINAGAR	SRINAGAR
7	EARLY TIME PLUS	JAMMU
8	ERNIMAL	SRINAGAR
9	FIRST REPORTER	JAMMU
10	GOPAL KRISHAN	JAMMU
11	GULMARG TIMES	SRINAGAR
12	HIMALAYAN MAIL	JAMMU
13	IMARAT	JAMMU
14	J&K BUSINESS ECHO	JAMMU
15	JAMMU EXPRESS	JAMMU
16	JAMMU KASHMIR NEWS POINT	JAMMU
17	JAMMU KASHMIR NEWSPPOINT	SRINAGAR
18	JAMMU PRABHAT	JAMMU
19	JK DATE LINE	JAMMU
20	KASHMIR IMAGES	JAMMU
21	KASHMIR RAYS	SRINAGAR
22	KASHMIR READER	SRINAGAR
23	KASHMIR THUNDER	GANDERBAL
24	KASHMIR TIMES	JAMMU
25	KASHMIR TIMES	JAMMU
26	KASHMIR TIMES	SRINAGAR
27	KATTU SATYA	JAMMU
28	KHIDMAT	SRINAGAR
29	LAZAWAL	JAMMU
30	MORNING GLORY	JAMMU
31	MOTHER-E-HIND	JAMMU
32	PIR PANCHAL NEWS LINE	JAMMU
33	PREET	JAMMU
34	RAJDHANI EVENING NEWS	JAMMU
35	SADAQAT REHBAR	SRINAGAR
36	SANDESH	JAMMU

37	SHANKH DHUN	JAMMU
38	SHARADA	JAMMU
39	SRINAGAR TIMES	SRINAGAR
40	STATE OBSERVER	JAMMU
41	TASKEEN	JAMMU
42	TAWIMAIL	JAMMU
43	TEESRI DUNIYA	JAMMU
44	THE DAILY KASHMIR FRONTIER	SRINAGAR
45	THE EXCEL EXPRESS	JAMMU
46	THE KASHMIR HORIZON	SRINAGAR
47	THE LATEST	JAMMU
48	THE MANDATE	JAMMU
49	THE SHADOW	JAMMU
50	UDAAN	SRINAGAR
51	YOUNG BITES	JAMMU
52	YOUNG BITES	KASHMIR

List of Newspapers getting less marks (<45) from North East States as on 24/11/2016

Sl.No.	Newspaper Name	Publication City	State
1	ARUNACHAL FRONT	ITANAGAR	ARUNACHAL PRADESH
2	INDEPENDENT REVIEW	ITANAGAR	ARUNACHAL PRADESH
3	THE ARUNACHAL PIONEER	ITANAGAR	ARUNACHAL PRADESH
4	SANSEYARI BODOLAND ENKGHONG	BIJNI	ASSAM
5	THE BODOLAND EXPRESS	BIJNI	ASSAM
6	AJIR DAINIK BATORI	DIBRUGARH	ASSAM
7	EASTERN CHRONICLE	DIBRUGARH	ASSAM
8	JANASADHARAN	DIBRUGARH	ASSAM
9	NATUN SUR	DIBRUGARH	ASSAM
10	SOLANGDO	DIPHU	ASSAM
11	AAMI ASOMOR JANAGAN	GUWAHATI	ASSAM
12	AJI	GUWAHATI	ASSAM
13	AJIR DAINIK BATORI	GUWAHATI	ASSAM
14	AJIR-ASOM	GUWAHATI	ASSAM
15	BATORI KAKAT	GUWAHATI	ASSAM
16	DAINIK PURVODAY	GUWAHATI	ASSAM
17	HALAT E WATAN	GUWAHATI	ASSAM
18	ICHEMMA	GUWAHATI	ASSAM
19	JANASADHARAN	GUWAHATI	ASSAM
20	NISHPAKSH SAMACHAR JYOTI	GUWAHATI	ASSAM
21	NIYOMIYA BARTA	GUWAHATI	ASSAM
22	PRATA KHABAR	GUWAHATI	ASSAM
23	SANGBAD LAHARI	GUWAHATI	ASSAM
24	SENTINEL	GUWAHATI	ASSAM
25	THE ASSAM POST	GUWAHATI	ASSAM
26	JANA KONTA	KARIMGANJ	ASSAM
27	BODOSA	KOKRAJHAR	ASSAM
28	HAYENNI RADAB	KOKRAJHAR	ASSAM
29	ABICHAR	SILCHAR	ASSAM
30	AMAR UTTAR PURBANCHAL	SILCHAR	ASSAM
31	DAINIK SONAR CACHAR	SILCHAR	ASSAM
32	EASTERN CHRONICLE	SILCHAR	ASSAM
33	GATI	SILCHAR	ASSAM
34	PRERNA BHARATI	SILCHAR	ASSAM
35	SIMANTER PRAHARI	SILCHAR	ASSAM
36	AROONUDAI SANGBAD	SIVASAGAR	ASSAM
37	NAHAROLGI THOUDANG	IMPHAL	MANIPUR

38	EASTERN CHRONICLE	SHILLONG	MEGHALAYA
39	MAWPHOR	SHILLONG	MEGHALAYA
40	MEGHALAYA TIMES	SHILLONG	MEGHALAYA
41	THE NORTHEAST TODAY	SHILLONG	MEGHALAYA
42	HARHNA	AIZAWL	MIZORAM
43	THE AIZAWL POST	AIZAWL	MIZORAM
44	THE MORUNG EXPRESS	DIMAPUR	NAGALAND
45	TIR YIMYIM	DIMAPUR	NAGALAND
46	DAINIK MIRMERAY	GANGTOK	SIKKIM
47	SANGRILA TIMES	GANGTOK	SIKKIM
48	SIKKIM MAIL	GANGTOK	SIKKIM
49	THE MOUNTAINEER	GANGTOK	SIKKIM
50	GANA SAMBAD PATRIKA	AGARTALA	TRIPURA
51	HACHUKNI KOK	AGARTALA	TRIPURA
52	MANUSH	AGARTALA	TRIPURA
53	PRAGATI SAMBAD	AGARTALA	TRIPURA
54	TRIPURA DARPAN	AGARTALA	TRIPURA
55	TRIPURA OBSERVER	AGARTALA	TRIPURA
56	TRIPURA TIMES	AGARTALA	TRIPURA