

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO. 2102
TO BE ANSWERED ON 15.03.2017

PRESS AND ELECTRONIC MEDIA IN J&K

2102. SHRI MUZAFFAR HUSSAIN BAIG:

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

- (a) whether the disturbance of 5-6 months in Kashmir valley has led to loss to the press and electronic media in Jammu and Kashmir and if so, the details thereof;
- (b) whether the Government has any special plan for providing relief to the newspapers by increasing DAVP rates for Kashmir Valley; and
- (c) if so, the details thereof?

ANSWER

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

- (a) No, Sir. DAVP has issued advertisements on regular basis to the newspapers published from J&K during the period under reference.

The Audio-Visual campaigns released through DAVP for Pan-India or State/Region's are as per the requirement of the Client Ministry in terms of focus areas, target groups to be reached, message to be delivered and campaign duration amongst other things. Since the campaigns on TV are telecast across the states, wherein the viewer of J&K are in a position to receive the broadcast signals of all the TV channels telecast from within or outside the state there would be hardly any impact of such ground situation.

- (b) & (c) DAVP makes every effort to release advertisements to newspapers with special emphasis on J&K and other remote areas as mentioned in the Print Media Advertisement Policy-2016.
