

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

**LOK SABHA
UNSTARRED QUESTION NO. 3274
TO BE ANSWERED ON 22.3.2017**

**PRINT MEDIA EMPANELLED WITH DAVP
3274. SHRIMATI KAVITHA KALVAKUNTLA:**

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

- (a) the details of print media empanelled with Directorate of Advertising and Visual Publicity (DAVP) during the last three years, State-wise;
- (b) whether DAVP has revised the guidelines for empanelment/renewal of print media for advertisement and if so, the details thereof;
- (c) whether any drastic decrease in empanelment/renewal has been noted during the current year; and
- (d) if so, the details thereof?

ANSWER

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

- (a) The state wise details of newspapers/periodicals empanelled with Directorate of Advertising and Visual Publicity (DAVP) during the last three years is placed at the Annexure.
- (b) Yes, Sir. The Government of India has revised the print media advertisement policy with effect from 7.6.2016. The policy is available on DAVP's website, www.davp.nic.in under heading 'Newspapers' and sub-head 'Advertising Policy'. The following guidelines concerning the empanelment/rate renewal have been changed:
 - (i) 12 months qualifying period of uninterrupted and regular publication in case of all regional and other languages small and medium newspapers as against 18 months earlier.
 - (ii) Circulation verification of newspapers with more than 45,000 copies should be either by RNI (Office of the Registrar of Newspapers for India) or ABC (Audit Bureau of Circulation) as against more than 75,000 copies earlier.
 - (iii) Existing newspapers with different printing centre editions would be empanelled with separate RNI registration certificate. This is a new provision.

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(iv) RNI circulation certificate would be valid for 2 years from the date of issue as against a period of 4 years earlier.

(v) Regarding renewal of newspapers, a change in circulation can be accepted every year on submission of ABC/RNI circulation certificate and annual return submitted previous year to RNI. Earlier, the change in circulation was accepted only once, after completion of one year from the date of rate contract, during validity period of rate contract i.e. 3 years.

(c) & (d) No, Sir.

ANNEXURE**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA
UNSTARRED QUESTION NO. 3274 FOR REPLY ON 22.3.2017**

STATE/UT	2013-2014		2014-2015		2015-2016	
	TOTAL NEWSPAPERS ON PANEL.	FRESH EMPANELLED NEWSPAPERS OUT OF TOTAL NEWSPAPERS	TOTAL NEWSPAPERS ON PANEL.	FRESH EMPANELLED NEWSPAPERS OUT OF TOTAL NEWSPAPERS	TOTAL NEWSPAPERS ON PANEL.	FRESH EMPANELLED NEWSPAPERS OUT OF TOTAL NEWSPAPERS
ANDAMAN AND NICOBAR	3	0	5	2	5	0
ANDHRA PRADESH	147	17	170	23	184	14
ARUNACHAL PRADESH	6	2	8	2	8	0
ASSAM	71	3	79	8	88	9
BIHAR	90	11	104	14	122	18
CHANDIGARH	34	8	43	9	45	2
CHHATTISGARH	110	22	133	23	153	20
DADRA AND NAGAR HAVELI	8	3	12	4	18	6
DAMAN & DIU	5	2	6	1	7	1
DELHI	871	78	963	92	1039	76
GOA	11	1	11	0	11	0
GUJARAT	271	49	319	48	362	43
HARYANA	75	5	87	12	97	10
HIMACHAL PRADESH	30	6	34	4	38	4
JAMMU & KASHMIR	108	31	138	30	153	15
JHARKHAND	62	5	68	6	79	11
KARNATAKA	106	12	113	7	117	4
KERALA	108	9	119	11	120	1
MADHYA PRADESH	490	58	553	63	612	59
MAHARASHTRA	300	46	347	47	378	31
MANIPUR	12	3	13	1	13	0
MEGHALAYA	14	2	14	0	14	0
MIZORAM	6	0	6	0	6	0
NAGALAND	6	1	7	1	7	0
ORISSA	162	24	178	16	193	15
PUDUCHERRY	4	1	6	2	6	0
PUNJAB	84	7	86	2	88	2
RAJASTHAN	538	71	609	71	661	52
SIKKIM	12	2	14	2	18	4
TAMIL NADU	104	9	115	11	115	0
TELANGANA	227	39	265	38	299	34
TRIPURA	21	1	22	1	22	0
UTTAR PRADESH	1791	231	2017	226	2223	206
UTTARAKHAND	543	176	735	192	879	144
WEST BENGAL	112	15	130	18	135	5
TOTAL:-	6542	950	7529	987	8315	786