

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO.991

TO BE ANSWERED ON 21.12.2017

ADVERTISEMENTS BY DAVP

991. SHRI C.S. PUTTA RAJU:

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

- (a) whether less than 7 per cent Indians are proficient in English and more than 30 per cent of advertising expenditure is reserved for them, ignoring the 93 per cent population who are proficient in vernacular language and if so, the reasons therefor;
- (b) the percentage of advertisements made by the Directorate of Advertising and Visual Publicity (DAVP) during the last five years, State-wise, language-wise, publication-wise and population-wise as against the percentage mandated in previous policy; and
- (c) whether English Newspapers from Delhi are taking more than 25 per cent of the budget of advertisement whereas Delhi has less than 1 percent of India's population and if so, the details thereof?

ANSWER

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

(a) Print Media Advertisement Policy 2016 of Directorate of Advertising and Visual Publicity (DAVP) strives to ensure that a balance is maintained between various categories of newspapers taking into account circulation, language, coverage area etc. This policy provides a cap of 30% in rupee terms for release of advertisements to English newspapers. However, the actual releases of advertisements are based on the requirements of target reach of the campaign by various Ministries / Departments concerned.

(b) Language-wise, State-wise and publication-wise break-up of advertisements released by DAVP during the last five years is available on DAVP website (www.davp.nic.in) under heading – “Newspapers” and sub-head – “Lok Sabha Question No.991”.

(c) The distribution of print advertisements among the newspapers by DAVP in respect of media campaigns is based on the requirements of the target audience as indicated by the client Ministries / Departments.

The share of advertisements released to the English newspapers in Delhi during 2016-17 was 14.76% of all advertisements.

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