

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

**LOK SABHA
UNSTARRED QUESTION NO.4247
TO BE ANSWERED ON 29.03.2022**

ADVERTISEMENT POLICIES

4247. SHRI NABA KUMAR SARANIA:

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

- (a) the details of the advertisement policies and the number of newspapers included and excluded under the said policies;**
- (b) the number of newspapers in which advertisements have been given and the amount spent thereon along with the names of such newspapers during the last five years;**
- (c) the number of newspapers belonging to North Eastern States included in this policy; and**
- (d) whether many newspapers and magazines have been kept out of the purview of advertisement and if so, the reasons therefor?**

ANSWER

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

(a): Bureau of Outreach and Communication (BOC), under the Ministry of Information and Broadcasting, undertakes Information, Education and Communication (IEC) campaigns through various media platforms for dissemination of information about various policies, schemes, programmes and initiatives of the Government. Advertisements are released to empanelled newspapers in accordance with the Print Media Advertisement Policy, 2020. At present 7,256 publications including periodicals are empanelled with BOC.

(b): The number of newspapers to whom advertisements were issued by BOC ranged between 3,500 and 5,800 during the last five years. The amount of advertisement given to newspapers by the Central Government varies across years, having regard to the various priorities, requirements and other aspects of Government advertisement and ranged between Rs. 190 crore to Rs. 625 crore during the last five years.

(c): As on 24.03.2022, 120 newspapers belonging to North Eastern States are empanelled with BOC.

(d): BOC releases advertisements to the publications from amongst those empanelled, keeping in view the campaign requirement, available budget, target readership and area and preferences indicated by client departments and as per Print Media Advertisement Policy, 2020.
