

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

**LOK SABHA**

**UNSTARRED QUESTION NO. 1503  
TO BE ANSWERED ON 26.07.2022**

**REVIVAL OF NEWSPAPER INDUSTRY**

**1503. MS. MIMI CHAKRABORTY:**

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

- (a) whether it is a fact that the allocation of advertisements to newspapers in the country has been cut down by over 60 per cent during last two fiscals and if so, the details thereof;
- (b) whether it is also a fact that due to slash in advertisements government income as trade charges also dipped over 70% against 2018-19;
- (c) if so, against the revenue receipt of Rs. 1,788.52 crore in 2020-21, the receipt dipped to Rs. 1,685.02 crore; and
- (d) the action taken by the Government to support bureau of outreach and communication with more advertisement support to DAVP to revive the newspaper industry of the country?

## **ANSWER**

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

(a) to (d): Central Bureau of Communication (CBC, erstwhile BOC) under Ministry of Information and Broadcasting undertakes awareness campaigns through various media platforms including print media on behalf of various Ministries/Department of Government of India to disseminate information about the schemes/programmes to create awareness among the intended beneficiaries keeping in view the requirements, target audience and budget availability, as indicated by the concerned Ministries/Departments.

The revenue receipts etc. of the Ministry are by way of fees paid by Television Channels, DTH operators, Private FM Channels, which have witnessed a slowdown in the last two years due to Covid-19 and other factors.

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