

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA**  
**UNSTARRED QUESTION No. 609**

**TO BE ANSWERED ON 03.12.2025**

**DAVP ADVERTISEMENTS TO NEWSPAPERS AND NEWS CHANNELS IN WEST BENGAL**

**609. SHRI JAGANNATH SARKAR**

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

- (a) the total amount of Directorate of Advertising and Visual Publicity (DAVP) advertisements released to newspapers and news channels based in West Bengal during each of the last three financial years, media-wise;
- (b) the list of newspapers and news channels in West Bengal that received DAVP advertisements during the said period along with the quantum of funds allocated thereto;
- (c) whether small and regional newspapers including those in Bengali language have received proportionate advertisement support compared to larger national dailies and channels and if so, the details thereof;
- (d) the criteria adopted by DAVP/Central Bureau of Communication (CBC) for distribution of advertisements among West Bengal media houses; and
- (e) the steps being taken by the Government to ensure fair, transparent and equitable allocation of advertisement funds to regional and local newspapers and channels in West Bengal ?

**ANSWER**

**MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND  
PARLIAMENTARY AFFAIRS**

**(DR. L. MURUGAN)**

(a) to (e): The Central Bureau of Communication (CBC) issues advertisements on behalf of various Ministries/Departments related to schemes/programmes and other initiatives of the Government of India.

The advertisements related to newspapers are issued as per the Print Media Advertisement Policy, and to news channels as per the Audio Visual Policy guidelines. The advertisement are released as per the requirements of the client ministries/departments and the target audience of the campaigns.

The advertisement policies/guidelines, details of the expenditure incurred and newspapers and the news Channels to which advertisements have been given are available on the website of CBC i.e. [www.davp.nic.in](http://www.davp.nic.in).

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