

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

**LOK SABHA
STARRED QUESTION NO. 133
(TO BE ANSWERED ON 04.03.2016)**

ADVERTISEMENTS POLICY

***133. SHRI B. SRIRAMULU:**

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

- (a) whether the Government has prescribed any norms to carry out advertisements on Doordarshan (DD) in all the vernacular languages including Hindi and English and if so, the details thereof; and
- (b) whether the DD is considering to review its policy on various issues related to advertisements and if so, the details thereof?

ANSWER

**THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS;
AND MINISTER OF INFORMATION AND BROADCASTING
(SHRI ARUN JAITLEY)**

(a) & (b): A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) AND (b) OF
LOK SABHA STARRED QUESTION NO. 133 FOR ANSWER ON
04.03.2016**

(a): There is no bar on use of vernacular languages including Hindi and English so long as they conform to the Code for Commercial Advertisements on Doordarshan. The details of the Code are available on website of Doordarshan namely www.ddindia.gov.in.

(b): Reviewing of policy on various issues including advertisements is a dynamic process that is undertaken as per requirement.
