

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

**LOK SABHA**

**UNSTARRED QUESTION NO. 1125  
TO BE ANSWERED ON 29.4.2016**

**DELAY OF PAYMENT**

**1125. SHRI K.N. RAMACHANDRAN:**

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

- (a) whether the Directorate of Advertising and Visual Publicity (DAVP) has delayed the payment for advertisements to newspapers and TV channels;
- (b) if so, the details thereof and the reasons therefor, newspaper and TV channel-wise and State/UT-wise; and
- (c) the corrective measures taken by the Government in this regard?

**ANSWER**

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

(a) to (c) DAVP, being the nodal advertising department for the Government of India, releases advertisements on behalf of different Ministries/Departments. DAVP releases payments to newspapers and other media organizations, based on the funds released by the client Ministries/Departments. In some cases, due to delayed availability of funds, payments to media organizations get delayed. The details of pendency in release of payments to be made by DAVP for advertisements released in newspaper (Print Media) and TV-Channel-wise and State/UT-wise is placed at Annexure-I and II respectively. However, DAVP makes constant efforts to urge client Ministries/Departments regarding their pendency.

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**ANNEXURE 1****ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) to (c) of LOK SABHA  
UNSTARRED QUESTION NO. 1125 FOR REPLY ON 29.4.2016****STATE/UT-WISE PENDENCY IN RESPECT OF PRINT  
MEDIA  
AS ON 01/04/2016**

<b>STATE</b>	<b>PENDENCY</b>
ANDAMAN AND NICOBAR	540661
ANDHRA PRADESH	10310753
ARUNACHAL PRADESH	1708255
ASSAM	9443649
BIHAR	23974870
CHANDIGARH	13413934
CHHATTISGARH	16349282
DADRA AND NAGAR HAVELI	1407555
DAMAN AND DIU	989466
DELHI	356601398
GOA	2167890
GUJARAT	39532084
HARYANA	13348724
HIMACHAL PRADESH	3878403
JAMMU AND KASHMIR	22359832
JHARKHAND	10866268
KARNATAKA	29612281
KERALA	16580221
MADHYA PRADESH	47180786
MAHARASHTRA	127696505
MANIPUR	2006222
MEGHALAYA	1836556
MIZORAM	2047769
NAGALAND	1601014
ORISSA	27873801
PUDUCHERRY	1006515
PUNJAB	21073867
RAJASTHAN	51373621
SIKKIM	3249346
TAMIL NADU	44679340
TELANGANA	44573427
TRIPURA	2924974
UTTAR PRADESH	91331058
UTTARAKHAND	15476102
WEST BENGAL	57645859
<b>Total</b>	<b>1,11,66,62,288</b>



**ANNEXURE-II****ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) to (c) of LOK  
SABHA UNSTARRED QUESTION NO. 1125 FOR REPLY ON 29.4.2016****STATE/UT-WISE PENDENCY WITH RESPECT TO TV CHANNELS  
AS ON 01 APRIL 2016**

	<b>Channel</b>	<b>Pendency</b>
1	24 Ghanta	1218101
2	9 X M	1783705
3	9X JHAKAAS	389908
4	9X TASHAN	231703
5	AAJTAK	7991939
6	AALAMI SAHARA	227475
7	AASTHA BHAJAN	438678
8	Aastha TV	504667
9	ABN ANDHRAJYOTHY	444156
10	ABP ANANDA	1097301
11	ABP MAJHA	1611755
12	ABP NEWS	7630368
13	Akash Bangla	126852
14	Amrita TV	402855
15	ANIMAL PLANET	3499
16	ARYAN TV NATIONAL	654553
17	ASIANET	2089944
18	Asianet News	859279
19	ASIANET PLUS	68305
20	ASSAM TALKS 24X7	245350
21	AWAAZ	1198025
22	Axis Press Network	135016
23	AZAD NEWS	66473
24	B4U MOVIES	33722
25	B4U Music	389365
26	Bakthi TV	1014761
27	BANSAL NEWS	1276581
28	BIG MAGIC	20687
29	Bindass	705631
30	BIZZ NEWS	123829
31	Bloomberg UTV	1949017
32	CARE WORLD TV	7854
33	CARTOON NETWORK	3100821
34	CHANNEL 2	242756
35	CHANNEL NO.1	289195
36	CHANNEL V	1080230
37	Chardikla Time TV	348512

38	CNBC TV 18	1193425
39	CNN/IBN	2091813
40	Colors	15565134
41	COLORS BANGLA	1310762
42	COLORS GUJARATI	724186
43	COLORS KANNADA	653906
44	COLORS MARATHI	3283921
45	COLORS ORIYA	520296
46	DABANGG	699213
47	DAY & NIGHT NEWS	271820
48	DHAMAAL	277630
49	DHOOM MUSIC	39768
50	Dilli Aaj Tak	665985
51	DISCOVERY	341766
52	DISCOVERY TRAVEL & LIVING	59397
53	DISHA NEWS CHANNEL	483832
54	DIVYA	2194627
55	DY 365	2051220
56	E - 24	18624
57	ENTER 10 TELEVISION	143510
58	ET NOW	1694059
59	ETC - HINDI	273956
60	ETC - PUNJABI	50049
61	ETV - RAJ	1326209
62	ETV TELUGU	4505323
63	ETV UP	861187
64	ETV URDU	882314
65	ETV - MP	1081660
66	ETV BIHAR	584450
67	ETV2	217851
68	FILMY	3286797
69	Firangi	12034
70	FOCUS BANGLA	185660
71	FOCUS HARYANA	31712
72	FOCUS HI FI	710677
73	FOCUS NE TV	668798
74	FOCUS NEWS	212433
75	FOODFOOD	3707129
76	FRONTIERTV	34229
77	GEMINI MOVIES	73038
78	GEMINI MUSIC	21977
79	GEMINI TV	6852546
80	GET PUNJABI	12057
81	GNN NEWS	140828
82	HBC NEWS	113318
83	HM TV	215863



84	HUMMRA M	9924
85	i News	31765
86	IBC 24	1750183
87	IBN 7	4688567
88	IBN Lokmat	2999277
89	INDIA 24X7	164621
90	India News	239244
91	INDIA NEWS BIHAR JHARKHAND	17690
92	INDIA NEWS HARYANA	574000
93	INDIA NEWS RAJASTHAN	633942
94	INDIA NEWS UTTAR PRADESH AND UTTRAKHAND	683513
95	INDIA TODAY	821132
96	INDIA TV	6141275
97	Indiavision News	1389744
98	Jai Hind TV	818801
99	JAINTV	273340
100	JAN TV	1250115
101	JANASRIKANNADA	1363628
102	janta tv	115335
103	Jaya TV	457734
104	JAYAPLUS	771290
105	Jeevan Tv	185491
106	Kairali	572825
107	KANAK TV	190438
108	KASHISHNEWS	1332736
109	Kasthuri TV	282275
110	KHABAR BHARTI	546660
111	KHABRAIN ABHI TAK	129510
112	KHOJ INDIA	196408
113	KIRAN TV	277976
114	KOLKATA TV	1878800
115	KTV	592095
116	LEMON NEWS	215378
117	Live India	5503373
118	LOKSABHA TV	3082734
119	M/s Star India Pvt Limited	8082744
120	MAA MOVIES	674060
121	MAA MUSIC	437712
122	MAA TV	1006755
123	Magik TV	55012
124	MAHUA	3691464
125	MAHUA NEWS	1966449
126	Makkal TV	436689
127	Manorama News	1046898
128	Manoranjan TV	1252016

129	MASTIII	2003126
130	MAURYA TV PRIVATE LIMITED	261061
131	MAZHAVIL MANORAMA	128440
132	MBC TV	617462
133	MEGA 24	575
134	MEGA MUSIQ	272880
135	Mega TV	258764
136	MH 1 Shraddha	213431
137	MH One	204319
138	MH One News	174510
139	Mi Marathi	460648
140	Movies Now	293861
141	MTV	186565
142	MUNSIF TV	785889
143	MUSIC XPRESS	98715
144	N TV	3765949
145	NAXATRA NEWS	414332
146	NDTV 24X7	1502249
147	NDTV Goodtimes	13065
148	NDTV India	5339125
149	NDTV PROFIT	417618
150	Nepal No. 1	552291
151	News 24	5483857
152	NEWS 9	732093
153	NEWS EXPRESS	1106593
154	News Live	1736765
155	NEWS TIME AASAM	1793212
156	NEWS TIME BANGLA	655743
157	News X	710715
158	NIKELODEON	1256911
159	O TV	1631265
160	P7 News	994131
161	pearls ncr-har-raj	104845
162	People	295844
163	PEPPERS TV	45735
164	POGO	3062047
165	POLIMER	723122
166	prag channel	3276307
167	PRARTHANA	232126
168	PTC NEWS	731328
169	PTC PUNJABI	816019
170	PUBLIC TV	174613
171	PUTHIYA THALAIMURAI TV	578831
172	Raftaar Media	51202
173	RAJ MUSIC KARNATAKA	1168101
174	Raj Musix	353065



175	RAJ NEWS 24X7	147756
176	Raj News Telugu	63037
177	RAJ TV	2262567
178	RAMDHENU	636882
179	Rang	1489702
180	REPORTER TV	4836
181	RPLUS	307855
182	RUPASHI BANGLA	192845
183	SAAM TV	156496
184	SAB TV	5131979
185	SADA CHANNEL	63012
186	Sadhna National	461309
187	Sadhna News Bihar/Jharkhand	1141937
188	Sadhna News MP/ Chhatisgarh	1101700
189	SADHNA NEWS UTTARAKHAND/HIMACHAL PRADESH	833825
190	SAHARA ONE	5233876
191	SAHARA SAMAY Bihar/Jharkhand	493252
192	SAHARA SAMAY MP/Chhattishgarh	1176142
193	SAHARA SAMAY NCR/Haryana/Rajasthan/Punjab	640880
194	SAHARA SAMAY UP/Uttarakhand	653412
195	Sakshi TV	1970221
196	SAMAY	3598568
197	SANATAN TV	44818
198	Sangeet Bangla	451466
199	SANGEET BHOJPURI	201790
200	SANSKAR	3962040
201	SARTHAK TV	856520
202	SATHIYAM TELEVISION	236596
203	SEA NEWS UP & UK	581432
204	Seithighal	88009
205	SET MAX	4051220
206	SHRI NEWS	945761
207	SONIC	237065
208	SONY AATH	375689
209	SONY ENTERTAINMENT TELEVISION	9873347
210	SONY MIX	892753
211	STAR GOLD	2948607
212	STAR JALSHA	1749945
213	STAR PLUS	11707398
214	Star Pravah	690265
215	Star Utsav	912073
216	STAR VIJAY	24789
217	STUDION	35349
218	SUDARSHAN NEWS	819631
219	SUN MUSIC	1081608

220	SUN NEWS	65776
221	SUN TV	6960159
222	SURYA TV	583469
223	Suvarna	420986
224	SUVARNA NEWS	3562061
225	T NEWS	311954
226	TAAZA TV	974956
227	Tarang	337505
228	Tarang Music	22024
229	TEN Cricket	1139281
230	Tez	678575
231	TIMES NOW	1724524
232	TOTAL TV	169522
233	TV 100	632296
234	TV 5 TELUGU NEWS	3288861
235	TV 9 (Gujarati)	2082238
236	TV 9 (Karnataka)	7142081
237	TV 9 - Telugu	3557417
238	TV 9 Mumbai	397529
239	TV24	898015
240	Udaya Movies	279355
241	UDAYA MUSIC	239111
242	UDAYA NEWS	1352825
243	UDAYA TV	3851605
244	UDAYA VARTHEGALU	14756
245	UTV Action	513304
246	UTV MOVIES	1540928
247	V6 NEWS CHANNEL	197856
248	Vanita TV	42025
249	Vasanth TV	543115
250	VH1	311419
251	Vissa Television	42025
252	Voice of Nation	231694
253	VTV	846642
254	WE	95812
255	WIN TV	38831
256	Zee 24 Taas	2523301
257	ZEE BANGLA	2136003
258	ZEE BUSINESS	964994
259	Zee Cinema	5280020
260	ZEE CLASSIC	164570
261	Zee Kannada	526279
262	ZEE KHANA KHAZANA	1942
263	ZEE MARATHI	3719920
264	ZEE NEWS	5367904
265	ZEE SALAAM	606963



266	Zee Talkies	272307
267	Zee Tamizh	691244
268	ZEE TELUGU	1367987
269	ZEE TV	14233427
270	Zing	302522
271	Zoom	767555
	<b>Total</b>	<b>35,94,08,550</b>