

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

LOK SABHA

**UNSTARRED QUESTION NO. 1092
TO BE ANSWERED ON 22.7.2016**

GOVERNMENT ADVERTISEMENTS TO PRINT MEDIA

1092. SHRI SANGANNA AMARAPPA:

SHRI KRUPAL BALAJI TUMANE:

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

- (a) the salient features of the present policy and criteria to provide Government advertisements to print media including norms laid down for selecting magazines for the purpose;
- (b) the number of such magazines publishing Government advertisements during the last three years and the current year, State/UT-wise;
- (c) the details of amount paid for advertisements to the said magazines by the Directorate of Advertising and Visual Publicity (DAVP) during the said period;
- (d) whether the Government has received complaints that small and medium newspapers are given advertisements of lower value and if so, the details thereof and the reasons therefor; and
- (e) the steps taken/being taken by the Government to provide Government advertisements to print media without any discrimination?

ANSWER

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

- (a) Government of India has formulated 'The Print Media Advertisement Policy of Government of India -2016' which has been implemented w.e.f. 07/06/2016. The new policy is available on Directorate of Advertising and Visual Publicity (DAVP)'s website, www.davp.nic.in.

The salient features of the policy and the criteria to provide Government advertisements to print media including the norms for selection of magazines for empanelment with DAVP are as under:-

- (i) Circulation verification by RNI/Audit Bureau of Circulation (ABC) for newspapers publishing above 45,000 copies per day has been made compulsory.

(ii) A Marking System has been devised based on objective criterion to incentivize newspapers which get their circulation verified by RNI/ABC to bring about better transparency and accountability in the release of advertisements. The advertisements to medium and big category newspapers will be released when they get more than 45 marks out of 100 marks specified in the Clause-18(iv) of the Policy.

(iii) Provisions has been made for DAVP to make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific.

(iv) Provisions to incentivize those big newspapers which are willing to publish the advertisements of educational institutions at DAVP rates by giving additional business of 50% in volume term as compared to those which are not willing to accept, has been added.

(v) The budget for release of advertisement all over the country be divided among states based on the total circulation of newspapers in each States/language.

(b) The lists showing number of such magazines (state wise/UT wise) which were issued advertisements during last three years and the current year are placed at Annexure.

(c) The details of the amount paid for advertisements to the said magazines by DAVP during the said period is available on DAVP's website, i.e. www.davp.nic.in under the head 'Newspapers' and sub-head 'LSUSQ-No. 1092'.

(d) and (e) This Ministry has received several complaints from newspapers/journals regarding inadequate number of advertisements. DAVP ensures that a reasonable distribution is maintained between various categories of newspapers taking into account circulation, language/coverage area etc. as per the Print Media policy. The distribution of advertisements also depends on the availability of budget and target audience of the client ministries. Moreover, DAVP makes every effort to release advertisements to periodicals especially social messages and advertisements which are not date specific.

ANNEXURE

**ANNEXURE AS REFERRED TO IN REPLY TO PART (b) OF LOK SABHA
UNSTARRED QUESTION No. 1092 FOR REPLY ON 22.7.2016**

**THE NUMBER OF PERIODICALS TO WHOM DAVP RELEASED
ADVERTISEMENTS DURING THE 2013-14**

Sl. No.	STATE	NO. OF PERIODICALS
1	ANDHRA PRADESH	6
2	ASSAM	18
3	BIHAR	11
4	CHANDIGARH	4
5	CHHATTISGARH	14
6	DADRA AND NAGAR HAVELI	3
7	DELHI	562
8	GUJARAT	105
9	HARYANA	26
10	HIMACHAL PRADESH	14
11	JAMMU AND KASHMIR	10
12	JHARKHAND	9
13	KARNATAKA	8
14	KERALA	19
15	MADHYA PRADESH	165
16	MAHARASHTRA	47
17	MEGHALAYA	1
18	NAGALAND	1
19	ORISSA	66
20	PUNJAB	31
21	RAJASTHAN	321
22	SIKKIM	1
23	TAMIL NADU	2
24	TELANGANA	21
25	TRIPURA	4
26	UTTAR PRADESH	1125
27	UTTARAKHAND	437
28	WEST BENGAL	29
	TOTAL:-	3060

**THE NUMBER OF PERIODICALS TO WHOM DAVP RELEASED
ADVERTISEMENTS DURING THE 2014-15**

Sl. No.	STATE	NO. OF PERIODICALS
1	ANDHRA PRADESH	10
2	ASSAM	23
3	BIHAR	16
4	CHANDIGARH	9
5	CHHATTISGARH	23
6	DADRA AND NAGAR HAVELI	4
7	DELHI	625
8	GUJARAT	125
9	HARYANA	30
10	HIMACHAL PRADESH	16
11	JAMMU AND KASHMIR	18
12	JHARKHAND	12
13	KARNATAKA	9
14	KERALA	19
15	MADHYA PRADESH	195
16	MAHARASHTRA	72
17	MANIPUR	1
18	MEGHALAYA	1
19	NAGALAND	1
20	ORISSA	79
21	PUNJAB	32
22	RAJASTHAN	369
23	SIKKIM	3
24	TAMIL NADU	2
25	TELANGANA	27
26	TRIPURA	5
27	UTTAR PRADESH	1223
28	UTTARAKHAND	609
29	WEST BENGAL	39
	TOTAL:-	3597

**THE NUMBER OF PERIODICALS TO WHOM DAVP RELEASED
ADVERTISEMENTS DURING THE 2015-16**

Sl. No.	STATE	NO. OF PERIODICALS
1	ANDHRA PRADESH	12
2	ASSAM	27
3	BIHAR	18
4	CHANDIGARH	10
5	CHHATTISGARH	27
6	DADRA AND NAGAR HAVELI	7
7	DELHI	678
8	GUJARAT	141
9	HARYANA	34
10	HIMACHAL PRADESH	19
11	JAMMU AND KASHMIR	21
12	JHARKHAND	14
13	KARNATAKA	11
14	KERALA	20
15	MADHYA PRADESH	223
16	MAHARASHTRA	81
17	MANIPUR	1
18	MEGHALAYA	1
19	NAGALAND	1
20	ORISSA	91
21	PUNJAB	32
22	RAJASTHAN	389
23	SIKKIM	3
24	TAMIL NADU	2
25	TELANGANA	39
26	TRIPURA	5
27	UTTAR PRADESH	1308
28	UTTARAKHAND	736
29	WEST BENGAL	41
	TOTAL:-	3992

**THE NUMBER OF PERIODICALS TO WHOM DAVP RELEASED
ADVERTISEMENTS DURING THE 2016-17 (TILL 18TH JULY, 2016)**

Sl. No.	STATE	NO. OF PERIODICALS
1	ANDHRA PRADESH	2
2	ASSAM	4
3	BIHAR	15
4	CHANDIGARH	3
5	CHHATTISGARH	1
6	DADRA AND NAGAR HAVELI	2
7	DELHI	81
8	GUJARAT	12
9	HARYANA	6
10	HIMACHAL PRADESH	1
11	JAMMU AND KASHMIR	2
12	JHARKHAND	3
13	KARNATAKA	2
14	KERALA	9
15	MADHYA PRADESH	9
16	MAHARASHTRA	8
17	ORISSA	13
18	PUNJAB	4
19	RAJASTHAN	22
20	TAMIL NADU	1
21	TELANGANA	3
22	TRIPURA	1
23	UTTAR PRADESH	95
24	UTTARAKHAND	31
25	WEST BENGAL	4
	TOTAL:-	334