

Government Advertisements in News Papers

1490. Shri Prem Chand Verma: Will the Minister of Information and Broadcasting be pleased to state:

(a) whether Directorate of Advertising and Publicity maintains a list of newspapers, dailies, weeklies and monthlies, to which Government advertisements are released; and

(b) if so, the number of advertisements released to newspapers of these categories separately in English, Hindi and other regional languages during the last one year?

The Minister of Information and Broadcasting (Shri K. K. Shah): (a) The Directorate of Advertising and Visual Publicity maintains a record of media particulars of all regular newspapers and periodicals who approach Government for advertisements. This information is utilised in selecting newspapers for the release of specific advertisements.

(b) The requisite information in regard to display advertisements is given in the statement laid on the Table of the House. [Placed in Library. See No. LT-519/67]. Similar information about classified advertisements is being compiled and will be laid on the Table of the House shortly.

Concessions to Bigger Newspapers

1491. Shri Prem Chand Verma: Will the Minister of Information and Broadcasting be pleased to state:

(a) whether it is a fact that bigger newspapers and periodicals receive a much greater measure of concessions from the Central Government in securing raw materials, newsprint, etc.;

(b) whether it is a fact that 80 per cent of the total allotment of newsprint and machinery for newspapers etc. has gone to 26 big businessmen and the rest of 20 per cent has gone

to the rest of newspapers in India; and

(c) the names of proprietors of newspapers who have received imports licenses of Rs. 5 lakhs and above during the last twelve months?

The Minister of Information and Broadcasting (Shri K. K. Shah): (a) No, Sir.

(b) Twenty-six big newspapers got 80.9 per cent of newsprint and 85.1 per cent of printing machinery of the total allotment for 1966-67.

(c) Names of proprietors of newspapers to whom licences for more than Rs. 5 lakhs were issued for newsprint and printing machinery during 1966-67 are given below:

For Newsprint:

- (1) Ananda Bazar Patrika, Pvt. Ltd., Calcutta.
- (2) Hindustan Times Ltd., New Delhi.
- (3) Indian Express Newspapers (Bombay) Ltd., Bombay.
- (4) Indian Express (Madurai) Ltd., Madurai.
- (5) Andhra Prabha Ltd., Vijayawada.
- (6) Bennett Coleman & Co., Ltd., Bombay.
- (7) Amrita Bazar Patrika Pvt. Ltd., Calcutta.
- (8) Thanthi Trust, Madras.
- (9) Malayala Manorama Co. Ltd., Kottayam.
- (10) Statesman Ltd., Calcutta.
- (11) Sakal Papers Pvt. Ltd., Poona.
- (12) Kasturi & Sons Ltd., Madras.
- (13) Lok Prakashan Ltd., Ahmedabad.
- (14) The Mathrubhumi Printing and Publishing Co. Ltd., Kozhikode.
- (15) The State's People Pvt. Ltd., Bombay.
- (16) Bombay Samachar Pvt. Ltd., Bombay.