

**Allocation of Advertisements by  
D.A.V.P.**

6210. SHRI G. S. MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the names of the journals and places of publications to which the D.A.V.P. is giving advertisements;

(b) whether the circulation and the type of paper used are taken into account while releasing the advertisements;

(c) whether the declarations re: their circulation published by the Registrar of Newspapers are vague and based on unauthenticated information supplied by the publishers; and

(d) if so, the basic yardstick of the D.A.V.P. to find out the circulation of the journal?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI K. K. SHAH): (a) The Directorate of Advertising and Visual Publicity do not maintain any standing list of newspapers to which advertisements are released. Media particulars of various newspapers and periodicals asking for Central Government advertisements are recorded in the Directorate and, within the funds available, each paper is considered individually for release of advertisements as and when necessary on the basis of its effective circulation, readership, language and coverage required; etc.

(b) While circulation coverage and standard of production are among the factors kept in view for release of advertisements, the type of paper used by a particular newspaper is not taken into account for determining its suitability for giving Government's advertisements.

(c) Newspapers claiming a circulation of over 2000 are required to furnish a Chartered Accountants' certificate in support thereof while submitting their annual statements to the

Registrar of Newspapers for India. There are three circulation teams in the Office of Registrar of Newspapers for India who verify the circulation of newspapers whenever possible.

(d) The Directorate of Advertising and Visual Publicity call for audited figures from newspapers claiming a circulation of 2000 and above. They also verify the circulation from the Registrar of Newspapers.

**Naval Base in Andamans and Nicobar  
Islands**

6211. SHRI P. R. THAKUR: Will the Minister of DEFENCE be pleased to state:

(a) whether there is any proposal to develop a naval base in the Andamans and Nicobar Islands; and

(b) if so, the latest position thereof?

THE MINISTER OF DEFENCE (SHRI SWARAN SINGH): (a) and (b). Yes, Sir, a naval base is being set up in the Andaman and Nicobar Islands and work on this project is progressing satisfactorily.

**Commercial Broadcast**

6212. SHRI S. D. SOMASUNDARAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state when the Commercial broadcast are likely to be introduced at the Madras Station and the reason for delay in starting it, when it is the third biggest city in India?

THE MINISTER OF INFORMATION & BROADCASTING (SHRI K. K. SHAH). It is proposed to start commercial broadcasting from Madras in the near future. The delay has been due to our anxiety to gather more experience for assessing our requirements.