

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:4143

ANSWERED ON:18.08.2000

GOVERNMENT ADVERTISEMENTS IN NEWSPAPERS

BABUBHAI KHIMABHAI KATARA;CHANDRESH PATEL KORDIA;RASA SINGH RAWAT;SUNIL KHAN

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

- (a) the policy and criteria prescribed by the Government for giving advertisements in the newspapers and electronic media;
- (b) the proportion of the Government advertisements in English and vernacular magazines and newspapers (Periodicals) during the last two years;
- (c) the amount given for advertisements in English and vernacular magazines and newspapers, separately, along with the total number of advertisements;
- (d) the reasons for difference in the matters of fixation of advertisements in English and vernacular newspapers by the Government;
- (e) the policy of the Government to encourage small, medium size newspapers/ magazines in rural areas;
- (f) the action plan of the Government to strengthen the Press Information Bureau/ Public Relations Department;
- (g) the details of the advance released to the newspapers/magazines;
- (h) whether any discrimination has been found in release of advertisements;
- (i) if so, the details thereof; and
- (j) the steps taken/ proposed to be taken by the Government in this regard?

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a): The Directorate of Advertising and Visual Publicity (DAVP) places advertisements in various newspapers/ journals on behalf of various Ministries and Departments of the Government of India. Advertisements are not issued to newspapers and journals, which incite or tend to incite communal passions, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals.

In selecting newspapers/ publications for placing Government advertisements the following consideration may be adopted:-

- (i) Coverage of the readership from different walks of life, particularly in case of national campaigns.
- (ii) Reaching specific sections of people depending upon the message to be conveyed. Small and medium newspapers get major consideration in motivational/ educative campaigns.
- (iii) Any other category of newspapers/ journals/ publications, which Government may consider from time to time, appropriate for bonafide reasons.

The salient features of the Code for Commercial Advertising on AIR and Doordarshan are annexed.

(b): The space-wise proportion of the Government advertisements released to English newspapers/ magazines during 1998-99 and 1999-2000 was 23.81% and 25.83% respectively. The share of vernacular magazines and newspapers during 1998-99 and 1999-2000 was 76.19% and 74.17% respectively.

(c): The amount committed for advertisements in English and vernacular magazines and newspapers during the period 1998-99 and 1999-2000 is as under:

	1998-99	1999-2000	
English		Rs.27.34 Crore	Rs.36.50 Crore
Vernacular		Rs.37.68 Crore	Rs.44.60 Crore

The number of advertisements released during 1998-99 was 17,443 and during 1999-2000 it was 21,155.

(d): There is no difference in the matters of fixation of advertisements in English and vernacular newspapers. The Government advertisements are issued to the newspapers/ periodicals as per the publicity requirements, target readership, area and budgetary provisions.

(e): For display advertisements relating to motivational and socio-economic themes, small & medium newspapers, especially language newspapers, are extensively used to ensure wider reach in districts and semi urban areas. For the purpose of DAVP empanelment, relaxation is given to newspapers/ journals published from backward, border or remote areas, or in tribal languages primarily meant for tribal readers as well as to those published from Jammu and Kashmir, with a minimum paid circulation of 500 copies per issue. Similar relaxation is also given to Sanskrit newspapers/ journals and specialized/ scientific technical journals/ newspapers.

(f): In the ninth plan the Press Information Bureau has an approved scheme for opening a branch office at Itanagar. In order to strengthen the communication network, a scheme of `Computerisation of the activities of PIB` is also being implemented. Modernization of existing PIB offices is being carried out under the scheme `Modernization of PIB offices by setting up of Mini Media Centers`.

(g): No advance is released to the newspapers/ magazines for placing advertisements.

(h): No, Sir.

(i) & (j): Do not arise in view of answer to part (h) above.

ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO.4143 FOR ANSWER C 18.08.2000

The salient features of the Code for Commercial Advertising on AIR and Doordarshan

1. Advertising shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the people.

2. No Advertisement shall be permitted which –

(i) derides any race, caste, colour, creed and nationality;

(ii) is against any of the directive principles, or any other provision of the Constitution of India;

(iii) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;

(iv) presents criminality as desirable;

(v) adversely affects friendly relations with foreign States;

(vi) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary;

(vii) relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;

(viii) in its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well- established norms of good taste and decency.

3. No advertisement message shall in any way be presented as News.

4. No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute.

5. The goods advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.

6. No advertisement, which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be accepted.

7 No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener, etc.

8. The picture and the audible matter of the advertisement shall not be excessively 'loud'.

9. No advertisement shall be accepted which violates AIR and TV Broadcast Code, which is reproduced below:

(i) Criticism of friendly countries;

(ii) attack on religions or communities;

(iii) anything obscene or defamatory;

(iv) incitement to violence or anything against maintenance of law and order;

(v) anything amounting to contempt of court;

(vi) aspersions against the integrity of the President and Judiciary;

(vii) anything affecting the integrity of the Nation; and

(viii) criticism by name of any person.

10. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.