

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

UNSTARRED QUESTION NO:2692
ANSWERED ON:06.12.2001
ADVERTISEMENT TO NEWSPAPERS
PRENEET KAUR

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

- (a) the details of Advertising Policy and Guidelines for Empanelment of Newspapers with DAVP;
- (b) whether DAVP has empanelled newspapers for advertisements on the basis of their circulation figures;
- (c) if so, the criteria adopted by the Government to verify the circulation figures given by individual newspapers;
- (d) whether any case of false submission of circulated figures have come to the notice of the Government;
- (e) if so, the action taken against such newspapers;
- (f) whether the arrangements made by the Government for verifying claims for circulation submitted by the newspapers/journals are satisfactory; and
- (g) if not, the steps taken by the Government in the matter?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

- (a) The salient features of the `Advertising Policy and Guidelines for Empanelment of Newspapers with DAVP` are given in the Annexure.
- (b) Yes, Sir.
- (c) The DAVP accepts circulation figures of the newspapers authenticated either by Audit Bureau of Circulation or by Registrar of Newspapers for India (RNI) or by a Chartered Accountant. However, the Chartered Accountant Certificate is accepted only upto 20,000 copies per publishing day for upto one year only.
- (d) Yes, Sir. Instances have come to the notice of DAVP, where the newspapers have claimed higher circulation.
- (e) If the circulation claimed by the newspaper is found to be exaggerated as compared to the circulation assessed by the RNI, the publisher is asked, inter alia, to refund the excess amount paid to him by DAVP because of excess circulation.
- (f) Yes, Sir, the arrangements for circulation verification have been found by and large to be satisfactory.
- (g) Does not arise.