

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

UNSTARRED QUESTION NO:2737

ANSWERED ON:06.12.2001

ADVERTISEMENTS OF SMALL MEDIUM AND LARGE NEWSPAPERS

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

- (a) whether the small newspapers are facing many problems particularly in the matter of securing advertisements from the Government;
- (b) if so, whether the Government have formulated any concrete policy with regard to the issue of advertisements to small, medium and large newspapers;
- (c) if so, the details thereof;
- (d) the other problems being faced by the small and medium newspapers; and
- (e) the steps taken by the Government for the removal of their difficulties?

Answer

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

(a), (b) & (c): Keeping in view the target audience, publicity requirements, recommendation of the client Ministries/ Departments and availability of funds, Directorate of Advertising and Visual Publicity (DAVP) releases advertisements to those publications which are empanelled with it on the basis of the provisions of the 'Advertising Policy and Guidelines for Empanelment of Newspapers with DAVP', the salient features of which are given in the Annexure.

(d): The organisations of Small and Medium Newspapers have been raising various problems being faced by the Small and Medium newspapers such as uneconomical DAVP advertisement rates, delay in payment of DAVP advertisement bills and frequent circulation verification by Registrar of Newspapers for India (RNI) etc.

(e): The Government has been taking various steps to obviate the problems of newspapers especially the Small and Medium Newspapers. These steps include formulation of revised advertising policy and empanelment guidelines; setting up of a Rate Structure Committee for recommending a revised rate structure, priority circulation verification by RNI of those newspapers which are referred by DAVP. Efforts are also being made for expeditious clearance of advertisement bills.