

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

UNSTARRED QUESTION NO:5306
ANSWERED ON:28.04.2000
ADVERTISEMENT THROUGH FOREIGN MEDIA
CHARAN DAS MAHANT

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

- (a) whether the companies/Institutions of the country are advertising their products through foreign media due to Information revolution and expansion of Satellite T.V.;
- (b) if so, the criteria fixed for getting such advertisements published by the companies/ institutions of the country through foreign media, including foreign magazines and foreign T.V. channels and the role of his Ministry in fixing the advertisement rates and issuing them;
- (c) the rules/provisions for giving advertisements by the Government departments/ undertakings/institutions to foreign channels and the amount spent on the Government advertisements given to foreign electronic and print media during 1999-2000, till February 15, 2000; and
- (d) whether any cases have brought to the notice of Government wherein the advertisements were given to foreign electronic/print media to give them benefits?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TI
DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a) & (b): Companies/institutions in the private sector are free to advertise their products in the media of their choice and at rates determined by them. Government does not exercise any control in regard to issue of such advertisements or in regard to rates applicable to such advertisements.

(c): Directorate of Advertising and Visual Publicity is the designated Government agency to undertake publicity jobs for various Ministries/Departments of the Government. Except for one case mentioned hereafter, DAVP has not spent any amount on Government advertisements given to foreign electronic and print media during 1999- 2000. One-page advertisement, on April 13, 2000 in a French daily, Le Monde, projecting India as a potential investment destination in the special supplement of that newspaper has been released in 1999-2000 but the amount is yet to be released.

(d): No such case is in the knowledge of this Ministry.