

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

UNSTARRED QUESTION NO:1700

ANSWERED ON:10.12.2008

HIKE IN NEWSPRINT PRICES

Mane Smt. Nivedita,Yadav Shri Anirudh Prasad (Sadhu)

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

- (a) whether the Indian newspaper industry is reeling under a sharp hike in price of newsprint and increased operating cost due to high inflation in recent months as reported in the Mint dated 1 September,2008;
- (b) if so,the details thereof;
- (c) whether the Government has any proposal to increase the print advertisement rates paid by the Directorate of Advertising and Visual Publicity (DAVP);
- (d) if so,the details thereof; and
- (e) the time by which it is likely to be implemented ?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

(a): Yes, Sir.

(b): Monthly Average Newsprint Price per Metric Ton of preceding six months as on April,2005 and as on September, 2008 were Rs.26,500 and Rs.33,108 respectively.The average All India Consumer Price Index as on April,2005 and on July, 2008 (with Base 1982 = 100) were 529 and 662 respectively.

(c), (d) & (e): The Government has already considered the demand of the Newspaper Industry and increased the print advertisement rates by 24% for all categories of newspapers/periodicals with effect from 1st September,2008.