

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

UNSTARRED QUESTION NO:3232
ANSWERED ON:28.07.2009
FINANCIAL ASSISTANCE TO SMALL NEWSPAPERS
Toppo Shri Joseph

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

- (a) whether the Government proposes to provide more financial assistance to small and medium newspapers;
- (b) if so, the details thereof;
- (c) whether the Government also proposes to relax the norms to empanel newspapers with the Directorate of Advertising and Visual Publicity (DAVP) for those publications from the North- East and border areas and to provide more financial assistance to them;
- (d) if so, the details thereof; and
- (e) the number of fresh applications for empanelment with DAVP received/cleared/pending during the current year, State-wise including North Eastern Region ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b): In the existing print media policy, there is already a provision of 15% (minimum) for small and 35% (minimum) for medium newspaper for release of Government advertisements through the Directorate of Advertising and Visual Publicity. Further, Government announced a fiscal stimulus package for print media (including small, medium and big newspapers) on 27.02.2009. Under this package, rates for DAVP advertisements have been increased by 10% alongwith waiver of 15% agency commission, as special relief, subject to production of the documentary proof of loss of revenue in non-governmental advertisements. The package was initially given upto 30.06.2009 and further extended till 31.12.2009.

(c) to (d) : The Government Policy provides a relaxed norms for empanelment of newspapers published in North-Eastern States and border areas, As per Clause 8 of the Advertisement Policy, newspapers in languages like Bodo, Garhwali, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/ dialects as certified by State Government or newspapers published in J&K, Andaman & Nicobar Islands and North Eastern States can be considered for empanelment after 6 months of regular and uninterrupted publication. Whereas, in the case of all regional and other language small & medium newspapers, the qualifying period shall be 18 months. Further, as per Clause 13 of the said Policy, a newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered eligible for empanelment, whereas, newspapers/journals in Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments published all over the country and newspapers/journals published in backward, border, hilly areas or remote areas or tribal languages or those published in J&K, Andaman & Nicobar Islands and North-Eastern States need to have substantiated minimum paid circulation of only 500 copies per publishing day. The details of the policy are available at www.davp.nic.in .

(e) : During the current year, 827 online applications for fresh empanelment were received and are pending. State-wise number of cases is given in the Annexure.

ANNEXURE

ANNEXURE AS REFERRED TO IN REPLY TO PART (e) OF LOK SABHA UNSTARRED QUESTION NO. 3232 FOR 28.07.2009.

State-wise details showing the number of applications received online during the current year, for fresh empanelment and those pending

Sl.No. Name of State No. of applications received/pending

1	Andaman & Nicobar Islands	1
2	Andhra Pradesh	50
3	Assam	4
4	Bihar	9
5	Chhatisgarh	7

6	Dadra & Nagar Haveli	2
7	Delhi	99
8	Gujarat	39
9	Haryana	8
10	Himachal Pradesh	5
11	Jammu & Kashmir	9
12	Jharkhand	9
13	Karnataka	12
14	Kerala	12
15	Madhya Pradesh	50
16	Maharashtra	49
17	Meghalaya	1
18	Orissa	11
19	Punjab	5
20	Rajasthan	73
21	Tamil Nadu	10
22	Tripura	4
23	Uttaranchal	112
24	Uttar Pradesh	235
25	West Bengal	11
	TOTAL	827