

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

UNSTARRED QUESTION NO:199
ANSWERED ON:22.11.2011
PACKAGE FOR PRINT MEDIA
Rathwa Shri Ramsinhbhai Patalbhai

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

- (a) whether the Government had announced fiscal stimulus package for the print media;
- (b) if so, the details thereof;
- (c) whether the stimulus announced has expired in December, 2010; and
- (d) if so, the details thereof and the reasons for not extending the same for the current year?

Answer

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

- (a) & (b): Yes, Sir. In view of the global economic slowdown and demands from the print media, the Government announced a fiscal stimulus package for the print media consisting of
- (i) waiver of 15% agency commission on DAVP advertisements; and
 - (ii) 10% increase in DAVP advertisement rates, as special relief, w.e.f. 27.02.2009 to 30.06.2009. This stimulus package was subject to documentary proof of loss of revenue in non-governmental advertisements as compared with the same period of the previous year. Later on, it was extended upto 31st December, 2009.
- (c) It expired on 31st December, 2009.
- (d) There was no demand from the print media industry for further extension of the stimulus package which was given on account of slow down in the industry.