

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

UNSTARRED QUESTION NO:749  
ANSWERED ON:14.08.2012  
ALLOCATION FOR ADVERTISEMENTS  
Siddeswara Shri Gowdar Mallikarjunappa

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

- (a) the quantum of the advertisement budget allocated/released by the Government/Directorate of Advertising and Visual Publicity (DAVP) during each of the last three years and the current year;
- (b) the percentage share and value share in terms of rupees allocated to English newspapers, Hindi newspapers and other vernacular newspapers; and
- (c) the break-up of the share of publications during the said period, State-wise and language-wise?

**Answer**

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

- (a) Expenditure of print media advertisement budget of DAVP during last three years and current year is as under :

Financial year      Expenditure (Released) in Rs.

2009-10      304,96,73,008

2010-11      356,78,89,988

2011-12      375,31,49,292

2012-13 (Upto 13/08/2012) 99,30,73,833

As far as Expenditure on AV advertisements and advertisement on other media are concerned, the information is being compiled and will be laid on the Table of the House.

- (b) The percentage share and value share in terms of rupees allocated to English newspapers, Hindi Newspapers and other vernacular newspapers are given at Annexure-I.

- (c) The break-up of the share of publications during the said period, State-wise are given at Annexure-II. The language-wise share is already given in Annexure-I in reply to part (b) of the Question.