

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

UNSTARRED QUESTION NO:3865  
ANSWERED ON:04.09.2012  
PROMOTING REGIONAL CHANNELS  
Pradhan Shri Nityananda

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

- (a) whether the Government proposes to give various regional channels a greater share in the Government advertisements and also grant such channels a pan-India viewership;
- (b) if so, the details thereof;
- (c) whether the Government also proposes to encourage TV channels for better coverage with a view to improve their earnings; and
- (d) if so, the steps taken by the Government in this regard?

**Answer**

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

(a) to (d) As per the latest policy guidelines for empanelment of private Cable and Satellite TV channels for Government advertisements by DAVP and other duly authorized agencies of the Ministry of Information and Broadcasting, 40% of the budget allocation for Television Media Campaign shall be exclusively earmarked for regional channels (Clause 4 (viii)) of the policy. As per clause 3(h) (i), a regional channel satisfying the criterion for empanelment at any point of time in the year, can apply to DAVP for empanelment without waiting for annual schedule and DAVP, after scrutinizing the applications and verification of laid down criteria may include the channel in the panel.