GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2534
ANSWERED ON:28.08.2012
PUBLICATION OF NEWSPAPERS
Singh Shri Bhupendra

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

(a) whether the Union Government maintains data with regard to publication of newspapers in different States, their circulation rate and the amount paid by the Government agencies for publication of advertisements;

(b) if so, the details thereof along with the newspapers published from Sagar and Vidisha in Madhya Pradesh, their circulation rates and amount paid to them by the various Government agencies for advertisement during each of the last three years and the current year;

(c) whether the Government proposes to improve the poor economic condition of local daily newspapers having limited/short circulation;

(d) if so, the details thereof; and

(e) if not, the reasons therefor and 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) & (b): Yes, Sir. The details of registered newspapers are available on the website of Registrar of Newspapers for India (www.rni.nic.in). The Newspapers registered from Sagar and Vidisha districts in Madhya Pradesh are given at Annexure I and II. The circulation rates and amount paid to them by DAVP during the each of the last three years and the current year given at Annexure III.

The amount paid by DAVP during last three years and current year on advertisements in print media is given below:

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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  99,30,73,833
(till 13.08.12)
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(c) to (e): As per clause 3 of the DAVP's existing advertisement policy on print media 15% of the amount is reserved for Small Newspapers and 35% for Medium Newspapers. Further language wise English language - 30% (approx.), Hindi language - 35% (approx.), Regional and other languages - 35% (approx.) are reserved.