

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

UNSTARRED QUESTION NO:2814
ANSWERED ON:11.12.2012
REGISTRATION OF NEWS PAPERS
Rathwa Shri Ramsinhbhai Patalbhai

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

(a) the number of newspapers including medium, small newspapers registered with the Registrar of Newspapers for India (RNI) in the country, State-wise and language-wise; and

(b) the steps taken for increasing advertisement tariff, customising eligibility norms for advertisement flexible, patronising language and regional language newspapers, supplying of newsprint at concessional rates, etc.?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) As per the records of RNI, the number of newspapers registered with the Office of Registrar of Newspapers for India across the country as on 31.3.2012 is 86,754. State-wise and language-wise break up is at Annexure.

(b) The Advertisement Policy of the Government has mandated that 50% of budget meant for display advertisements must be spent on medium and small category newspapers and 70% on Indian language newspapers including Hindi. The Policy also stipulates relaxed norms for the empanelment of newspapers/magazines for the North-East, J&K, Andaman and Nicobar Islands and in Urdu, Sanskrit, Sindhi and Tribal language. DAVP rates for newspapers are recommended by Rate Structure Committee appointed by the Government periodically. At present the rates which came into effect from 15.10.2010 are in force and are valid till 15.10.2013. The rates recommended in 2010 were higher by about 37% over the previously recommended rates.

Regarding newsprint, RNI issues eligibility certificate to the registered newspapers/periodicals for import of Standard and Glazed newsprint under Open General License (restricted) for printing their publications as per newsprint policy declared by Ministry of Commerce from time to time.