

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

UNSTARRED QUESTION NO:3585
ANSWERED ON:19.03.2013
DISCRIMINATION IN ALLOTMENT OF ADVERTISEMENTS
Saroj Shri Tufani

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

- (a) the details of complaints received by the Government regarding discrimination in allotting advertisements to the small and medium newspapers by the Directorate of Advertising and Visual Publicity (DAVP);
- (b) whether the Government proposes to formulate a permanent policy to end the discrimination against small and medium newspapers vis-à-vis large newspapers;
- (c) if so, the details thereof and the time by which the said proposal is likely to be implemented; and
- (d) if not, the reasons therefor and the remedial measures proposed to be taken by the Government in this regard?

Answer

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

- (a) DAVP receives several suggestions/complaints regarding allocation of advertisements to small and medium category newspapers, from various individuals, newspaper organization etc. The main suggestion is that higher percentage of advertisements may be allocated to small/medium/literary category newspapers/publications.
- (b) to (d) Government has already formulated an Advertisement Policy which stipulates that 35% and 15% of display advertisements in Rupee terms should be earmarked for medium and small categories respectively. These policy guidelines are being followed by DAVP, which may be seen at www.davp.nic.in.