

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

UNSTARRED QUESTION NO:5539  
ANSWERED ON:30.04.2013  
REGISTRAR OF NEWSPAPERS FOR INDIA  
Rathwa Shri Ramsinhbhai Patalbhai

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

- (a) the details of 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.;
- (b) the total number of large, medium and small newspapers registered with the Registrar of Newspapers for India (RNI) in the country at present, State/UT-wise and language-wise;
- (c) the number of such registered newspapers which are being published in the country, State/UT-wise;
- (d) whether the Government proposes to open branch offices of the RNI in different States; and
- (e) if so, the details thereof, State-wise and location-wise?

**Answer**

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

(a) Advertisement rates of Newspapers for Directorate of Advertising and Visual Publicity (DAVP) are fixed by a Rate Structure Committee appointed by Ministry of Information and Broadcasting, taking into consideration all inputs costs and a reasonable profit margin. The rates are applicable to all languages depending only on the circulation of Newspapers.

The eligibility criteria for empanelment of Newspapers is laid down in the Advertisement Policy of the Government. The norms prescribed are favourable towards small and medium Newspapers and Newspapers printed from J&K, North-East, Andaman & Nicobar Islands and in languages like Urdu, Dogri, Kashmiri, Konkani, Maithili, Sanskrit, Sindhi and Tribal languages, as certified by State Governments. In the advertisement budget for display advertisements, the policy stipulates that 35% is to be spent on Hindi and 35% on Regional and other languages and 30% on English languages. This way the policy encourages regional language newspapers.

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

(b) & (c) RNI does not register newspapers as Large, Medium or Small. However, the total number of Newspapers registered with RNI in the country, as on 31.3.2013, was 94,175. The number of registered Newspapers, State-wise/UT-wise and Language-wise is enclosed at Annexure I and Annexure II respectively.

(d) & (e) At present, there is no proposal to open branch offices of RNI in different States.