

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

UNSTARRED QUESTION NO:684  
ANSWERED ON:24.11.2009  
DAVP ADVERTISEMENTS IN JOURNALS  
Reddy Shri Anantha Venkatarami

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

- (a) the number of the various journals published in the country during each of the last three years and the current year, State-wise including Andhra Pradesh;
- (b) the amount provided to such journals for advertisements by the Directorate of Advertising and Visual Publicity(DAVP) during the said period;
- (c) whether the Government has received complaints that the small and medium newspapers are given less/low-valued advertisements by the DAVP;
- (d) if so, the details thereof and the reasons therefor alongwith the criteria laid down for selecting journals for releasing advertisements to them; and
- (e) the steps/action taken/being taken by the Government to streamline the procedures in this regard?

**Answer**

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

(a) : The Registrar of Newspapers for India (RNI) registers all publications as newspapers under the Press & Registration of Books [PRB] Act, 1867. Journal or magazine is not defined in the PRB Act. The number of newspapers registered by RNI during the last three years and the current year are given in Annexure.

(b): The amount for advertisements provided to the journals empanelled with the Directorate of Advertising and Visual Publicity(DAVP), as per their criteria, during the last three years and the current year is as under :

Year 2006 Rs.19,42,49,834  
Year 2007 Rs.23,48,09,775  
Year 2008 Rs.28,31,85,322  
Year 2009 Rs.21,63,54,341

(c) : No such complaints have been received in the recent past.

(d) : Does not arise. All advertising activities of DAVP are governed by the Advertisement Policy, available at DAVP's official website @ [www.davp.nic.in](http://www.davp.nic.in). Advertisements are released to newspapers/periodicals keeping in view the publicity requirements, target audience, budgetary provisions and preferences indicated by the client departments.

(e) : Government has already made provisions for allocating display budget in the ratio 50%, 35% and 15% for big, medium and small category newspapers respectively and also 30%, 35% and 35% for English, Hindi and regional/other language newspapers respectively.

**ANNEXURE**

ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO. 684 FOR 24.11.2009.

State-wise break-up of registered newspapers during last 3 years and the current  
year

( upto 15.11.2009)

Sl.No.	Name of State	No. of newspapers registered	No. of newspapers registered	No. of newspapers registered	No. of newspapers registered
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during 2006-07 during 2007-08 during 2008-09 during 2009-  
2010 (upto  
15.11.2009)

01. Andaman & Nicobar Islands	3	5	2	4
02. Andhra Pradesh	198	264	302	230
03. Arunachal Pradesh	Nil	Nil	2	1
04. Assam	13	23	23	15
05. Bihar	13	15	22	18
06. Chandigarh	8	12	19	13
07. Chhatisgarh	37	68	67	48
08. Daman & Diu	Nil	1	1	1
09. Delhi	409	538	487	235
10. Dadra & Nagar Haveli	Nil	2	4	2
11. Goa	5	2	5	2
12. Gujarat	176	195	136	137
13. Haryana	28	52	41	52
14. Himachal Pradesh	1	8	15	5
15. Jharkhand	9	16	21	8
16. Jammu & Kashmir	25	37	37	41
17. Karnataka	89	288	196	113
18. Kerala	78	152	97	79
19. Lakshadweep	Nil	Nil	Nil	Nil
20. Maharashtra	426	694	578	304
21. Manipur	1	1	1	4
22. Meghalaya	1	1	1	2
23. Mizoram	3	1	Nil	8
24. Madhya Pradesh	165	289	302	161
25. Nagaland	1	Nil	Nil	1
26. Orissa	70	121	71	55
27. Pondicherry	6	6	10	2
28. Punjab	25	41	39	37
29. Rajasthan	114	218	190	141
30. Sikkim	7	35	10	2
31. Tamil Nadu	161	266	198	154
32. Tripura	3	3	3	2
33. Uttar Pradesh	250	662	748	476
34. Uttaranchal	112	140	126	138
35. West Bengal	84	159	111	80
TOTAL	2521	4315	3865	2571