

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

UNSTARRED QUESTION NO:945
ANSWERED ON:22.07.2016
Publication of Newspapers
Charitra Shri Ram

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

- (a) the total number of registered newspapers and magazines published in the country State/UT-wise including North Eastern (NE) States;
- (b) the details of the advertisement policy of the DAVP/Government;
- (c) whether daily, weekly, fortnightly and monthly newspapers/periodicals being published in NE States including Assam enjoy any special rebate under the advertisement policy, if so, the details thereof; and
- (d) the number of advertisements given to the newspapers and magazines of NE region during the last three years?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) As per Registrar of Newspapers for India (RNI), a total of 1,05,443 publications have been registered with RNI, upto 31.03.2015.

The State/ UT – wise details of publications having different periodicities including North Eastern (NE) States is placed at Annexure.

(b) The Government of India has formulated 'The Print Media Advertisement Policy of Government of India -2016' which has been implemented with effect from 07/06/2016. The salient features of the Advertisement Policy – 2016 are as under:

(i) Circulation verification by RNI/Audit Bureau of Circulation (ABC) for newspapers above 45,000 copies per publishing day has been made compulsory.

(ii) A Marking System has been devised based on objective criterion to incentivize newspapers which get their circulation verified by RNI/ABC to bring about better transparency and accountability in the release of advertisements. The advertisements to medium and big category newspapers will be released when they get more than 45 marks out of 100 marks specified in the Clause-18(iv) of the Policy.

: 2 :

(iii) Provisions has been made for DAVP to make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific.

(iv) Provisions to incentivize those big newspapers which are willing to publish the advertisements of educational institutions at DAVP rates by giving additional business of 50% in volume term as compared to those which are not willing to accept, has been added.

(v) The budget for release of advertisement all over the country be divided among states based on the total circulation of newspapers in each States/language.

The details of the Print Media Advertisement Policy – 2016 of Govt. of India is available on the website of DAVP i.e. www.davp.nic.in under the head 'Newspapers' and the sub-head 'Advertisement Policy'.

(c) The dailies / Weeklies / Fortnightlies / Monthlies published from North Eastern States including Assam enjoy special dispensation under the Print Media Advertisement Policy. The details are as under:-

- (i) To provide special encouragement, newspapers from North Eastern States can be considered for empanelment after six months of regular and uninterrupted publication. In case of all regional and other languages, the qualifying period is 12 months.

-

(ii) A newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered for eligible for empanelment. However, the newspapers/journals published from North Eastern States need to have substantiated minimum paid circulation of 500 copies per publications.

(iii) DAVP makes effort to release more advertisements to newspapers/journals with special emphasis on North Eastern States.

(d) The number of advertisements given by DAVP to the newspapers/magazines published from North Eastern States during the last three years are available on DAVP's website, i.e. www.davp.nic.in under the head 'Newspapers' and the sub-head 'LSUSQ- No.-945'.
