

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

STARRED QUESTION NO:391
ANSWERED ON:19.12.2014
GOVERNMENT ADVERTISEMENT
Owaisi Shri Asaduddin

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

- (a) the present policy and criteria for awarding Government Advertisement to the print media;
- (b) whether there have been any allegation regarding favouritism and biased in awarding advertisement to the newspapers/magazines which are critical of the Government, if so, the details thereof and corrective steps taken by the Government in this regard;
- (c) whether any remedies are available against such newspapers/magazines that published factually incorrect information and if so, the details thereof; and
- (d) the steps taken or being taken by the Government to award advertisement to print media without any bias and favouritism?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS; AND MINISTER OF INFORMATION & BROADCASTING
(SHRI ARUN JAITLEY)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 391 FOR ANSWER ON 19/12/2014

(a) Directorate of Advertising and Visual Publicity (DAVP) is nodal agency of the Government of India for advertising by various Ministries and organizations of Government of India including Public Sector Undertakings and Autonomous Bodies. As per the Advertisement Policy, 2007, DAVP releases advertisements to newspapers/periodicals according to the requirement of the campaign, target audience, client Ministry's request and availability of budget. The language-wise (Hindi, English and Regional) and Category-wise (Big, Medium and Small) distribution of Advertisements are made as prescribed in the existing Print Media Advertisement Policy. However, they may issue tender notices directly to empanelled newspapers only at DAVP rates.

The details of the Advertisement Policy is available in the website of DAVP, at www.davp.nic.in, in the sub-heading 'Advertisement Policy' under the heading 'Newspapers'.

(b) Press Council of India (PCI), a statutory autonomous organization, under Ministry of Information and Broadcasting, is the competent authority to take cognizance of the complaints from publisher suo-moto and direct the stakeholders to take appropriate action. However, it is to be mentioned that as per the existing Advertisement Policy, 2007, the primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through newspapers and journals. Guidelines for release of advertisements to Newspapers/magazines are designed so as not to permit any bias in awarding advertisement to Newspapers/magazines.

(c) Press Council of India is the competent authority to take appropriate action against the newspapers/magazines that publishes factually incorrect information. PCI has been set up to maintain and improve the standards of newspapers and news agencies in the country and also to inculcate the principles of self-regulation among the press. The PCI has formulated 'Norms of Journalistic Conduct' for adherence by the media and Norm 1 on the subject of 'Accuracy and Fairness' prescribes that the Press shall eschew publication of inaccurate, baseless, graceless, misleading or distorted material. The Council monitors and takes cognizance, suo-motu or on complaints, of contents in print media which prima facie, are violative of Norms of Journalistic Conduct. The Council may warn, admonish or censure the newspaper, the news agency, the editor or the journalist or disapprove the conduct of the editor or the journalist.

(d) Government/DAVP follows Clause 1 of Advertisement Policy, 2007 for award of advertisement to print media as described in part (b) above.