

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1772
TO BE ANSWERED ON 28.12.2017**

INCREASE IN FREQUENCY OF ADVERTISEMENTS

1772. SHRI PRALHAD JOSHI:

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

- (a) whether the Government is considering to increase the frequency of advertisements during movies to promote public interest initiatives and messages; and
- (b) if so, the details thereof including the quantum of proposed increase in the frequency?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) and (b): No, Sir. Directorate of Advertising and Visual Publicity being a nodal advertising agency of the Government of India caters to the requirement of the Ministries / Departments through various media vehicles and as per their directions frequency/number of insertions are decided accordingly. As Cinemas is a state subject, Ministry of Information & Broadcasting has advised State Governments to ensure mandatory screening of Public Service Awareness (PSA) films during the screening of commercial cinema in theatres as per the provisions of Cinematograph Act, 1952. The Digital Service Providers have also been requested accordingly as they are also covered under the said Act.
