

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

STARRED QUESTION NO:230
ANSWERED ON:08.12.2005
ADVERTISING POLICY FOR NEWSPAPERS
Yadav Shri Mitrasen

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

- (a) whether the Government has formulated an advertisement policy for small and medium newspapers;
- (b) if so, the details thereof; and
- (c) if not, the measures being taken by the Government to provide advertisements to small and medium newspapers?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a), (b) & (c): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (c) OF THE LOK SABHA STARRED QUESTION NO. 230 FOR REPLY ON 08.12.2005

(a), (b) & (c):

The Government has formulated an advertisement policy for the newspapers. As per the Advertisement Policy of the Government of India and Guidelines for empanelment of newspapers, the small and medium newspapers/journals are given priority for empanelment with the Directorate of Advertising and Visual Publicity (DAVP) for release of Government Advertisements. This is to ensure fairness to these categories of newspapers/journals, in pursuance of the broad social objectives of the Government.