

**Indian Broadcasting (Programme)
Service**

678. SHRI B. RAJARAVI VARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have taken a decision for setting up of an Indian Broadcasting (Programme) Service for bringing greater professionalism in the media; and

(b) if so, the details thereof and if not, the likely time by which it would be set up?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) and (b). While the Government are in favour of constituting the proposed Indian Broadcasting (Programme) Service, the question has now to be examined in the context of the decision to convert All India Radio and Doordarshan into an autonomous Corporation.

[*Translation*]

**Alleged Irregularities in Recruitment by
Banking Service Recruitment Board,
Central Division, Lucknow**

679. SHRI RAM LAL RAHI: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that many irregularities have been made in recruitment by the Banking Services Recruitment Board (Central Division), Lucknow; and

(b) if so, the action taken so far by Government in this regard and also the action taken against the persons found guilty?

THE MINISTER OF FINANCE (PROF. MADHU DANDAVATE): (a) No, Sir.

(b) Does not arise.

[*English*]

Allotment of Advertisements to Newspapers

680. SHRI GOPINATH GAJAPATHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria for allotment of Government advertisements to various categories of newspapers;

(b) whether the small newspapers are mostly ignored in the matter of allotment of Government advertisement; and

(c) if so, the steps taken by the Government to rectify the position?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) The advertisements are released to various categories of newspapers keeping in view the Government's advertising policy, publicity requirements and availability of funds. A statement of the advertising policy is given below.

(b) No, Sir.

(c) Does not arise.

STATEMENT

Ministry of Information and Broadcasting

(Advertising Policy of the Government of India)

'A' Preamble:

1. The Directorate of Advertising and Visual Publicity places advertisements in various newspapers/journals on behalf of various Ministries and Departments of the Government of India. A number of autonomous

bodies and public sector enterprises channelise their advertising through the DAVP.

2. The primary objective of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art, literature, sports, films, cultural affairs etc. While giving advertisement, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers, journals which incite or tend to incite communal passions, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals.

'B' Policy guidelines:

1. Keeping in view Government Policy, Publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government advertisements are not intended to be a measure of financial assistance to newspapers/journals. In pursuance of broad social objectives of the Government and in order to achieve parity of rate between various categories of newspapers appropriate weightage consideration may be given to:—

- (a) Small and Medium Newspapers/Journals;
- (b) Specialised scientific and technical Journals;
- (c) Language newspapers/journals; and
- (d) Newspapers/journals published especially in backward, remote and border areas.

2. Small Medium and Big newspapers/journals are categorised as under:—

- (a) Small : Upto a circulation of 25,000 copies per issue.
- (b) Medium : Circulation between 25,000 and 75,000 copies per issue.
- (c) Big : Circulation above 75,000 copies per issue.

3. In selecting newspapers/publications for placing Government advertisements the following consideration may be taken into account:

- (a) Coverage of readership from different walks of life, particularly in case of national campaigns.
- (b) Reaching specific sections of people depending upon the message to be conveyed. Small and Medium Newspapers will get major consideration in motivational/educative campaigns.
- (c) Any other category of Newspapers/journals/publications which Government may consider from time to time appropriate for bonafide reasons.
- (d) House journals, House Magazines and souvenirs will not ordinarily be used for Government Advertisements.

4. The DAVP will use newspapers/journals with a minimum paid circulation of not less than 1,000 copies. Relaxations, however may be made in the case of the following:—

- (a) Specialised/scientific technical journals with a paid circulation of 500 copies per issue.

(b) Sanskrit newspapers/journals and newspapers/journals published in backward, border or remote areas or in tribal language or primarily meant for tribal readers and those published from J & K with a minimum paid circulation of 500 copies per issue.

5. Newspapers/journals should have an uninterrupted and regular publication for a

period of not less than four months and should comply with the provisions of Press and Registration of Books Act, 1867 before they qualify for consideration for placing Government advertisements. For quarterly journals they have to bring out at least two issues before they are considered.

6. Newspapers/journals should have the following minimum print area to be acceptable for Government advertising:—

Periodicity

Print area not less than

Dailies

760 std. col. cms.

Weeklies and Fortnightlies

480 std. col. cms.

Monthlies and other periodicals

960 std. col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers/journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are, however, exempted from this requirement. The papers/journals whose circulation is found to be incorrect/faulty will become ineligible for advertisements, besides any other action which Government may deem appropriate.

'C' Advertisement Rate:

The rate-structure for Government advertisements will be worked out by DAVP on the basis of the principles enunciated above. The DAVP will enter into appropriate rate contracts with individual newspapers/journals.

Cash Payment of Dearness Allowance to Central Government Employees

681. SHRI SONTOSH MOHAN DEV: Will the Minister of FINANCE be pleased to state:

(a) the percentage of Dearness Allowance which has become due to the Central Government employees with effect from January 1, 1990;

(b) whether the Dearness Allowance would be paid in cash; and

(c) if not, the reasons therefor?

THE MINISTER OF FINANCE (PROF. MADHU DANDAVATE): (a) Percentage of Dearness Allowance, which has become due to Central Government Employees w.e.f. 1.1.1990 is given below: