



Press Council of India

New Delhi

Sub-Committee to Examine the Issue of Advertisement

CAMP

HYDERABAD (TELANGANA)

February 8-9, 2016


(Gurinder Singh)
Convenor


(Prabhat Kumar Dash)
Member

COMMITTEE REPORT TO EXAMINE THE ISSUE OF ADVERTISEMENT

The Council in its meeting held on December 19, 2014 while considering the issue threats/problems being faced by the Medium and Small newspapers for non-adoption of the Model Advertisement/Accreditation Rules-2014 framed by the Press Council had constituted a two member Sub-Committee to examine the issue of Advertisement comprising of S/Shri Gurinder Singh, Convenor and Prabhat Kumar Dash, Member.

The Sub-Committee visited Telangana, Hyderabad from February 8-9, 2016 and invited stakeholders from Big, Small and Medium newspapers as well as the authorities of the State Government of Telangana to interact simultaneously on February 8-9, 2016 across the table to avoid communication gap and follow the principle of transparency.

About 35-40 Stakeholders from Big, Small and Medium newspapers and Nodal Officer appointed by the Government of Telangana, namely Shri Nagaiakhkamble Joint Director, Information and Public Relations Department along with his team of officers were present in the Conference Hall, The Plaza, GMC Balayogi, Hyderabad.

DEPOSITIONS

Adhoc release of advertisements by the Government, delay in finalizing tariff sheets and billing, very few advertisements being released to the Small and Medium newspapers and denial of advertisements and empanelment etc, were among the issues that figured prominently when the Sub-Committee called the

representatives from several Small and Medium newspapers and periodicals to present their case.

The Stakeholders from Small and Medium newspapers informed the Committee they were facing many problems in the state. They were not getting advertisements for last one and half years since the formation of Telangana. They also submitted that the influential people from media who had a say are getting the advertisements regularly in the state. They also stated that there were no representation from Small & Medium Newspapers in the state accreditation and empanelment Committee. All the periodicals i.e. weekly, fortnightly and monthly were kept in an adhoc list and were given only one advertisement in the past one and a half years and were barred from getting any empanelment from the State Government. The common refrain from the representative was that the Information and Public Relations Department was not releasing sufficient number of advertisements to newspapers specially which belonged to Telugu and Urdu media and the priority is only given to English newspapers, who get more empanelment in the information department instead of other vernacular newspapers. How can we survive, if the government does not support in the form of Advertisements was a common cry of Small and Medium Newspapers and the ones who were getting the advertisements the rates are very low, they pointed out that the budget sanctioned for advertisements in Rupees is not being utilized in the ration of 50%, 35% and 15% for Big, Medium and Small newspapers as per provisions of DAVP. Accreditation and health cards too have been kept pending. They also informed the Committee that the Government is building houses for the working journalists, which was welcomed by the stakeholders but they also demanded the same for the owners of Small and Medium

newspapers as they were themselves journalists/reporters/cameramen and came under the same category.

FINDINGS

1. There should be transparency and equity in the Advertisement policy. The Advertisement policy should be elaborate so that the element of discretionary powers for the officials is minimized. The advertisement policy of the State Government may be in conformity with the Model Guidelines issued by the Press Council of India and Policy of the DAVP of Government of India to fulfill the motto of Press Council of India for an uniform advertisement policy across the country.
2. A committee for empanelment and fixing tariff may be appointed and representatives of the stakeholders of Associations notified by the Press Council of India should be included in the Committee. The Committee should meet periodically and decide on applications of the newspapers for empanelment. There should be a mechanism to appeal against the decision of the Committee, if any newspaper is aggrieved over the decision of the Committee over tariff, or in case of rejection of empanelment.
3. Urdu media may be encouraged by giving priority in issuing advertisements as per the recommendations of the Gujaral Committee on Urdu Media.
4. Vernacular newspapers like Telugu and Hindi should also be given due weightage while distributing advertisements.

5. Periodicals i.e. Weekly, Fortnightly and Monthly should be considered for empanelment and to be given regular advertisements.
6. Health Cards and Insurance for the journalists/owners and editors of Small & Medium newspapers should be issued.
7. Housing facilities to the working journalists should also be extended to the owners of Small & Medium newspapers.

GOVERNMENT VIEW


The Commissioner while interacting with the Sub-Committee submitted that necessary steps would be taken for empanelment and fixing of the rates for newspapers by the end of March 2016 after taking into account the regularity of the newspapers. The Commissioner also added that the department has started observing regularity of the news papers since December 2015 to consider the request of the newspapers as to the empanelment and tariff and similar action would be taken for empanelment of periodicals. The Commissioner added that the department has been giving priority to all language newspapers without any discrimination and all the facilities as per the guidelines. All the existing facilities shall be extended to periodicals also, once they are empanelled. The Commissioner also apprised the Committee that the State Government provided medical facilities to the accredited journalists of the State and their families and also have created a welfare fund for the journalists. Regarding the housing facilities, he said it is too early to tell who all will be beneficiary of the said scheme and most probably a Committee will be formed to decide the same. He agreed to all points of Model Code of Conduct except the DAVP ratio for issuing

advertisement & said that for this he would have to take the government's view.

RECOMMENDATIONS

1. Advertisement Policy should be prepared in conformity with the Model Advertisement Rules-2014 prepared by the Press Council of India.
2. Advertisement rates should be revised after a specific period of time.
3. Periodicals should be considered for empanelment and should be given regular advertisements.
4. The Ratio of the advertisement should be 50% for Big, 35% for Medium and 15% for Small Newspapers.
5. Representation of Members of Press Bodies notified by the Press Council of India should be included in the inter departmental Committees.
6. The conditions of 10000 copies per publication day for empanelment of newspapers for government advertisements should be relaxed to 5000 for daily newspapers and 2000 for periodicals.
7. Priority to be given to vernacular media while giving empanelment and Issuing advertisements.
8. To create welfare fund for the owners of Small newspapers to make them self sufficient and housing facility may also be extended to owners of Small & Medium Newspapers.


(Gurinder Singh)
Convenor


(Prabhat Kumar Dash)
Member