



**Press Council of India**  
**New Delhi**

**Sub-Committee to Examine the Issue of Advertisement**

**CAMP**

**Goa**

**(Gurinder Singh)**  
**Convenor**

**(Prabhat Kumar Dash)**  
**Member**

## **COMMITTEE REPORT TO EXAMINE THE ISSUE OF ADVERTISEMENT - GOA**

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 as Convenor and Prabhat Kumar Dash, Member.

The Sub-Committee visited Panjim, Goa on 30<sup>th</sup> June and July 1<sup>st</sup>, 2016 and invited stakeholders from Small and Medium newspapers as well as the authorities of the State Government of Goa to interact simultaneously on June 30<sup>th</sup>, 2016 across the table to avoid communication gap and follow the principle of transparency.

About 30-35 Stakeholders form Small and Medium newspapers and Nodal Officer appointed by the Government of Goa and Director namely Mr. Jayant Tari, Information and Public Relations Department along with his team of officers were present in the Conference Hall, Information & Public Relations Department, Government of Goa, Panjim.

### **DEPOSITION**

Editors and publishers of various media organizations of Goa shared that media in Goa has failed to take up as a commercial enterprise and are facing financial constraints to run their newspapers in a smooth manner. The major grievance shared was the inordinate delay by departments to release payments for the government advertisements published in local newspapers.

They submitted that Media Houses in Goa are not so big, and are dependent on Government advertisements and non-payment of bills is one of the major problems. Bills of past years are pending with the Information & Public Relations Department and other departments also and there is no positive response from their side regarding the payment.

They submitted that advertisement rates are not revised by the state government since long and the Information and Public Relations Department cut 25% for Laadli & Lakshmi Scheme.

They said that the issue of delay in clearing the government advertisement bills can be resolved through a single window system and the State Government can also adopt the DAVP model for clearing the advertisement bills.

They also demanded residential quarters for the journalists by the government and other benefits for accredited media persons like medical allowances for the journalists and free travel for accredited media persons in state transport.

Information & Public Relations department is not taking any responsibility for collection of advertisements dues from the concerned departments. They further submitted that whenever, they asked the Information & Public Relations Department regarding payment of bills, they said due to shortage of funds it is not possible.

They also submitted that the readership of vernacular papers is dying due to the lack of interest in the young generation as they feel it is against the modern times.

There are many women Owner/journalists/editors in the state but they do not get any priority or incentives from the State Government.

**FINDINGS**

1. Rates should be revised
2. Payment of bills in stipulated time
3. Advertisement policy should be there.
4. Welfare fund for journalists & Small & Medium Newspapers
5. Priority to women owners/editors/journalists
6. Encouragement to vernacular media
7. Special consideration for old newspapers.

### **GOVERNMENT VIEW**

The Secretary, I&PR Department while interacting with the Sub-Committee submitted that they have shortage of funds. A group of journalists have already met with him in this regard and they assured them that it will be resolved very soon.

The Secretary added that the department as well as he himself is giving priority to all language newspapers without any discrimination and all the facilities are being provided as per the guidelines.

The Secretary also apprised the Committee that the State Government provided medical facilities to the accredited journalists of the State and their families. The Secretary assured the Committee that whatever steps possible to enhance the conditions of the journalists and the Small & Medium Newspapers will be taken as they were also concerned for the revival and survival of Small & Medium Newspapers specially language/regional papers.

They were thankful to the Press Council of India for coming to the State and raising the issues for the welfare of the State and its media fraternity. They agreed to frame Advertisement Policy in the pattern of Press Council of India and DAVP.

The Committee met with Hon'ble Chief Minister of Goa Shri Lakshmikant Parsekar on 1.7.2016 and apprised him of the situation being faced by the print media and its shortcomings. Mr. Gurinder Singh, Convenor of the Sub-Committee advised him as the number of newspapers published were not large in number a one to one interaction with the publishers is not a difficult task which will go a long way in creating a good rapport in an upcoming and friendly city of Goa also the total budget of 17 crores should be enhanced. Mr Prabhat Dash emphasized that the safety of the journalist should be on priority. The Chief Minister promised the Committee whatever possible will be done to its maximum.

### 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. 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. There should be a centralized mechanism for payment of bills and those who are defaulters, their advertisements should not be issued by the Information & Public Relations Department to be published till the dues are paid.
7. Priority to be given to vernacular media while giving empanelment and issuing advertisements.
8. The budget should be enhanced for the Small & Medium Newspapers in the state as there are not much private players and the whole media fraternity especially small & Medium Newspapers earn their bread and butter through government advertisements.
9. The minutes of the proceedings with the Committee of the Press Council should be put on the website so as the stakeholders can follow the developments of the directions given to the department.

  
(Gurinder Singh)  
Convenor

  
(Prabhat Kumar Dash)  
Member