

यह बहुत महत्वपूर्ण है, इसके लिए पूरी चुस्त योजना बनी है। हिमाचल प्रदेश ने अपने फॉरेस्ट कवर में ग्रीन करने का एक पांच साल का बहुत ambitious कार्यक्रम बनाया है और हम उनको सहयोग दे रहे हैं।

MR. CHAIRMAN: Q.No.143. Shri Md. Nadimul Haque; not present. Hon. Minister, lay the reply on the Table.

SHRI PRAKASH JAVADEKAR: Sir, I lay it on the Table.

* 143. [The questioner was absent.]

**Expenditure incurred on Government
advertisements**

*143. SHRI MD. NADIMUL HAQUE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of newspaper advertisements sanctioned by Government over the last three years and Total expenditure incurred on the same, State-wise;
- (b) Total expenditure incurred on advertisements on the internet over the said period; and
- (c) whether Government plans to increase advertisement spending in regional newspapers and if so, details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) to (c) A Statement is laid on the Table of the House.

Statement

(a) The Bureau of Outreach and Communication (BOC) under Ministry of Information and Broadcasting releases notices for tenders, auctions, recruitments etc. and also undertakes awareness campaigns and dissemination of information about the Government schemes and programmes through various media. The detail of State-wise expenditure incurred on release of advertisements in newspapers during last three years is given in the website of BOC i.e. <http://davp.nic.in>.

During 2013-14 to 2019-20, per sq. cm rate of advertisements released in print media has increased from ₹ 42.31 to ₹ 62.13. However, the average per year print media space of advertisement given by BOC has gone down from 11.88 crore sq cm during the year 2009-10 to 2013-14 to ₹ 10.95 crore sq cm for 2014-15 to 2018-19.

(b) The Total expenditure incurred by BOC on release of advertisements on internet during the three years period from 2016-17 to 2018-19 is ₹ 38.99 crores. The advertisements on internet are done by BOC as per the requirement indicated by the concerned client Ministries/Departments.

(c) BOC finalizes the media plans in respect of campaigns undertaken by them keeping in view the requirements, target audience and budget availability, as indicated by the client Ministries/Departments. It releases advertisements to the newspapers as per the provisions of Print Media Advertisement Policy, 2016 which *inter-alia* provides that BOC will, to the extent possible, keeping in view the over-all media strategy, ensure that balance is maintained between various categories of newspapers in language terms as under:—

English language : 30%

Indian languages : 70%

MR. CHAIRMAN: Q.No. 144.

Development of shipbuilding activities

*144. DR. VIKAS MAHATME: Will the Minister of SHIPPING be pleased to state:

(a) whether Government is focusing on development of shipbuilding activities in the country; and

(b) if so, the measures being taken by Government in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF SHIPPING (SHRI MANSUKH MANDAVIYA): (a) and (b) A Statement is laid on the Table of the House.

Statement

(a) and (b) Ministry of Shipping has formulated the following major policies to promote shipbuilding activities in the country:—

1. Financial assistance policy on shipbuilding to provide a level playing field *vis-a-vis* foreign shipyards. Details are given below:—
 - (i) To support the domestic shipbuilding industry, the Union Cabinet approved the Shipbuilding Financial Assistance Policy for Indian Shipyards on December 09, 2015.