

it more attractive for advertisers/marketing agencies, improving the quality of content and presentation of Channels, eliciting commercial income from other Government Departments for telecast of their programmes on DD Channels. Prasar Bharati has also intimated that it has started its own marketing set up to boost its commercial earnings.

#### **Financing of Film Producers**

528. DR. DASARI NARAYANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether under the RBI scheme Public Sector Bank may provide finance to Film Producers with good track record;

(b) whether Banks are permitted to finance the entire project cost of the film; and

(c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) As per RBI guidelines, Public Sector Banks may finance production of films of producers with good track record subject to certain conditions. The RBI guidelines state that ordinarily producers are required to bring in at least 25% of the project cost as promoters contribution and they also tie up with the distributors and receive advances as per usual practices to cover 35% to 40% of the budget. It has thus been stipulated in the guidelines that bank advances would be for the balance requirement of 35% to 40% of the cost. However, in deserving cases where the Banks are quite comfortable with the project as well as the background of the producers, the financing can be increased upto 50% of the project cost on merits.

#### **Recommendations of Press Council relating to motivated press reports**

529. SHRI PRASANTA CHATTERJEE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of recommendations of Press Council against motivated Press Reports made during the last three years;

(b) the remedial measures taken by the respective newspapers; and

(c) whether Government propose to strengthen the hands of Press Council?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) The Press Council of India upheld 352 complaints, out of the total number of 2452 complaints filed against the Press for motivated reports and passed directions/gave directions to the erring newspapers during the period 1st April, 1998 to 31st March, 2001.

(b) and (c) the Press Council has been established for the purpose of preserving the freedom of the Press and maintaining and improving the standards of newspapers and news agencies. The Press Council Act envisages that this will be fulfilled through such measures as building a code of conduct and encouraging a sense of responsibility and public service among journalists. Thus its role is clearly more that of a body which can induce self-regulation in the press rather than that of a court with powers to ensure compliance of its directions. The effectiveness of the Press Council of India is, therefore, to be judged by the general quality of press reporting and journalism.

#### **Terrestrial rights to national and international sports**

530. SHRI R.S. GAVAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to enact legislation to enable the public broadcasting to get terrestrial rights to all major national and international events, especially sports;

(b) if so, the details thereof;

(c) whether the Prasar Bharati has examined the reports of N.R. Narayanan Murty Committee and linking of expansion of its network through MTNL and BSNL cables;

(d) if so, the details thereof; and

(e) the reaction to the other recommendations of the Committee?