

Water Supply Programme, National Rural Health Mission, Indira Awas Yojana (IAY), Sarva Shiksha Abhiyan and Mid Day Meal (MDM) Scheme; and secondly by targeted employment generation schemes like Swarna Jayanti Gram Swarozgar Yojana (SGSY), Sampoorna Grameen Rozgar Yojana (SGRY), and the National Rural Employment Guarantee Scheme (NREGS).

#### Spurt in advertisement industry

†1098. SHRI RAM JETHMALANI:  
SHRI SHIVANAND TIWARI:

Will the PRIME MINISTER be please to state:

- (a) whether it is a fact that the business of advertising industry has been growing since last few years;
- (b) if so, the rate of growth during the years 2006, 2007 and 2008; and
- (c) the growth rate of advertising industry and electronic media separately?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) to (c) Yes, Sir. As per the report of Federation of Indian Chambers of Commerce and Industry (FICCI) — KPMG Media and Entertainment Industry Report for the year 2009, Indian Advertising Industry has recorded 17.1% of Compounded Annual Growth Rate (CAGR), during the period 2006-2008. The details of the CAGR, recorded in the FICCI-KPMG Report, for the period 2006-2008, in respect of the electronic and print media advertisements are as below:—

Print	:	16.0%
Television	:	16.7%
Radio	:	19.7%
Internet Advertising	:	45.2%
Outdoor	:	17.3%

#### AIR

1099. SHRI SABIR ALI: Will the PRIME MINISTER be pleased to state:

- (a) the details of services being provided by the External Services Division of All India Radio;
- (b) the details of personnel required and deployed for each service, respectively;
- (c) the details of shortage in each service; and
- (d) by when the shortage would be met?

THE MINISTER OF STATE IN THE MINISTER OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) to (c) Prasar Bharati have informed that External Services Division

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†Original notice of the question was received in Hindi.

of All India Radio produce programmes in 27 languages, out of which 16 are foreign and 11 are Indian. The details of services/personnel and shortage in each service is given below:—

Sl. No.	Language in which service provided	Target areas	Sanctioned strength of posts	Vacant
1	2	3	4	5
1.	Arabic	West Asia	10	4
2.	Baluchi	Pakistan	5	5
3.	Bengali	Bangladesh	Nil	Nil
4.	Burmese	Myanmar	6	6
5.	Chinese	N-E Asia	7	4
6.	Dari	Afghanistan	6	Nil
7.	French	West and N-W, Asia	6	4
8.	General Overseas Services (English)	N-E and S-E Asia, UK, Australia, N-Zealand, Sri Lanka, E-Africa, W and N-W Africa, W-Europe	9	3
9.	Gujarati	East Africa and Mauritius	Nil	Nil
10.	Hindi	UK, W-Europe, S-E Asia and Mauritius East Africa, Gulf	6	2
11.	Indonesian	S-E Asia	5	3
12.	Kannada	West Asia	Nil	Nil
13.	Malayalam	West Asia	Nil	Nil
14.	Nepali	Nepal	10	5
15.	Persian	West Asia	7	2
16.	Pushto	Afghanistan	9	5
17.	Punjabi	Pakistan	Nil	Nil
18.	Russian	East Europe	5	2
19.	Saraiki	Pakistan	Nil	Nil
20.	Sindhi	Pakistan	4	1

1	2	3	4	4
21.	Sinhala	Sri Lanka	7	2
22.	Swahili	East Africa	8	8
23.	Tamil	S-E Asia and Sri Lanka	3	2
24.	Telugu	S-E Asia	Nil	Nil
25.	Thai	S-E Asia	5	3
26.	Tibetan	Tibet autonomous region of Peoples Republic of China	7	7
27.	Urdu	Pakistan/Indian Sub Continent	9	5

(d) Some vacancies have been filled up following clearance under Annual Direct Recruitment Plan (ADRP). No time frame can be given for filling up the balance vacancies at this stage.

#### **Private entertainment and news channels**

1100. SHRI Y.P. TRIVEDI: Will the PRIME MINISTER be pleased to state:

(a) the number of private T.V. entertainment channels and private T.V. news channels functioning in India; and

(b) the number of applications pending for license/permission by Government for starting private entertainment as well as news channels?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) As on date, Ministry has permitted 381 private satellite TV channels to uplink from India as per uplinking guidelines, out of which, 201 are news and current affairs TV channels and 180 are non-news and current affairs TV channels. Besides this, 67 private satellite TV channels, uplinked from abroad, have also been permitted to downlink in India as per downlinking guidelines. Out of this, 14 are news and current affairs TV channels and 53 are non-news and current affairs TV channels. As such, total number of news and current affairs TV channels is 215 and number of non-news and current affairs TV channels is 233 under uplinking and downlinking guidelines.

(b) As on date, applications of 97 private satellite news and current affairs TV channels and 85 private satellite non-news and current affairs TV channels are at various stages of scrutiny in accordance with the existing uplinking and downlinking guidelines.

#### **Draft code content for TV programmes**

1101. DR. T. SUBBARAMI REDDY: Will the PRIME MINISTER be pleased to state: