

(b) and (c) The CVC is looking into the matter and the enquiry is in progress.

**Entry bar for television industry**

1119. SHRIMATI SHOBHANA BHARTIA:

SHRI N.K. SINGH:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government is planning to raise the entry bar for the television industry;
- (b) if so, the details thereof;
- (c) whether Government has received any complaints that several new channels funded by mafia groups are threatening Government bodies;
- (d) if so, the details thereof; and
- (e) to what extent the entry bar on television industry is going to curb illegal channels?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) No, Sir, however a reference has been made by this ministry to TRAI in October, 2009. Among other things, TRAI has been requested to examine the maximum number of channels which can be permitted in the country keeping in view the available spectrum and transponder capacities as well as technological developments and general practice internationally.

(c) No, Sir. No specific complaint has been received.

(d) Does not arise.

(e) Channels which are permitted by the Ministry under Uplinking and Downlinking Guidelines alone can be permitted to be distributed. Unauthorized Channels would attract the provisions of Cable Television Network (Regulation) Act, 1995 and Rules framed thereunder.

**Notice to Colors Channel**

1120. SHRI BHARATKUMAR RAUT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether his Ministry has issued a notice to the Colors Channel for negative portrayal of District magistrate in its programme;
- (b) whether it is against public interest that the deliberate characterization of a DM in a derogatory manner appeared to demean the public institution and bring it to disrepute unnecessarily; and
- (c) the steps Government proposes to take against this type of derogatory portrayal of civil servants by the channels?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) Yes, Sir. A Show Cause Notice was issued to Colors Channels on 29.10.2009 for the tele-serial "Na Aana iss Desh Lado". It was noticed that in the serial the characterization of the District Magistrate was an unbalanced caricature of the District Administration. The character was deliberately portrayed in a derogatory way to demean the public institution and likely to bring it to disrepute. The characterization, appeared to violate Programme Code prescribed under Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder.

(c) All the Private TV Channels are required to adhere to the Programme Code and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed there under. This Ministry has constituted an Inter Ministerial Committee to look into specific complaints or to take *sou-motu* cognizance against the violation of the Programme and Advertising Codes. Action is taken as per the provisions of the Cable Act whenever any specific violation is found.

#### **Financial assistance to newspapers and private channels**

†1121. SHRI ALI ANWAR ANSARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has rendered financial assistance to newspapers and private channels to bail them out from recession;

(b) whether Government are giving financial assistance to other news agencies to bail them out from recession;

(c) if so, the amount thereof; and

(d) whether Government proposes to change its years old policy to help small newspapers by taking services of different news agencies?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) The Government has announced a fiscal stimulus package for the print media which includes the following:—

(i) Waiver of 15% Agency Commission on DAVP advertisements.

(ii) 10% increase in the current DAVP advertisement rates (to be paid as a separate element and designated as 'special relief') subject to documentary proof of loss of revenue in non-governmental advertisements as compared to the same period last year.

The above package was initially given for the period from 27/2/0009 to 30/6/2009 and has been extended upto 31/12/2009.

(b) No, Sir.

(c) Does not arise.

(d) There is no such policy.