

the guideline 2 (VII), 2 (IX) and 2(X), care is to be taken that human sensibilities are not offended by vulgarity, obscenity or depravity, scenes degrading or denigrating women in any manner are not presented, and scenes involving sexual violence against women like attempt to rape, rape or any form of molestation or scenes of a similar nature are avoided and if any such matters are germane to the theme they are reduced to the minimum and no details are shown. Care is also taken to ensure that film that have content not suitable for minors is given 'A' certificate.

Paid news-items

4068. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government have seen paid news-items in Economic Times and Financial Express news on 8th April, 2010 by the DLF Ltd;
- (b) if so, Government's reaction to the guidelines of the Press Council of India;
- (c) whether DLF and the concerned newspapers have been warned for violating the guidelines on paid news by the Press Council of India; and
- (d) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) to (d) The Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 for maintaining and improving the standard of newspapers and news agencies in India. The PCI monitors and takes cognizance, *suo motu* or on complaints, of print media which are violative of journalistic ethics. The PCI has neither taken cognizance of any instance of paid news in Economic Times and Financial Express by DLF Ltd. nor received any such complaint.

The Press Council of India has taken cognizance of the phenomenon of 'paid news' and the issue is under examination by the Council. The Government will take a view on receiving the recommendations of the Press Council of India in this regard.

Status of Air and Doordarshan

4069. SHRI PRAVEEN RASHTRAPAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the status of All India Radio (AIR) and Doordarshan vis-à-vis Prasar Bharati;
- (b) how the service conditions of employees and officers working with AIR and Doordarshan are governed;
- (c) whether Prasar Bharati had drafted new service rules and regulations for the employees and officers who are placed under their control on account of Government decision; and
- (d) who is responsible for grievances of the employees working in the field either with AIR or Doordarshan all over the country?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) Prasar Bharati was established as an autonomous corporation by an Act of Parliament and it was entrusted with the functions discharged by Akashwani and Doordarshan. Akashwani and Doordarshan are part and parcel of Prasar Bharati.

(b) and (c) All the Government servants working in Akashwani and Doordarshan were placed on terms of deemed deputation to the Corporation with effect from 1st April, 2000 without any deputation allowance till such a time as they are transferred to the Corporation in accordance with the provisions of Section 11.

A GOM was constituted by the Government to consider various aspects of the working of Prasar Bharati including the service conditions of its employees. GOM has recommended that employees recruited upto 05.10.2007 shall continue to be Government servants on deemed deputation to Prasar Bharati till retirement and will enjoy all facilities at par with Central Government employees and that the employees recruited after 05.10.2007 will be Prasar Bharati employees. The Ministry is in the process of implementing the decisions of the GOM by amending Section 11 of the Prasar Bharati Act.

At present, they are governed by the Government rules and regulations.

(d) As per DoP&T guidelines. Grievance Redressal Mechanism has been put in place by Prasar Bharati at various levels viz at the stations/Kendra level, at zonal levels, at the Directions level and at the Prasar Bharati Secretariat level.

Legislation to Regulate Broadcasting Services

4070. SHRI GIREESH KUMAR SANGHI: Will the Minister for INFORMATION AND BROADCASTING be pleased to state: