

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: