

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) and (b) The Ministry in the year 2007 has put up a proposal to set up a Broadcasting Regulatory Authority of India by enactment of Legislation for ensuring orderly growth of broadcasting services. The Draft of the Broadcasting Services Regulation Bill, 2007, which is available on this Ministry's website www.mib.nic.in interalia provides terms of reference, objectives and composition of the proposed Authority. However, concerns have been expressed by various sections in the media with respect to the need, scope, functional and financial autonomy and independent functioning of the proposed Regulator.

In an effort to build up consensus, the Ministry has constituted a Task Force headed by Secretary I&B with two representatives each from the Indian Broadcasting Foundation (IBF), News Broadcasters Association (NBA) and Broadcast Editors Association (BEA) for wide-ranging consultations with other stake-holders to understand their perspective and submit a roadmap for the setting up of an independent Broadcast Authority.

(c) All broadcasters are required to ensure compliance to the provisions of the Programme & Advertising Codes as prescribed under Cable Television Networks (Regulation) Act, 1999. The Codes contain provisions prohibiting programmes having a bearing on the National security & Integrity also. Action can be initiated against the broadcasters for violations of the codes.

Launching of rural channels

1885. SHRI MANOHAR JOSHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Doordarshan (DD) has decided to launch rural channels in the country;
- (b) whether it is a fact that Government has decided to launch 24 hour channels;
- (c) if so, whether DD has urged Government to provide funds for the purpose; and
- (d) if so, by when DD is likely to launch these channels in rural areas?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) No, Sir.

(b) to (d) Do not arise.

Malicious story in TV 5 channel

1886. SHRI DHARMA PAL SABHARWAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is aware that in January, 2010 a Telugu TV Channel "TV 5" aired false and malicious story against some big corporate house resulting into large scale violence in Hyderabad; and

(b) if so, what action Government has taken against that channel for false, concocted and malicious story?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) and (b) A complaint in this regard has been received which is under examination in this Ministry.

Popularity of Doordarshan Programmes

1887. SHRIMATI SHOBHANA BHARTIA:

SHRI N.K. SINGH:

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

(a) whether the various programmes telecasted on Doordarshan including news are not as popular as compared to programmes telecast by private channels;

(b) if so, the reasons therefor;

(c) whether Government has made any efforts to improve the quality of programmes being telecasted by Doordarshan and to compete with the private channels; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) and (b) Prasar Bharati have informed that as per Television Audience Measurement (TAM) Report, DD National with (1.22%) of Television Rating of Programmes (TRP) is on 1st rank as compared to major private channels (details are given in the Statement-I (See below). In the top 20 programmes of the total market including terrestrial as well as all other cable and satellite channels, 11 programmes are from DD National (details are given in Statement-II (See below). The TRP of DD National and other Private Channels in all Cable and Satellite (C&S) Homes (excluding terrestrial) in age group 4+ from 21/2/10-27/2/10 is given in Statement-III (See below). In this segment the TRP of DD is slightly lower than some other private channels. As regards news, Doordarshan is known for factual and authentic news as it never presents sensational and speculative news. Except TRP of Aaj Tak and Star News (0.07 & 0.05% respectively), TRP of DD News with 0.04% is higher than other news channels (details are given in Statement-IV (See below).

(c) and (d) Prasar Bharati have informed that improvement of quality of OD programmes is a continuous process. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality by taking steps like: