

Stimulus package for print media

3291. SHRI PENUMALLI MADHU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that Government had announced fiscal stimulus package for print media;
- (b) if so, the details thereof;
- (c) whether it is a fact that the stimulus announced had expired in December, 2009; and
- (d) if so, the reasons for not extending the same for the current year?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) Yes, Sir. In view of the global economic slowdown and demands from the print media industry, the Government announced a fiscal stimulus package for the print media consisting of (i) waiver of 15% agency commission on DAVP advertisements; and (ii) 10% increase in DAVP advertisement rates, as special relief, *w.e.f.* 27.02.2009 to 30.06.2009. This stimulus package was subject to documentary proof of loss of revenue in nongovernmental advertisements as compared with the same period of the previous year. Later on, it was extended upto 31st December, 2009.

(c) Yes, Sir.

(d) There was no demand from the print media industry for further extension of the stimulus package which was given on account of slow down in the industry.

Commercialization of media

3292. DR. JANARDHAN WAGHMARE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government is aware of the fact that media has become too commercialized; and
- (b) if so, what measures are being taken to do away with paid news which is bane that has abused the freedom of expression?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) There have been a number of media reports that sections of the electronic and print media have received monetary considerations for publishing or broadcasting in favour of particular individuals or organizations or corporate entities, what is essentially advertisement disguised as news. This has been commonly referred to as the paid news syndrome.

The Press Council of India (PCI), an autonomous body set up under Press Council Act, 1978 for preserving the freedom of press and maintaining and improving the standard of newspapers and news agencies in India, has constituted a Sub-Committee to examine the 'Paid News Syndrome'. The Sub-Committee has submitted its report to the Council and the

finalization of the Report by the full Council is expected by the end of April, 2010. The Government will take a view on receiving the recommendations of the Press council of India in this regard.

Countering propaganda from neighbouring countries

3293. SHRI RAJEEV SHUKLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has chalked out any plan to counter the propaganda from neighbouring countries in the border areas; and

(b) if so, the main features of the plan?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) Yes, Sir.

(b) Strengthening of the coverage of All India Radio (AIR) and Doordarshan (DD) networks is an ongoing process. Proposals for setting up of new High Power/Low Power AIR/DD transmitters and FM transmitters in the border areas are considered and approved by the Government as per the requirement from time to time. Jammu and Kashmir Special Package Phase-II and North East Package Phase-II have been approved in September 2007 and May 2006 respectively for expansion of DD and AIR services. Multi channel AIR and TV coverage through Doordarshan's free-to-air DTH service DD Direct Plus has been provided in the entire country. It is possible to receive DTH signals anywhere in the country, including NE States and J&K, with the help of small sized receiver units.

Several programmes are mounted by both AIR and DD to counter anti-India propaganda by the neighbouring countries.

Losses to NFDC

3294. SHRI NAND KUMAR SAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the National Film Development Corporation (NFDC) has suffered huge financial losses due to non-realisation of outstanding dues from the advertisement agents appointed by it during 2008-09 and 2009-10;

(b) if so, the details thereof;

(c) whether efforts have been made to recover the outstanding dues;

(d) if so, the details thereof; and

(e) the details of outstanding dues recovered by NFDC during the said period?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) No, Sir.

(b) to (e) Does not arise in view of the above.