

(f) While in case of non-coking coal production may be increased to some extent, in case of coking coal, however, the country has to resort to imports as the total quantity required cannot be fulfilled indigenously because of its non-availability.

#### **Status of Sahyadri Tiger project**

\*217. SHRI RANJITSINH VIJAYSINH MOHITE-PATIL: Will the Minister of ENVIRONMENT AND FORESTS be pleased to state:

(a) whether Government of Maharashtra has submitted a report to the Central Government about the 'Sahyadri Tiger Project' under the National Tiger Conservation Authority (NTCA);

(b) whether the non-completion of the project is due to non-acquisition of land and some financial constraints; and

(c) if so, whether Government proposes to ensure acquisition of land for the project and removal of financial constraints by providing sufficient funds to allow the completion of the project?

THE MINISTER OF STATE OF THE MINISTRY OF ENVIRONMENT AND FORESTS (SHRI JAIRAM RAMESH): (a) Based on the "in-principle" approval accorded by the National Tiger Conservation Authority, the Government of Maharashtra has notified the Sahyadri Tiger Reserve, with an area of 741.22 sq.km. comprising of the Chandoli National Park and the Koyna Wildlife Sanctuary, vide its notification dated 05.01.2010.

(b) Question does not arise.

(c) Under the ongoing Centrally Sponsored Scheme of Project Tiger, funding support is being provided to the said reserve for protection and management.

#### **Surrogate advertisements of intoxicants**

\*218. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has issued an advisory to television channels asking them to immediately take off their surrogate advertisement of brands that manufacture cigarettes, liquor, tobacco products and other intoxicants;

- (b) if so, the details in this regard;
- (c) whether surrogate advertisements are required to obtain clearance certificate from the Central Board of Film Certification (CBFC); and
- (d) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI AMBIKA SONI): (a)  
Yes, Sir.

(b) Copy of Advisory dated 17.06.2010 is enclosed as Statement (See below).

(c) and (d) A Notification dated 27.02.2009 was issued by the Government amending Rule-7(2)(viii)(A) which provides that a product that uses a brand name or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants may be advertised on cable service subject to certain conditions which includes clearance certificate from the CBFC. However, the said rule has not yet been operationalised. Therefore, no advertisement of a product that uses a brand name or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants is permitted on cable service.

**Statement**

*Copy of Advisory dated 17-06-2010*



**SUPRIYA SAHU**  
**DIRECTOR (BC)**

**भारत सरकार**

**सूचना एवं प्रसारण मंत्रालय**

**नई दिल्ली-110115**

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**NEW DELHI - 110115**

No.804/36/2010-BC-III

New Delhi, 17th June, 2010

**DIRECTIVE**

It has been observed that many TV Channels are showing advertisements in violation of the Rule 7(2)(viii)(A) of the Cable Television Network Rules, 1994. It is hereby brought to the notice of

all concerned that the Notification dated 27.02.2009 of this Ministry cannot be cited as an excuse to telecast advertisements of products in violation of Rule 7(2)(viii)(A) of Cable Television Network Rules, 1994 as the guidelines under the amended rule have not yet been framed.

It is also clarified that certificates issued by CBFC In pursuance of the Ministry's Notification dated 09.08.2006 cannot be used as these are null and void in view of the subsequent amendments in Rule 7(2)(viii) of Cable Television Network Rules, 1994.

Therefore, Ministry of Information and Broadcasting, In exercise of powers, amongst others, under the uplinking /downlinking guidelines issued by it, the terms and conditions of permission granted to a TV Channel to uplink or downlink and under Section 20 of the Cable Television Networks (Regulation) Act, 1995, hereby, directs all TV Channels Including news and current affairs Channels to stop earring any advertisement of a product on their Channel that uses a brand name or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other Intoxicants and strictly follow the provisions of Rule 7(2)(viii)(A) of Cable Television Network Rules, 1994.

All TV Channels must ensure compliance of these directives and withdraw forthwith all such advertisements being shown by them. Any further violation of the above provision of Advertisement Code may entail more stringent action in future including suspension or prohibition of broadcast.

(SUPRIYA SAHU)

Director (BC)

Tele # 23389202

To

All TV Channels Including the News and Current Affairs Channels.

News Broadcasters Association.

Indian Broadcasting Foundation.

#### **Production of Bio-gas**

\*219. SHRI SANJAY RAUT: Will the Minister of NEW AND RENEWABLE ENERGY be pleased to state:

- (a) whether it is a fact that many States are lagging behind in the production of bio-gas;