

[9 May, 2005]

RAJYA SABHA

(b) In December 2004 on the media coverage of the case involving Multimedia Messaging Services (MMS) of an objectionable video clip by a juvenile in Delhi. Press Council of India expressed concern over the increasing tendency of the media to conduct trials parallel to the courts. The Council also brought to the notice of the media the norms, relating to media coverage of court cases, identification of juveniles, eschewing of suggestive guilt etc. and had appealed to the press to observe restraint in its reporting.

Revenues earning by DD/AIR

4868. SHRI S. ANBALAGAN:

SHRI RAVULA CHANDRA SEKAR REDDY:

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

(a) whether the Prasar Bharati Corporation has initiated any step to increase its commercial revenues;

(b) if so, the details thereof any the revenue earned as a result thereof;

(c) whether it is a fact that the revenue of the Corporation has decreased further,

(d) if so, the details thereof for the last three years separately for Doordarshan and All India Radio and the reasons therefor; and

(e) whether any further measures are to be initiated to increase the commercial revenues of both Doordarshan and All India Radio so as to make them independent?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (e) Yes, Sir. Prasar Bharati has informed that they have taken various steps to increase commercial revenue. Doordarshan has set up Marketing Divisions at six centers, introduced new programme formals, undertaken fuller utilization of time slots in non-prime band through adjustments in commercial rate cards etc. Steps taken by AIR include (i) changing of Fixed Point Chart to include more popular programmes: (ii) broadcasting interactive programmes to increase direct participation of public and (iii) introduction of bonus scheme to allow repeats of commercials during non-saleable time chunks etc. It remains the constant endeavour of Prasar Bharati to adopt innovative methods and modern market strategies to increase its commercial revenue.

Details of revenue during the last three years is as following:—

(Rupees in crores)

| Year | AIR | Doordarshan |
|---------|--------|-------------|
| 2002-03 | 132.25 | 553.81 |
| 2003-04 | 141.04 | 53023 |
| 2004-05 | 153.39 | 665.27 |

Functioning of Indian Institute of Mass Communication

4869. SHRIMATI KUM KUM RAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any complaints about the functioning of the Indian Institute of Mass Communication have been received recently;

(b) if so, details thereof with regard to the strength of Institute-students, the faculty and the names of the Board of Governors;

(c) the revenue receipts and expenditure on various heads alongwith the budgetary support from his Ministry; and

(d) governments plan for its reorganisation and economy?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPALREDDY):(a)No, Sir.

(b) The strength of students in regular diploma Courses is 195 at Indian Institute of Mass Communication (IIMC), New Delhi and 55 at its branch at Dhenkanal. In addition about 500 persons are trained through short-term courses. The sanctioned strength of faculty at IIMC, New Delhi is 25 and at Dhenkanal branch is 2. Name of the members of the IIMC Society and its Executive Council is at Statement-! • (See below)

(c) The details are at Statement-!! (See below)

(d) Government has decided to strengthen IIMC at Delhi and make available its human resources etc. to other centres on the basis of a plan proposal under the 10th Plan namely 'Collaboration with Regional Centres of Learning'. The rationale behind this scheme is to build upon the advantages of a strong local institution such as a university and thereby strengthen the activities of IIMC in a meaningful and locally relevant manner.

The IIMC strictly follows the economy instructions announced from time to time by Government relating to such institutions.