

as well as unapproved artists as per the programme requirements.

(c) and (d) No such information/report is available on the programmes derogatory to tribal/non-tribal harmony in AIR, Agartala so far.

DAVP rates for advertisements

2704. SHRI VIJAY J. DARDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that till 2002 DAVP was paying for advertisements at one rate for a single edition of a newspaper even if some of its copies were printed from different printing centres, and changing this practice has caused problems for newspapers and losses also;

(b) whether Government are also aware that the newspaper industry has represented for restoration of the *status-quo ante*;

(c) if so, whether this demand has been considered; and

(d) by when a final decision would be taken?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) DAVP was paying for advertisements at one rate for single edition of newspaper for the copies even printed from different printing centres. However, on recommendations of the Rate Structure Committee, each edition of a chain group of newspaper printed in one place is being treated as separate entity on merit of its circulation and is being offered separate rate w.e.f. 1st October, 2002.

(b) Yes, Sir.

(c) and (d) A new Rate Structure Committee has been constituted to carry out a comprehensive review of existing rate structure for DAVP advertisements and to suggest a new rate structure formula to be effective from 1st October, 2005. The Committee, *inter-alia*, will also look into the feasibility of combined rates to multi-edition newspapers in place of separate rate for each edition.

Review of uplinking policy for news and current affairs

2705. SHRI K. RAMA MOHANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

[19 April, 2005]

RAJYA SABHA

(a) whether it is a fact that the Cabinet has approved a proposal to extend the deadline for review of uplinking policy for existing news and current affairs TV Channels by three more months from the 1st January, 2005;

(b) whether it is also a fact that the acceptance of the proposal by the Cabinet needs amendment to the guidelines on the subject;

(c) if so, the details of the guidelines required to be amended;

(d) whether any consultations have been held with the other Ministries concerned in this regard; and

(e) if so, the outcome thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The Government has extended the deadline upto 30th September, 2005 for the existing news and Current Affairs TV channels to comply with the eligibility criteria of the Guidelines for uplinking of news and Current Affairs TV Channels from India. All the concerned companies have been asked to conform to the prescribed criteria by 30th September, 2005.

(b) to (e) A proposal to review the uplinking guidelines for private TV channels is under consideration of the Government.

Advertisements of cosmetic items on TV channels

2706. SHRIMATI. SUSHMA SWARAJ : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether advertisements of several cosmetic items glorifying fair colour do not encourage apartheid policy;

(b) if so, the reasons for granting permission to telecast such advertisements on TV channels; and

(c) whether Government would take any step to ban such advertisements or to telecast them in modified form?