

Additional Solicitor General and the Law Ministry was considered by the Government. Further examination was sought from the Attorney General (AG) by the Law Ministry. The Attorney General, in his advice, duly endorsed by the Law Ministry, has required this Ministry to seek comments of CEO, Prasar Bharati on the CVC report. The AG while furnishing his advice, has also taken into account the advice earlier furnished by the Additional Solicitor General. The Ministry has accordingly sought the comments of CEO, Prasar Bharati on the CVC report.

(c) and (d) No, Sir.

#### **Efforts to ensure participative journalism**

701. SHRIMATI T. RATNA BAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government is ensuring that journalism becomes more participative in each field with concerted efforts including private persons engaged in journalism;
- (b) if so, the steps being taken in this direction during the last five years, State-wise and the committees appointed so far to implement it and the recommendations received, so far; and
- (c) the demands still pending in this regard and by when action would be taken?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) to (c) The Government does not interfere in the functioning of the press in India. The journalists are free to take up any field of journalism. The Government facilitates journalists, most of whom are from private sector, in carrying out their professional activities. Press Information Bureau (PIB) provides accreditation to journalists based in Delhi and in its vicinity. Accredited journalists are invited to cover various Government functions. Besides, the Government provides various facilities to accredited journalists, such as free information in the form of press releases, feature articles, backgrounders, etc., concession in rail fares and duty concession on import of professional equipments.

#### **Broadcasting rights of CWG**

702. SHRI SANJAY RAUT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that the Commonwealth Games broadcasting rights of Rs. 246 crore contract was given to London based SIS Live despite its dubious legal status and objections raised against awarding broadcasting rights to it;
- (b) if so, the details thereof for taking such a decision;
- (c) the reasons for awarding contract to this firm; and
- (d) the amount accrued to Prasar Bharati while telecasting Commonwealth Games worldwide?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) to (c) No, Sir. All broadcasting rights vest with the

Organizing Committee, Commonwealth Games 2010. The Organizing Committee has appointed Doordarshan, a constituent of Prasar Bharati as Host Broadcaster. M/s. SIS Live, London, UK was selected by Prasar Bharati, after global tendering process, for only the production and coverage activities of the Host Broadcaster for the Commonwealth Games Delhi 2010.

(d) Worldwide Telecast Rights have been granted by Organizing Committee, CWG Delhi 2010 and not by Prasar Bharati. Prasar Bharati has not paid any rights fee to Organizing Committee CWG Delhi 2010 and the arrangement (as per agreement) was worked out to share the revenue in the ratio of 60:40 (60% in favour of Organizing Committee, CWG Delhi 2010 and 40 % in favour of Prasar Bharati). The reconciliation of final revenue sharing will be worked out within a time frame of 45 days of the conclusion of Commonwealth Games 2010.

#### **Recruitment scam in Doordarshan**

703. SHRI RAJEEV CHANDRASEKHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether a recruitment scam has recently been unearthed in Doordarshan;
- (b) if so, the details thereof; and
- (c) the action Government has taken thereon?

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

(b) and (c) Does not arise.

#### **Commercial break during episodes**

704. SHRI Y.P. TRIVEDI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the permissible duration of a commercial break in an episode on TV;
- (b) whether it is a fact that normally in an episode of 30 minutes, advertisements occupy more than 15 minutes;
- (c) what is the standard international practice; and
- (d) whether it is a also a fact that the noise decibel suddenly rises when an advertisement is televised in contrast to the normal sound pitch of a TV programme?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) As per rule 7(11) of the Cable Television Networks Rules 1994 'no programme shall carry advertisements exceeding twelve minutes per hour, which may include up to ten minutes per hour of commercial advertisements, and up to two minutes per hour of a channel's self-promotional programmes'.

(b) Certain instances of violations of Rule 7(11) of the Advertisement Code have been brought to the notice of this Ministry.