

#### **Streamlining of public broadcasting services**

2086. SHRI RANJITSINH VIJAYSINH MOHITE-PATIL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Ministry had proposed the formulation of a policy framework for streamlining and restructuring of public broadcasting services in the country;

(b) whether the Ministry's new outreach policy would aim to promote, facilitate strengthen and develop the broadcasting industry;

(c) whether the policy would focus on reviewing and developing policy framework for publicity by Government in remote and disturbed areas for positive image building; and

(d) if so, the details of the policy?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) to (d) No such policy framework has been prescribed. However, Group of Ministers(GOM) constituted to look into various issues pertaining to the functioning of Prasar Bharati has made a number of recommendations relating to financial restructuring and funding patterns of Prasar Bharati. GOM has also made recommendations to address various issues relating to employees. The recommendations would help in strengthening Prasar Bharati to be able to effectively deliver its role as public service broadcaster.

#### **Share of Indian films in the world**

2087. SHRI MANGALA KISAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is aware that Indian film makers are poised to increase their shares across the world;

(b) whether the Indian film makers are planning to tap newer overseas markets in the US, UK and South East Asia;

(c) whether it is not a fact that there are emerging global markets for Indian films;

(d) in view of the above, whether Government is prepared to extend encouraging and needful support to Indian film makers; and

(e) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) to (c) Yes, Sir. Various reports pertaining to film industry indicate that the popularity of Indian films is growing abroad and that Indian film-makers are tapping overseas markets in different parts of the World including US, UK and South East Asia. Along with other audiences, the growing Indian diaspora around the world has created a market for Indian films overseas. As per the feed back received from representatives of Indian Film Industry, markets for Indian films are growing steadily in North Europe, Germany, France and Japan. In China too, there is huge untapped film market. Recently, the mainstream cable companies in the United States have started a "Video on Demand" for Indian films. Latin America is also a new market for Indian films.

(d) and (e) Recognising the potential of export of Indian films abroad, Government of India has taken several steps to encourage promotion of Indian films. Some of the steps undertaken are as follows:

(i) To promote Indian films, Government of India through its Plan Scheme "Participation in foreign Film Festival/Markets", encourages Indian companies and producers to participate in global film festivals and markets such as Cannes Film Festival/Market, European Film Market, Berlin, etc. Film Bazaar is also held alongside the International Film Festival of India at Goa. Further, in order to promote cinema and to enhance the visibility of our film industry, Govt. of India organizes India Pavilion in markets and screens Indian films in different International film festivals. Indian film festivals are also organized in different countries regularly.

(ii) Audio-visual co-production agreements have been signed with Republic of Italy, United Kingdom, Brazil and Germany.

(iii) An exclusive Services Export Promotion Council has been set up by Ministry of Commerce to give proper direction, guidance and encouragement to selected services sector. One of the selected services is entertainment services including audio-visual services.

#### **Irregularities in payments to SIS live**

2088. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state: