

- (b) if so, when this draft was sent to the State Governments;
- (c) whether any time-limit has been fixed for the State Governments to respond and if so, by when;
- (d) whether it is a fact that it is of paramount importance today to implement the provisions of said legislation; and
- (e) if so, Government's reaction thereto?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS): (a) to (e) President of India, in her address to the joint session of Parliament on 4-6-2009, announced that the Government proposes to enact a new law - the National Food Security Act -that will provide a statutory basis for a framework which assures food security for all and every family below the poverty line in rural as well as urban areas will be entitled, by law, to a certain quantity of rice or wheat per month at subsidized prices. This legislation will also be used to bring about broader systemic reform in the public distribution system.

Government is committed to enact this important legislation after due consultation and consideration. A Concept Note on the proposed legislation was circulated on 05.06.2009 and 10.06.2009 to all State / Union Territory Governments and Central Ministries concerned. The Department has also held initial consultations with the State Food Secretaries, representatives of various Central Ministries, Planning Commission, experts and other stakeholders. An Empowered Group of Ministers (EGoM) has been constituted to examine various issues including the proposed law on food security.

The National Advisory Council (NAC) is also deliberating on all aspects of the proposed law on food security. NAC has prepared a Framework Note on the Draft National Food Security Bill (NFSB) and placed the same in the public domain and sought comments by 7th March, 2011. Department of Food and Public Distribution has also sought comments from the concerned Ministries/Departments and State Governments/UT Administrations on the Framework Note. On the basis of such consultations, further action would be taken to finalize the proposed legislation.

#### **Regulation of electronic media programmes and advertisements**

\*245. SHRI B.S. GNANADESIKAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether any monitoring mechanism is maintained by Government to watch and regulate electronic media programmes and advertisements; and
- (b) if so, the details thereof and the TV channels which have violated the norms prescribed by such a regulatory body?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI AMBIKA SONI): (a) and (b) All programmes telecast on Television channels transmitted/retransmitted through cable TV network, are required to adhere to the Programme Code and Advertising Code provided in the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Ministry has set up an Electronic Media Monitoring Centre (EMMC) to monitor the content telecast on private satellite television channels. The Ministry has also constituted an Inter Ministerial Committee (IMC) to look into violations of the Programme and Advertisement Codes. IMC has representatives from Ministries of Home Affairs, Defence, External Affairs, Law and Justice, Women and Child Development, Health and Family Welfare and Advertising Standards Council of India (ASCI). IMC meets regularly and makes suitable recommendations for appropriate action in case of violations of Programme and Advertising Codes. Whenever any violation of these Codes is noticed by the Ministry, appropriate action is taken as per the above mentioned Act and Rules framed thereunder, keeping in view the nature of violation. Details of action taken against private satellite TV channels for violation of Programme and Advertising Codes during last one year is given in Statement.

**Statement**

*Details of action taken (Show Cause Notices (SCN), Warnings, Advisories and Orders issued to) against private Satellite TV channels during last one year i.e. from April, 2010 to 07.03.2011*

Sl. No	Name of the Channels	Date of SCN issued	Reasons for issue of SCN	Action Taken
1	2	3	4	5
1.	Star Annando	05.01.2010	Surrogate advertisement of liquor product through advertisement of 'Blenders Pride Music CD's'	A Warning dated 06.04.2010 issued to the channel.
2.	NDTV Good Times	05.01.2010	Surrogate advertisement of liquor product through advertisement of 'Blenders Pride Music CD's'	A Warning dated 16.04.2010 issued to the channelA
3.	IBN7	13.01.2010	Telecast of a programme showing Mr. Munir Khan advertising and advocating	Warning dated 16.04.2010 issued to the channel

1	2	3	4	5
			his treatment of serious diseases without any scientific proof.	
4.	Colors	22.01.2010	Telecast of tele-serial 'Bairi Piya'	A Warning dated 18.08.2010 was issued to the channel.
5.	Bindass	02.02.2010	Telecast of reality show 'Emotional Attyachar - Season-I'	The channel was asked to shift the timing of the reality show to 11.00 P.M. The channel shifted the programme to 11.00 P.M.
6.	NDTV Imagine	03.02.2010	Telecast of Reality show 'Raaz Pichhle Janam Ka'	No violation of Programme Code was established.
7.	MTV	03.02.2010	Telecast of reality show 'Splitsvilla-3'	A Warning dated 26.04.2010 issued to the channel with the direction to run apology scroll for three days. The channel complied with the direction.
8.	TV 5	25.02.2010	Telecast of a programme titled 'Chintamani' and 'Big Screen' showing obscene visuals	A Warning dated 18.08.2010 was issued to the channel with the direction to run apology scroll. The channel complied with the direction.
9.	Star Annando	02.04.2010	Displaying the personal mobile number of Union Rail Minister on the channel	An Advisory dated 30.09.2010 issued to the channel.
10.	SET Max	05.04.2010	Telecast of advertisement of products of 'Haywards-5000 Soda' and 'Kingfisher Packaged Drinking Water' in surrogate manner	A Directive dated 17.06.2010 issued to All TV channels, NBA and IBF for compliance of the Rule prohibiting the telecast of surrogate advertisements

1	2	3	4	5
11.	Star Gold	05.04.2010	Telecast of advertisement of a product of 'Mcdowell's Soda' in surrogate manner	A Directive dated 17.06.2010 issued to All TV channels, NBA and IBF for compliance of the Rule prohibiting the telecast of surrogate advertisements
12.	All channels	No SCN	Telecast of misleading advertisements by various TV channels	An Advisory dated 13.05.2010 issued to all TV channel and IBF & NBA
13.	All Channels	No SCN	Surrogate Advertisements	A Directive dated 17.06.2010 issued to All TV channels, NBA and IBF for compliance of the Rule prohibiting the telecast of surrogate advertisements
14.	All Channels	No SCN	Advertisements interfering with the programme	An Advisory dated 21.06.2010 issued to All TV channels, NBA and IBF for compliance of the Rule prohibiting the telecast of advertisements interfering with the programmes.
15.	Colors	No SCN	Telecast of a reality show 'Big Boss Season- 4' which was not suitable for unrestricted public exhibition.	An Order dated 16.11.2010 issued to the channel directing them to shift the timing of the show after 11.00 p.m. The channel did not comply with the direction and filed a writ petition against the above Order in Hon'ble Bombay High Court. The case is pending.

1	2	3	4	5
16.	Imagine TV	No SCN	Telecast of a reality show 'Rakhi Ka Insaaf' which was not suitable for unrestricted public exhibition.	An Order dated 16.11.2010 issued to the channel directing them to shift the timing of the show after 11.00 p.m. The channel complied with the direction and shifted the time of the programme to 11.00 p.m.
17.	NDTV India	26.04.2010	Telecast of nude images of Tennis Player 'Serena William'	A Warning dated 16.11.2010 issued to the channel.
18.	FOX History Channel	26.04.2010	Telecast of programme 'Madventures' which showed visuals of a man lying naked with 'Sushi' spread on him.	A Warning dated 23.08.2010 issued to the channel.
19.	Jai Hind TV	26.04.2010	Telecast of programme 'Life Sketches' which depicted women in an obscene manner.	A Warning dated 23.08.2010 issued to the channel.
20.	SS Music	13.05.2010	Telecast of programme titled 'Sizzling Hits' which appeared to be obscene and vulgar	An Order dated 16.11.2010 issued to the channel prohibiting the channel from its transmission/re-transmission for 7 days. The channel moved to Hon'ble High Court of Madras against this order. The Hon'ble High Court set aside the above order. This Ministry has filed an appeal in the Hon'ble Court which is pending.
21.	Colors	02.6.2010	Telecast of an episode of the serial 'Balika Vadhu' which denigrates children	No violation established

1	2	3	4	5
22.	Zee Telugu	14.06.2010	Telecast of vulgar, indecent and obscene reality show titled 'Aata'	An Advisory dated 16.11.2010 issued to the channel.
23.	Star Plus	30.06.2010	Telecast of the tele-serial 'Pratigya' containing remarks against a particular community	An Advisory dated 16.11.2010 issued to the channel.
24.	All Channels	No SCN	To follow Rule 6 (1) (n) of Cable Television Networks Rules, 1994 to telecast films or films' promos or trailer etc. alongwith CBFC Certificate	An Advisory dated 06.01.2011 issued to all TV channels and IBF to follow Rule 6 (1) (n) of Cable Television Networks Rules, 1994 to telecast films or films' promos or trailer alongwith CBFC Certificate
25.	Hungama	06.07.2010	Telecast of the animated tele-serial 'Shin Chan' containing obscene and indence content	No violation established.
26.	Star Plus	26.08.2010	Telecast of tele-serial 'Tere Liye' containing remarks against a particular community	A Warning dated 28.02.2011 was issued to the channel.
27.	TV 5	11.10.2010	Telecast of factually incorrect news item regarding the death of Dr. Y.S. Rajashekar Reddy, Former CM of Andhra Pradesh	Matter is under consideration.
28.	Colors	09.12.2010	Telecast of reality show "Bigg Boss -4" not suitable for unrestricted public exhibition	An Order dated 23.12.2010 issued to the channel directing to shift the programme anytime after 11.00 p.m. and to run apology scroll. The channel obtained a stay

1	2	3	4	5
				on this order from Hon'ble Bombay High Court. The programme came to an end in January, 2011.
29. Colors	29.12.2010	Telecast of a tele-serial 'Rishto Se Badi Pratha' - denigrating women and not suitable for unrestricted public exhibition.		Final Order under issue.
30. Imagine TV	30.12.2010	Telecast of tele-serial 'Armaanon Ka Balidaan - Arakshan'		An Advisory dated 23.02.2011 was issued to the channel.
31. News Live	12.01.2011	Telecast of a news item defaming an individual.		The reply from the channel to the Show Cause Notice is awaited.
32. Ten Cricket	25.01.2011	The Channel violated Rule 7(10) of Advertising Code while showing live telecast of cricket match between South Africa and India		The matter is under consideration.
33. Bindass	22.02.2011	Telecast of the programme 'Emotional Atyachar - Season 2' containing obscene visuals and indecent and vulgar language.		The reply from the channel to the Show Cause Notice is awaited.

#### Setting up of beneficiation plants

\*246. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of MINES be pleased to state:

(a) whether large quantities of iron ore fines are generated during the course of mining, in some cases to the extent of 60 per cent of iron ore mines, which are not fit for use in blast furnaces without beneficiation;