

on such TV channels are to be strictly as per the Programme and Advertising Code prescribed in the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

The Programme Code already provides, *inter-alia*, that no programme should be carried in the cable service which encourages superstition or blind belief. Like-wise, Advertising Code provides, *inter-alia*, that no advertisement shall contain references which are likely to lead the public to infer that the, product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.

Some instances of telecast of programmes and advertisements relating to superstitious beliefs and supernatural property of products, have come to the notice. Appropriate action is taken as per the said Act in case of violations of Programme and Advertising Codes. The Ministry issued an Advisory to all the TV channels on 13.5.2010 to follow the said provisions of the Advertising Code. The Ministry has also issued a Show Cause Notice recently to a particular channel for telecast of a superstitious programme.

Recovery of dues by Doordarshan

2848. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a large number of producers including Adhikari Brothers, Cinevistas, Sagar Arts, etc. have not paid dues to Doordarshan;

(b) if so, the details of amount which is likely to be recovered from producers with their names and the amount due from each producer; and

(c) the steps Government has taken to recover the money from these defaulting producers, so far?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) Prasar Bharati has informed that Adhikari Brothers, Cinevistas, Sagar Arts, etc. have not paid certain dues to Doordarshan. The arbitration proceedings have been initiated against these agencies.

The outstanding dues against these agencies are given as below:—

Name of Producers	Name of Agency	Amount Due
Adhikari Brothers	Film Crafts	Rs. 29,89,84,159
Cine vista	Fame Commercial	Rs. 11,37,03,230
Sagar Arts	Sagar Arts Enterprises	Rs. 4,99,43,608

Prasar Bharati has further informed that Doordarshan Commercial Service does not maintain the outstanding dues producer-wise, as business is being done by the agencies not by the producers. The details of the outstanding dues are given in the Annexure. [See Appendix 223 Annexure No. 17]

(c) Prasar Bharati has informed that regular efforts are made by Doordarshan to recover the outstanding dues which includes (i) reminders being sent to defaulting agencies to liquidate their outstanding dues; (ii) their Bank Guarantees being encashed and accreditation status being frozen and put on advance payment; (iii) legal action being initiated against the defaulting agencies; and (iv) arbitration/court cases being filed.

Transmission of AIR programme in rural areas

†2849. SHRI MOHAN SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether provision has been made for the transmission of AIR's programmes in far-flung rural areas;

(b) the attempts made to make AIR news extensively accessible as is still the prime source of information for the citizens living in far-flung rural areas;

(c) whether Government has fulfilled the demands of all the employees of AIR regarding payment of salary on time, allowances and their regularization; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) Prasar Bharati has informed that presently, AIR has terrestrial coverage (primary) of 91.85% (by area) and 99.18% (by population) which includes the rural as well as urban areas.

(b) The power of 28 Transmitters of AIR is being upgraded during Eleventh Plan. 297 Transmitters of various capacities are being installed throughout the country during Eleventh Plan. Reception of AIR programmes through terrestrial transmission in the uncovered areas shall be enhanced after implementation of the above schemes.

(c) and (d) The payment of salary and allowances is made in time to the employees of AIR. As per rules, there is no provision for regularization of Casuals in AIR.

Illegal activities by TV channels and newspapers

2850. SHRI PRAVEEN RASHTRAPAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is aware of the illegal activities by the TV channels and newspapers owned by Rupert Murdoch as undertaken in UK and USA;

†Original notice of the question was received in Hindi.