

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) Yes, Sir.

**(i) Doordarshan:**

Doordarshan Archives preserves and restores the programmes/recordings of freedom fighters and patriots which were recorded from time to time by its various Kendras.

**(ii) All India Radio:**

The original audio speeches of Prime Ministers, Presidents and some great patriotic leaders are preserved in the Sound Archives of All India Radio.

**(iii) Films Division:**

Films Division (FD) has made many documentary films on freedom fighters/ national leaders which include their speeches wherever recorded. Films Division has also made a series of films on freedom struggle held from 1857 to 1947. These films have been digitalized in the high definition format.

**(iv) National Film Archive of India:**

National Film Archive of India (NFAI) also preserved some of the documentary footages of great patriotic leaders and moments of freedom struggle.

(b) Documentary films on freedom fighters/freedom movement are shown by FD at schools and other educational institutes, as and when requests are received. Between 2006 and 2010, Films Division organized 46 such film screenings.

(c) No, Sir.

**Advertisement on death and birth anniversaries**

†2076. SHRI BALVANT ALIAS BAL APTE:

SHRI ANIL MADHAV DAVE:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government issues the advertisements on the death and birth anniversaries of the former Prime Ministers and national leaders through its various Ministries/Departments;

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†Original notice of the question was received in Hindi.

(b) if so, the number of such advertisements issued during each year of the last three years and the current year, and the expenditure incurred thereon;

(c) whether any guidelines have been issued to govern such advertisements;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) Yes, Sir.

(b) The data is being collected and will be laid on the Table of the House.

(c) to (e) No, Sir. The client Ministries/Departments take their own decision in the matter.

#### **Digitizing Cable TV System**

2077. SHRI PARIMAL NATHWANI: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

(a) the socio-economic implications of Government's ordinance for digitizing cable TV system; and

(b) to what extent it would inflict an additional burden on cable TV operator and customers?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) With the digitization of cable TV system, the service providers will be able to carry large number of TV channels in their network, as compared to those presently carried by analog cable TV system. Besides, the digital cable TV network has enhanced capability to carry additional innovative services like triple play with broadband, value added service and interactive services such as video-on-demand, gaming etc. With the addressability, the broadcaster would be able to carry on their business transaction on auditable and verifiable subscriber bases instead of negotiated bases. With the provisions of addressability the consumer will be able to choose the channels of their choice on a-la-carte basis and pay only for the channels subscribed. This will enable the consumers to budget their bill as per choice and affordability. The implementation of digital addressable Cable TV system will bring about complete transparency in business transactions in the sector which in turn will ensure that tax collection by the Government matches to