

(c) to (e) There is no pre-censorship of advertisements telecast by private satellite TV channels. However, all such channels are required to telecast advertisements strictly as per the Advertising Code contained in Rule 7 of the Cable Television Networks Rules, 1994, which also contains the self-regulating code of ASCI. The said advertising code provides for a whole range of principles to be followed by the private satellite TV channels. The Government has set up an Electronic Media Monitoring Center to monitor private satellite TV channels with a view to observing violations of Programme and Advertising Codes. An Inter-Ministerial Committee has also been set up to consider cases of violations and make appropriate recommendations. Whenever any violation of Advertising Code is noticed, necessary consultation with the ASCI is undertaken and appropriate action taken. In the recent past, quite a few television advertisements were either modified or withdrawn by the Ministry through the instrumentality of ASCI. In view of this, no alternate mechanism is warranted.

Advertising budget

2836. SHRI ANIL MADHAV DAVE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the amount of advertising budget spent by various Ministries separately for advertising in various print and electronic media through Directorate of Advertising and Visual Publicity (DAVP) on the birth anniversary of former Prime Minister Shri Rajiv Gandhi in 2011; and

(b) the details of the same on the birth anniversary of former Prime Minister Shrimati Indira Gandhi in that year?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) Rs.4,79,73,656/- was spent on print media advertisement on the occasion of Birth Anniversary of Shri Rajiv Gandhi in 2011 by the following Ministries :

| | |
|-------------------------------------|------------|
| Health & Family Welfare | Rs.9541797 |
| Housing & Urban Poverty Alleviation | Rs.6548960 |
| Information and Broadcasting | Rs.5820034 |
| Micro, Small & Medium Enterprises | Rs.2179163 |
| New & Renewable Energy | Rs.8220427 |
| Social Justice | Rs.5150978 |
| Tourism | Rs.7980689 |
| Woman and Child Development | Rs.2531608 |

No campaign was released through electronic media on this occasion.

(b) Rs.2,46,65,725/- was spent on print media advertisement on the occasion of Birth Anniversary of former Prime Minister Shrimati Indira Gandhi in 2011. Ministry-wise details are as under:

| | |
|---------------------------------------|-------------|
| DONER | Rs.2547836 |
| Information and Broadcasting | Rs.6099546 |
| Micro, Small & Medium Enterprises | Rs.4119867 |
| Social Justice | Rs.5640710 |
| Statistics & Programme Implementation | Rs.2290709 |
| Water Resources | Rs. 1990168 |
| Woman and Child Development | Rs. 1976889 |

No campaign was released through electronic media on this occasion.

Modernisation of Jyoti Chitraban, Guwahati

2837. SHRI BIRENDRA PRASAD BAISHYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has received any proposal from Assam regarding modernization and upgradation of Jyoti Chitraban at Guwahati with latest/hi-tech equipments and machineries to acquire quality training and production;

(b) if so, the details thereof and the present status of the proposal; and

(c) by when the said proposal is likely to be finalized?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) to (c) The subject matter of the Question pertains to Ministry of Development of North Eastern Region. As per the information provided by that Ministry the project namely "Modernisation and Upgradation of Jyoti Chitraban at Guwahati with latest/hi-tech equipments and machineries to acquire quality trainings and production" has not been received from the State Government for the current year's Priority List under Non Lapsable Central Pool of Resources (NLCP). However, the Ministry of Development of North Eastern Region has informed that from the Priority List of 2006-07 of Assam, a project titled "Development and Upgradation of