(d) There is no proposal at present to grant permanent status to these contractual employees.

Alternate arrangement for monitoring advertisements

†2835. SHRI RAVI SHANKAR PRASAD:

SHRI SHIVANAND TIWARI:

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

(a) whether it is a fact that the Advertisement Standards Council of India is monitoring the authenticity of advertisements in the county;

(b) if so, the details thereof;

(c) whether it is also a fact that despite the above monitoring system, indecent and unauthentic advertisements are being broadcast;

(d) if so, whether Government would make any alternate arrangement therefor; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHARY MOHAN JATUA): (a) and (b) The Advertising Standards Council of India is a self regulatory body for advertising content, which has been in operation since 1985. It has a self regulatory advertising code and an independent Consumer Complaints Council (CCC) which receives and adjudicates the complaints against advertisement from public. The self-regulatory code of ASCI has been incorporated in the Advertising Code contained in the Cable Television Networks Rules, 1994. ASCI's advertisement code's objective is to ensure that all advertisements comply with following principles. Advertisements should be:

- Truthful and fair to consumers and competitors.
- Within the bounds of generally accepted standards of public decency and propriety.
- Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors to a degree unacceptable to society at large.
- Fair in competition.

---

†Original notice of the question was received in Hindi.

(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