

(c) Initially these schemes were formulated for implementation during Eleventh Plan.

The observations of Standing Committee on Information Technology in respect of the above mentioned projects are reproduced below :

According to the Ministry, at the beginning of the Eleventh Plan the Ministry had formulated 86 schemes. However, at the time of Zero Based Budgeting exercise undertaken by the Planning Commission in May, 2007, the total number of schemes was reduced to 65. During examination of the previous year Demands for Grants (2010-11), the Committee had noted that out of total 38 new schemes, 13 schemes were awaiting approval and out of 28 on-going schemes, approval for 2 schemes was pending. Thus in total 15 schemes were pending clearance/approval. Having observed that delay in approval of the schemes was one of the factors responsible for under utilization of outlay, the Committee in their Sixth Report on Demands for Grants (2010-11) had desired that the Ministry should work out a more streamlined approval system. In spite of that four important schemes of the Ministry which include Global Film School, Setting up of National Centre of Excellence for Animation, Gaming and Special Effects, National Film Heritage Mission under Film Sector and International Channel under Broadcasting Sector are still awaiting approval/clearance even when Annual Plan 2011-12 is the last year of Eleventh Plan. The Secretary of the Ministry during the course of oral evidence admitted that it is quite late particularly when the Eleventh Plan is going to end at the end of the current financial year. The Committee disapprove the way projects are being planned by the Ministry. All the above schemes were formulated at the beginning of the Eleventh Plan and in the process four precious year have already been lost and even then the schemes of the Ministry are awaiting approval/clearance. It clearly indicates that there are serious problems in the whole planning process which is not conducive for the overall functioning of the Ministry. The Committee desire that the Ministry should work out a more streamlined approval system so that the situation of non-clearance of the schemes does not persist. The Committee recommend that the Ministry should take corrective measures so that the situation of non-clearance of schemes does not repeat during the Twelfth Plan.

#### **Promotion of Telugu films**

3317. SHRI JESUDASU SEELAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government proposes to promote Telugu films in the industry; and

(b) if so, the details thereof along with the mechanism/manner in which Telugu films and music are likely to be promoted in the country and abroad?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN) : (a) and (b) The Ministry of Information and Broadcasting has executed its Plan Scheme under the Eleventh Five Year Plan for "Production of Feature Films in various regional languages" through NFDC which aims at promoting new talent and production of films in all Indian languages including Telugu.

During the Cannes International Film Festival-2011, NFDC on behalf of the Ministry of Information and Broadcasting, introduced and showcased 6 emerging filmmakers from India. Shri Sekhar Kammula, from the Telugu Film Industry was a part of this team of emerging young filmmakers from India for promoting Indian Films abroad.

#### **Regulation of print media**

3318. SHRI A. ELAVARASAN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether the Panel commissioned by the Ministry proposed to bring the print media under the relevant regulator to check the growing instances of cross-media ownership resulting in accumulation of interests in the hands of a few;

(b) if so, the details thereof;

(c) whether the panel also mooted for changes in the legal framework to allow Telecom Regulatory Authority of India (TRAI) and the Competition Commission of India to work together to deal with all instances of violation of cross-media ownership norms;

(d) if so, the details thereof; and

(e) whether, under the proposal, TRAI and TDSAT would work at the ownership of print media also?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA) : (a) and (b) Ministry of Information and Broadcasting commissioned a study on Cross-Media ownership which was conducted by the Administrative Staff College of India (ASCI), Hyderabad. The study recommended *inter alia* that a convergence regulator to cover all media across print, broadcasting and telecom must be established and in view of the emerging convergence, such regulatory framework must be aligned to address competition concerns across the media spectrum. TRAI has also made recommendations on the issues relating to cross-media ownership and has recommended that necessary safeguards should be put in place to ensure that plurality and diversity are maintained across the three media segments of print, television and radio.