

- (6) The picture and the audible matter of the advertisement shall not be excessively loud;
- (7) No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.
- (8) Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.
- (9) No advertisement which violates the Code for self-regulation in advertising, as adopted by the Advertising Standard Council of India (ASCI), Mumbai, for public exhibition in India, from time to time, shall be carried in the cable service.
- (10) All advertisement should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz., use of lower part of screen to carry captions, static or moving alongside the programme.
- (11) No programme shall carry advertisements exceeding twelve minutes per hours, which may include up to ten minutes per hour of commercial advertisements, and up to two minutes per hour of the channel's self-promotional programmes.

Complaints on TV channels in border districts

4084. SHRI ANIL MADHAV DAVE: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has received complaints about poor reception of national television channels in bordering districts, especially in Jammu and Kashmir and Arunachal Pradesh;
- (b) how many TV transmitters are currently functioning in these border districts;
- (c) whether Government proposes to strengthen and improve the Prasar Bharati (TV and Radio) services, in border districts of North Eastern States and Jammu and Kashmir; and
- (d) if so, the details thereof with funds allocated and utilized therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) Prasar Bharati has informed that complaints about poor TV reception in border districts including those of Jammu & Kashmir and Arunachal Pradesh are occasionally received.

(b) Presently 273 TV Transmitters of varying power are functioning in the border districts.

(c) and (d) Prasar Bharati has been assigning priority to strengthen and improve TV and Radio service in border areas in their expansion plans formulated from time to time. Special Packages for expansion & improvement of Doordarshan and AIR services in Jammu & Kashmir and North-East have also been implemented.

For further strengthening & expansion of Radio and TV terrestrial coverage in J & K, a scheme involving an outlay of Rs. 100 crore has been approved in 11th Plan which inter-alia includes projects of establishment of five high power TV Transmitters in J & K (Kashmir region-1, Jammu region-3 and Ladakh region-1).

Special Package for expansion & improvement of Doordarshan services in NE States (Ph.II) was approved in May, 2006, with an outlay of Rs. 70.82 crore (capital) for hardware schemes and an expenditure of Rs. 48.22 crores has been incurred against this. Special Package for Expansion & Improvement of DD services in J & K (Ph.II) was approved in September, 2007 with an outlay of Rs. 19.97 crores (capital) for hardware schemes. An amount of Rs. 15.97 crore has been incurred against this.

Apart from the coverage through terrestrial network, multi channel AIR coverage through Doordarshan's free-to-air DTH service "DD Direct Plus" has also been provided in the entire country. It is possible to receive DTH signals anywhere in the country including border districts of North-Eastern States and J & K with the help of small sized dish antenna receive units.

Following Special Packages/Schemes have been approved during 10th and 11th Plan, for expansion of AIR services in border districts of North-Eastern States and J & K:

Sl. No.	Special Package	Fund allocated (Rs. in Cr.)	Funds utilized (Rs. in Cr.)
1.	J & K Special Package (Ph. II)	25.70	16.10
2.	J & K Special Package (Ph. III)	100.00*	0.68
3.	NE Special Package (Ph. II)	132.52	75.72
4.	New Schemes for J & K and North Eastern States under normal Plan	73.51	12.96

*Approved in 2010

In order to provide better quality signals in the uncovered/fringe areas of border districts of J & K and NE States in the above said schemes, the power of 7 Nos. of existing Transmitters is being upgraded. 6 Nos. of existing transmitters are being replaced and 132 Nos. of new Transmitters of various capacities are being installed apart from augmentation of power supply equipment.

Financial status of Prasar Bharati

4085. SHRI A. ELAVARASAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the public broadcaster, Prasar Bharati, is in danger of a complete exhaustion of its resources and making it financially liable to Government;

(b) whether it is a fact that during the last four years, against average annual earnings of Rs. 1,100 crore, Prasar Bharati has posted an average deficit of Rs. 1,500 crore;

(c) if so, the details thereof;

(d) whether the Prasar Bharati has initiated any steps to raise revenues to meet operational cost and set its house in order; and

(e) if so, the details thereof;

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN) : (a) to (c) Prasar Bharati has informed that, there has been an increase in expenditure during the last few years mainly impacted by implementation of various recommendations of 6th Central Pay Commission, while the Government grants have remained static during these years. The details of revenue earned and budget gap met out of IEBR support are shown in the table below:

Description	2008-09	2009-10*	2010-11*	(Rs. in crore)
				2011-12 (upto February 2012)*
Revenue earned	1096.80	1176.26	1310.26	1182.82
Total Expenditure	2227.72	2682.80	2547.02	2850.96
Deficit met out of IEBR	1090.60	1435.59	1134.67	1388.61

*Subject to reconciliation of accounts.