

The obligation to furnish information under the amended rule 10A has been incorporated as one of the terms and conditions of registration of cable operator under Rule 5A and MSOs under rule 11D.

(c) and (d) The Government has set up a Task Force for implementation of Digital Addressable System (DAS), which has been planned in a phased time bound manner with sunset date for complete switch off of analogue services by December, 2014. The Task Force in its various meetings has been constantly monitoring the progress of implementation of DAS as also the pace of seeding of STBs in the four metros and has been interacting with all concerned stakeholders to ensure implementation of DAS in the four metros by 31.10.2012. In this regard, the credibility of the information provided by the MSOs and LCOs as also its timely submission is of paramount importance. Therefore, in order to ensure that the information sought by the Government is accurate and timely the Cable Television Networks Rules, 1994 have been amended *vide* notification dated 6th July, 2012 to ensure smooth implementation of DAS within the stipulated time-frame.

#### **Comprehensive media policy**

2378. SHRIMATI RENUKA CHOWDHURY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government with a view to integrate all segments, is coming up with a comprehensive media policy;

(b) if so, the details thereof; and

(c) the views expressed by the Press Council of India in this regard and the recommendations made thereon?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) At present there is no such proposal under consideration of the Government. However, the National Innovation Council, as part of their initiative to create an institutional framework for innovation in Government, has facilitated the setting up of Sectoral Innovation Councils in different sectors of the Union Government. The Sectoral Innovation Council (SInC) for the Ministry of Information and Broadcasting, while submitting its report, has recommended that a need has been felt for a comprehensive policy that integrates all existing media segments; addresses the emergent issues; adjusts the regulating directions to the new ground reality. Hence, the Government should bring out a National Media Policy that address the new media landscape and changing societal need.

(c) No views are expressed by the Press Council of India on the recommendation of Sectoral Innovation Council (SInC) pertaining to comprehensive media policy. However, Press Council of India is of the view that there is need to bring the electronic media (both broadcast and social media) within the purview of the Press Council Act.

#### **FM radio in rural areas**

2379. SHRI T.M. SELVAGANAPATHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that, in a move to bring FM Radio in rural areas, Government would consider allowing small towns with population of about 1 lakh to have FM stations with a limited footprint;

(b) if so, the details thereof;

(c) whether it is also a fact that cost of frequency for these non-news channels would be just Rs. 50 lakh; and

(d) if, so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) The Government through an order dated 25.07.2011, has issued the "Policy Guidelines on Expansion of FM radio broadcasting services through private agencies (Phase-III)" which is intended to cover all cities with a population of above one lakh. However, 11 cities in border areas of Jammu & Kashmir and North East States even though they are having a population of less than 1 lakh have also been included in the list of cities for strategic reasons and to counter cross border propaganda. Details are given in Statement (*See below*).

Presently, All India Radio (AIR) FM service is provided from 223 places across the country and its terrestrial coverage in FM mode is 29.18% by area and 41.43% by population, which includes population living in rural areas as well. In order to further augment the FM terrestrial coverage in rural areas, low power FM Transmitters (100 Watt) with a limited footprint are being installed at 186 small towns in the country.

(c) No, Sir.

(d) Does not arise.