

As the recommendations of the Committee are to be acted upon by the Industry the report was sent to the Indian Broadcasting Foundation for appropriate action. Broadcast Audience Research Council (BARC) has been incorporated by the industry. The Broadcast Audience Research Council has initiated the process to put in place a system for the purpose and is likely to start publishing rating reports by July, 2013.

Radio station in Pithoragarh

†1628. SHRI MAHENDRA SINGH MAHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) by when the radio station in Pithoragarh, Uttarakhand was approved;
- (b) when the construction work of its building was completed;
- (c) the details of reasons for not starting the broadcasting services from this building ever since the completion of the construction work of the building;
- (d) whether the ministry would take action against the erring officials and if not, the reasons therefor; and
- (e) the number of staff working in this station and the funds allocated every years by the Ministry for this station?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN): (a) Prasar Bharati has informed that the scheme of setting up of 1 kW MW Radio Station (Relay) at Pithoragarh was approved during 7th Five Year Plan. A 100 Watt FM Transmitter approved under "New Scheme" of 11th Plan is also being installed which is likely to be completed during this year.

(b) The construction work of the 1 kW MW Transmitter building was completed in 1997.

(c) The radio station at Pithoragarh had already been operationalised w.e.f. 10.06.1997. At present, this station relays the programmes of AIR, Almora in a single transmission (evening) per day.

(d) Does not arise.

†Original notice of the question was received in Hindi.

(e) At present, seven (7) numbers of staff are working at this station and amount of Rs. 38 lacs (approx) is being allocated annually by Prasar Bharati for Operation & Maintenance of this station.

Digitization target

1629. SHRI RAJIV PRATAP RUDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether several States in the country are yet to achieve the digitization targets set by the Ministry;

(b) if so, the reasons therefore and the details of extent of digitization in cities, till date;

(c) whether there are specific objections being raised by the cable operators that have led to extending the deadline for cable digitization;

(d) if so, the details thereof; and

(e) whether Government is taking steps to resolve such issues?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) The mandatory introduction of Digital Addressable Systems (DAS) in the Cable TV Services is being implemented on a pan India basis in four phases wherein in the first phase, four metros of Delhi, Mumbai, Kolkata & Chennai will be shifted to digital addressable system by 30.10.2012. In the second phase, 38 cities with a population greater than one million, will be covered by 31st March 2013. In the third phase all other urban areas (municipal corporations/municipalities) except cities/towns/areas covered in Phase-I and Phase-II will undertake digital transition by 30th September, 2014 and in the fourth Phase, the remaining areas will be covered by 31st December, 2014.

(c) to (e) The deadline for implementation of DAS in the four metro cities in the first phase has been extended to 31.10.2012 on account of the fact that the Ministry has been closely monitoring availability and installation of STBs in all the four metro cities the Ministry's assessment in the month of June 2012 had shown that as against the requirement of 133 lakhs STBs only about 39.0 lakh STBs were installed by the Industry. Since more than 94 lakh people did not have STBs by the end of June 2012, which could have rendered there TV screens blank causing