

un-electrified (UE) villages and 22,635 partially electrified (PE) villages have been taken up for electrification under Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY) and out of these electrification works in 6,792 UE villages and 10,413 PE villages have been completed.

(b) Ministry has proposed to Planning Commission to continue RGGVY to cover all remaining villages in 12th Plan.

(c) Overall under RGGVY, 1,12,795 un-electrified villages and 3,96,790 partially electrified villages have been covered and electrification work in 1,05,550 un-electrified villages and 2,68,196 partially electrified villages has been completed and is in progress in the remaining villages.

Revamping of TRP mechanism

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

(a) whether Government has decided to revamp the Television Rating Point (TRP) mechanism, as suggested by Government-appointed Dr. Amit Mitra panel;

(b) if so, the details thereof;

(c) whether the move comes after the broadcaster and advertisers' body repeatedly missed the time-line proposed by the Ministry to streamline the TRP business in the country;

(d) if so, the details thereof;

(e) whether Government is also keeping a close watch on the roll out of revamped TRP system, as promised by Broadcast Audience Research Council (BARC); and

(f) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI AMBIKA SONI): (a) and (b) Government had constituted a Committee under the chairmanship of the former Secretary General of FICCI Dr. Amit Mitra to review the existing Television Rating System (TRP) systems in India and suggest measures to bring in place an effective mechanism for a transparent Television Rating System in India. The Committee submitted its report to the Ministry in November 2010. Major recommendations of the Committee are as below:

- i) Self regulation of TRPs through an industry body i.e. Broadcast Audience Research Council (BARC).
- ii) BARC should have a 12 Member Board including Broadcasters, Advertisers, Advertising Agencies and the Public Service Broadcaster.
- iii) A High Powered Committee should be constituted within BARC to guide them in the area of research, design and analysis. Recommendations of the High Powered Committee would be binding on BARC.
- iv) BARC should set up a complaint redressal mechanism for public grievances.
- v) The sample size of the homes having public meter should be increased from the existing 8000 to 15000 over a period of 2 years and then to 30000 meter in the next three years.
- vi) The sample size should be representative of urban and rural areas, small towns in Jammu & Kashmir and North East.
- vii) There should not be any cross holding between the rating agencies broadcasters, advertisers and the advertising agencies to avoid conflict of interest.
- viii) The TRP measurement process should consist of four stages and each stage should be separately commissioned to different agencies for achieving unbiased and reliable results.
- ix) The guidelines set out in the TRAI report of 2008 on the key eligibility conditions of rating agencies should be followed.
- x) The Committee further recommended that BARC should initiate changes within its Board and appoint the High Powered Committee within an appropriate timeframe.

(c) and (d) As the recommendations of Dr. Mitra's Committee were to be acted upon by the Indian Broadcasting Foundation (IBF), the Report was sent to them in January 2011 for necessary action. Ministry has constantly followed up the matter with IBF asking them to operationalize BARC and put in place a transparent and credible TRP Measurement System. After constant persuasion by the Ministry, IBF finally registered BARC in July 2010 under Companies Act, 1956. However, even though BARC has been registered, recommendations of Dr. Mitra's Committee have not yet been implemented by them.

(e) and (f) Ministry has been regularly reviewing the progress made by BARC towards setting up of a transparent and credible TRP measurement system in India as per recommendations of Dr. Mitra's Committee. BARC has recently informed the Ministry that action has been taken by them to constitute a BARC Advisory High Table. They have also intimated that it has been decided by them to appoint a Technical Committee to proceed with the operational tasks for putting up a TRP measurement mechanism.

Rain enhancement techniques

†*212. SHRI ISHWARLAL SHANKARLAL JAIN: Will the Minister of EARTH SCIENCES be pleased to state:

(a) whether Government has conducted any study regarding rain enhancement with the help of modern techniques, keeping in view of decreasing rainfall year by year;

(b) if so, the details thereof;

(c) if not, the reasons therefor;

(d) whether Government has taken any steps to find out the reasons behind the continuous decrease in rainfall in the country; and

(e) if so, the details thereof?

THE MINISTER OF EARTH SCIENCES (SHRI VAYALAR RAVI): (a) Yes Sir.

(b) A multi-year research observational campaign entitled, "Cloud Aerosol Interaction and Precipitation Enhancement (CAIPEEX)" is conducted by the Indian Institute of Tropical Meteorology (IITM), Pune during the period 2009-2011 over different parts of the country. The objectives of the program were: (1) to understand the role of aerosols in the rainfall processes in the clouds and (2) to carry out cloud seeding experiments in research mode for rain enhancements using modern techniques.

During the period May to September 2009, the cloud and aerosol observations were conducted over different parts of country using instrumented aircraft Total 220 hrs of flying was done. In the monsoon and post-monsoon seasons of 2010 and 2011, the cloud seeding experiments were conducted over the rain-shadow areas of peninsular India from Hyderabad base. Total 200 and 250 hours of flying was done in the years 2010 and 2011 respectively.

†Original notice of the question was received in Hindi.