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13.	Telecast of advertisement of 18 again	Z NEWS ABP NEWS	ASCI intimated that the complaint has been upheld and the Advertiser has voluntarily withdrawn the advertisement.
14.	Telecast of advertisement of Passport deodorant Sony TV	Sony	The matter has been referred to ASCI for appropriate action.

#### Promotion of DD Direct Plus

‡4244. SHRI ASHK ALI TAK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has prepared any schemes to promote DD Direct Plus DTH Service of Doordarshan; and

(b) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) The Government has approved a scheme of upgradation of Doordarshan's Direct-to-Home (DTH) platform for 97 TV channels as part of Eleventh Five Year Plan. Action for augmentation of channel capacity of Doordarshan's DTH platform is under process. Moreover, efforts are on to bring Regional Language channels on DD-Direct Plus Platform to make the DTH bouquet more attractive. The DD DTH platform is being upgraded with encrypted signals to ensure better marketing of the platform.

(b) Does not arise.

#### Time limit for advertisements

‡4245. DR. PRABHA THAKUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any time-limit has been fixed by TRAI or the Ministry on advertisements carried during programmes on various news and other channels on TV; and

‡Original notice of the question was received in Hindi.