

- (b) if so, the details thereof;
- (c) whether it is a fact that the move has drawn sharp reactions from prominent journalists and experts; and
- (d) if so, the details thereof and Government's reaction thereto?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) to (d) The Chairman, Press Council of India has constituted a Sub-Committee to consider all aspects relating to need for qualification for entry into the profession of journalism. Shri Shravan Garg, Member, PCI is the convener of the Sub-Committee with other members of the PCI, Shri Rajeev Sabade, Shri Rajeev Ranjan Nag, Shri Gurinder Singh, Shri Sunit Tandon, Director, Indian Institute of Mass Communication (IIMC) and Dr. Ujjawala Barve, Associate Professor, Department of Journalism, University of Pune as members of the Sub-Committee. The Sub-Committee has invited views of the stakeholders on the subject, however no written reaction has been received by the Council so far.

Jurisdiction of PCI

3018. DR. CHANDAN MITRA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government proposes to expand the Jurisdiction of Press Council of India (PCI) to include television and rechristen it as the Media Council;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the fresh steps taken by Government to tackle and regulate the new phenomenon of paid news especially during general elections?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) to (c) The Press Council of India (PCI) has proposed to the Government for amendments in the Press Council Act, 1978 to bring electronic media under the jurisdiction of the PCI.

- (d) The Press Council of India, an autonomous statutory body set up to improve the standards of newspapers and news agencies in the country has taken cognizance of the phenomenon of paid news during the last General Elections and released a Report on Paid News. The PCI had also constituted an Election Coverage Monitoring

Committee for investigating complaints of paid news during the Gujarat Assembly elections in December, 2012. The Council has also set up a Committee for investigating complaints of paid news during the elections of Karnataka Assembly scheduled to be held in May, 2013.

The Election Commission has also initiated measures to check incidents of election time paid news. The Commission has issued instructions to Chief Electoral Officers of all the States to constitute District level and State level Media Certification and Monitoring Committees (MCMCs) for scrutiny of paid news. These Committees have been instructed to do vigorous scrutiny of electronic media, print media and other modes of mass communication in order to locate political advertisements in the garb of news coverage appearing during the election period. In addition, the Commission has also constituted a Committee at its own level to examine references from State level MCMCs and to support policy formulation for issues related to paid news and those related to usage of electronic and print media for campaigning by parties and candidates.

Time restriction on advertisements in TV channels

3019. SHRI BALWINDER SINGH BHUNDER :

DR. K.P. RAMALINGAM :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that TRAI has proposed a restriction of 12 minutes advertisements in one hour for every channel;

(b) if so, the details thereof;

(c) whether it is also a fact that channel operators and Indian Broadcasting Foundation have represented against the proposal; and

(d) if so, the details thereof and the stand of Government in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) and (b) Telecom Regulatory Authority of India (TRAI) has informed that after following the due process of consultation, TRAI made a Quality of Service Regulation, namely the “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013” which was notified on 22-03-2013 and has come into effect from the date of notification. Regulation 3 of the said Regulations prescribes a limit of 12