

Council (CCC) in this respect during 2012 and the current year, till date, month-wise;

(c) the details of the action taken thereon, so far; and

(d) the steps being proposed to ensure strict action against misleading advertisements?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) The Advertising Standards Council of India (ASCI) has informed that they have set up a new initiative wherein advertisements which are extremely inappropriate, indecent, vulgar and against public interest are suspended pending investigation. In cases where it appears prima facie that an advertisement is in serious breach of the ASCI code and its continued transmission on any medium causes or has the effect of causing public harm, then ASCI would, pending investigation, forthwith direct the advertiser/the advertising agency/the media buying agency and the media concerned, to suspend the advertisement.

(b) to (d) ASCI has informed that in 2012-13 they have received 2954 complaints against 784 advertisements. 640 of these complaints have been upheld and the advertisers have been asked to withdraw or modify the advertisements. More than 90% of the advertisers have complied with the orders of ASCI. ASCI informed that they will be writing to the concerned Ministries so that they can take appropriate action against the advertisers who do not comply with the ASCI orders.

Decrease in regional films

3629. SHRI ANIL DESAI:

SHRI SANJAY RAUT:

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

(a) whether it is a fact that there is a decrease in the number of regional films due to lack of interest and awareness;

(b) whether regional films dubbed in other languages require right promotion, marketing and distribution; and

(c) if so, what steps the Ministry is taking to encourage and popularise regional films in the country?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) Production, promotion and marketing of films in India is largely a private sector initiative.

(c) National Film Development Corporation (NFDC) Limited, a Central Public Sector Enterprise, under Ministry of Information and Broadcasting has been mandated by the Information and Broadcasting Ministry to produce and promote meaningful cinema, including regional cinema. NFDC in last five years, has commissioned 19 films in various regional languages.

The Ministry of Information and Broadcasting, through eminent panel of Jury, selects films for 'Indian Panorama'. A majority of these films are regional and of high standard of excellence. These films are screened at the International Film Festival of India and various other national and international film festivals.

The National Film Awards, since long instituted by the Ministry of Information and Broadcasting, have categories of awards meant to encourage regional cinema. Films, many of which are regional, are also preserved, restored and digitalized regularly by NFDC and National Film Archives of India.

Fake voters

3630. SHRI RAJEEV CHANDRASEKHAR: Will the Minister of LAW AND JUSTICE be pleased to state:

- (a) whether a survey conducted by the Chief Election Officer has revealed that there has been a surge in the number of fake voters in the country;
- (b) if so, the details thereof, State-wise;
- (c) what steps Government is taking to control the surge in the number of fake voter cards being issued; and
- (d) how Government proposes to confiscate the multiple voter cards that many individuals possess today?

THE MINISTER OF LAW AND JUSTICE (SHRI ASHWANI KUMAR): (a) and (b) The Election Commission of India has intimated that it has not received any information from any of the Chief Electoral Officers regarding such surveys of fake voters in the country.

(c) Efforts are constantly being made by the Election Commission of India to ensure error free electoral rolls in the country.

(d) As per the provisions of sections 17 and 18 of the Representation of the People Act, 1950, no person is to be registered in the electoral roll for more