

**Media drive on crime against women**

422. DR. PRADEEP KUMAR BALMUCHU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any efforts have been made recently to bring about media drive on crime against women taking into account growing incidents of such crimes across the country;

(b) if so, the details thereof;

(c) if not, the reasons therefor;

(d) whether any national campaign has been contemplated to sensitise people on the issue through media;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARD): (a) and (b) Yes, Sir. The Government has been conducting Awareness generation and publicity campaigns on various issues relating to Rights of women through various media platforms. Some of these measures include;

- Advertisements in the print and electronic media to create awareness on laws relating to Rights of women.
- Mounting sustained and continuous Radio Campaigns on All India Radio focusing on issues of security and Harassment of women at work place. This is being formatted through various programming formats.
- Telecast of women oriented programmes making them conscious towards their privileged rights in society and law on DD National (Mid-Prime Time– 12. 00 to 03.00 P.M.).
- Mounting special programmes on crime incidence against women in News and Current Affairs Programme with eminent personalities on DD News Channel.

- Directorate of Field Publicity and Song and Drama Division have been conducting generic publicity campaigns highlighting various issues related to the safety and security of women. Press Information Bureau has been highlighting the policy initiatives of the Government with regard to the laws formulated regarding the safety and security of women.
- Organisation of workshops, fairs, cultural programmes, seminars, training programmes etc. through National Mission for Empowerment of Women (NMEW), National Commission for Women (NCW) and National Institute of Public Corporation and Child Development (NIPCCD).

(c) Does not arise.

(d) and (e) Special campaigns were launched on All India Radio to sensitise the listeners against indecent portrayal of women in media and measures to improve the safety and their protection from violence.

DAVP has released 7 advertisements on behalf of the Ministry of Women and Child Development in the year 2012-13 on issues related to safety of women and the Girl child. During 2013-14 till 2nd Aug., 2013, 3 advertisements have been released.

(f) Does not arise.

#### **Nomination of members to the National Censor Board**

423. SHRI P. RAJEEVE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) how many members have been nominated to the National Censor Board;
- (b) their names and other criteria for nominating these members; and
- (c) how many States have sent representations in the Censor Board?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) As per Section 3 of the Cinematograph Act, 1952, for the purpose of sanctioning films for public exhibition,