

investigation), the advertisement market uses TAM data which cannot be avoided by Doordarshan. Doordarshan uses TAM data under protest as advertisers only accept TAM data.

(c) Majority of Doordarshan's commercial revenues are generated through advertisements from various Ministries of Central and State Government, Public Sector Undertakings and private corporations. This revenue contributes to the IEBR (Internal Extra Budgetary Resources).

#### **Blocking advertisement to censored publications**

1031. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has decided to block Directorate of Advertising and Visual Publicity (DAVP) advertisements to the publications that have attracted censure for Paid News from Press Council of India and if so, the details thereof and if not, the reasons therefor; and

(b) the steps taken by Government to provide for a suitable mechanism for checking the menace of Paid News?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) Directorate of Advertising and Visual Publicity (DAVP) has not blocked any publications for release of advertisements that have attracted censure for paid news from the Press Council of India as on date, as DAVP has not received any directions in this regard from the Press Council of India.

(b) Based on the recommendations of the Standing Committee on Information Technology, Government has proposed to include suitable provisions in the proposed Press and Registration of Books and Publications Bill-2013, for checking the menace of paid news.

#### **AIR news on mobile phones through SMS**

1032. DR. PRADEEP KUMAR BALMUCHU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is contemplating to introduce the system of providing All India Radio news through SMS to every mobile phone and if so, the details thereof;

(b) by which date this will come into force; and

(c) whether any registration procedure is proposed to be adopted and if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) to (c) Yes Sir, Prasar Bharati has informed that they are contemplating to introduce a new SMS service by All India Radio to provide news headlines "free of cost", and this service would be available only to the willing mobile subscribers. Presently this service has been started on pilot basis. However, date of its official launch has not yet been decided. For this new service a mobile number has been identified and the general public is informed to subscribe to the proposed service by giving a missed call or sending SMS to the identified number.

AIR is also already providing SMS based value added services in AIR Programmes including news headlines to mobile users with effect from 15.02.2013 on short code 56060 provided by M/s. Tata Teleservices on chargeable basis. Under this service a mobile user can simply type the keyword AIRNEWS and send SMS to 56060.

#### **Upgradation of facilities at AIR, Panaji**

1033. SHRI SHANTARAM NAIK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government proposes to upgrade and/or improve upon the facilities at All India Radio, Panaji;

(b) if so, the details of the improvements/ upgradation proposed;

(c) the status and number of permanent, non-permanent casual employees on contract working at All India Radio, and Doordarshan, Panaji;

(d) whether service matters with respect to employees or any of the categories mentioned in part '(c)' above are pending; and

(e) whether Government proposes to resolve those problems, if so, and by what date?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) Following schemes have