

(xviii) Advertisements play extremely vital role in shaping the values and concerns of the present day society and as more and more lenient view is taken of what is not the norm, the speedier may be acceptability of such matters in 'public perception' but at what cost is the essential point for consideration. It should be borne in mind that in the race to be globally relevant we do not leave behind the values that have earned India the unique place it enjoys globally on moral and ethical plane.

Guidelines for portrayal of women in mass media

1054. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has drawn a fresh set of guidelines for portrayal of women in mass media like films, TV programmes, advertisement, Radio and print media;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government to consult all the stakeholders in the media industry in order to evolve transparent guidelines to curb commodification and stereotyping of women in soap operas, advertisement and films, etc.

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) No fresh set of guidelines for portrayal of women have been drawn up by the Ministry of Information and Broadcasting, as such guidelines are already in existence. They are as under :—

Films : The Cinematograph Act, 1952 which stipulates Guidelines for Certification of films by the Central Board of Film Certification (CBFC), lays down the following as per Section 5 (B) read with Guidelines issued thereunder:

* Scenes degrading or denigrating women in any manner are not presented.

* Scenes involving sexual violence against women like attempt to rape, rape or any form of molestation or scenes of a similar nature are avoided, and if such incident is germane to the theme, they shall be reduced to the minimum and no detail are shown.

Television and Advertisement: As per existing regulatory framework, there is no provision for pre-censorship of the content telecast on such TV channels. However, all such TV channels are required to adhere to the Programme and Advertising Codes

prescribed under Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. Action is taken whenever any violation of the codes is noticed or brought to the notice of the Ministry. The said Rules provide for a whole range of parameters to regulate programmes and advertisements including portrayal of women in a positive manner and curbing of commodification and stereotyping of women. Specifically, the following provisions of the said codes deal with the issues pertaining to portrayal of women on TV channels:-

Rule 6 (1) (k) of the Programme Code provides that no programme should be carried in the cable service which denigrates women through the depiction in any manner of the figure of a women, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals.

Rule 6 (2) of the Programme Code provides that the cable operator should strive to carry programmes in his cable service which project women in a positive, leadership role of sobriety, moral and character building qualities.

Rule 7 (2) (vi) of the Advertising Code provides that no advertisement shall be permitted which in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes carried in his cable service, is tasteful and aesthetic, and is within the well established norms of good taste and decency.

The existing provisions contained in the Programme and Advertising Codes are considered adequate to regulate the content on TV channels including portrayal of women.

Print Media: In pursuance of its policy to uphold the freedom of press, the Government does not interfere in the functioning of the Press. However, the Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 to maintain and improve the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. The PCI, in furtherance of its objective under Section 13(2) of the Act has formulated 'Norms of Journalistic Conduct' for adherence by the print media. Norm 17 specifically deals with the subject "Obscenity and vulgarity to be eschewed". The role of PCI comes into play after the publication of the contents in the print media. The PCI takes cognizance, *suo-motu* or on complaints, of the contents in print media which are in

violation of the 'Norms of Journalistic Conduct'. As per section 14 of the Act, the Council, after holding an inquiry, may warn, admonish or censure the newspaper, the news agency, the editor or the journalist or disapprove the conduct of the editor or the journalist as the case may be."

As guidelines are already in place, the issue of consultation with stakeholders to evolve any other transparent guidelines does not arise.

Recommendation of TRAI for DTH portability

1055. SHRI C.M. RAMESH : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Telecom Regulatory Authority of India (TRAI) has made any recommendations for Direct to Home (DTH) portability like mobile number portability, for DTH consumers;

(b) if so, the details thereof; and

(c) by when such a facility is going to be implemented?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) Telecom Regulatory Authority of India (TRAI) in its recommendation on "Issues relating to New DTH Licenses" dated 23.07.2014 has *inter-alia* recommended that the DTH license conditions should mandate the licensee to comply with the tariff order/scheme prescribed by TRAI for commercial interoperability. Moreover, in order to ensure effective commercial interoperability, TRAI notified on 01 April 2015, a Tariff Order (TO), namely the Telecommunication (Broadcasting and Cable) Services (Seventh) (the Direct to Home Services) Tariff Order, 2015 (2 of 2015). The said TO prescribes a framework for commercial interoperability of Customer Premises Equipment (CPE) offered by the Direct-to-Home (DTH) operators to their subscribers. With regard to interoperability of DTH STBs, the interests of consumers can largely be protected through the provision of Commercial interoperability of CPEs. Commercial interoperability provides for an exit option to a DTH subscriber in case he wishes to change the operator/platform and avail the services from another DTH operator/platform for any reason. Details are available on TRAI website at www.trai.gov.in.

Free to air channels

1056. SHRI SANJAY RAUT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is planning to broadcast more than 600 channels as