

- (v) Upgradation of Staff Training Institutes, rechristened as National Academy for Broadcasting and Multimedia.
- (vi) Streamlining of AIR's Music auditions system to improve its functioning.
- (vii) Institution of special prize in the annual AIR Music Competition in the name of Begum Akhtar titled Akashvani Begum Akhtar Vishesh Puraskar exclusively for youth artists.
- (viii) FMisation of broadcast to ensure better reception quality.

### **Doordarshan**

Doordarshan sources its content through various modes: In-house production, commissioning, sponsorship, revenue sharing mode and Advertisement Funded Programmes. Towards this end only, Doordarshan also collaborates with some private channels, in a limited way, in sourcing some high quality software and by simulcast on favourable terms.

It is the constant endeavour of Doordarshan to maintain high quality of its Programme productions and transmissions and in pursuance of this objective, Doordarshan has been modernizing its network from time to time and adopting new technologies to the extent possible, within the available resources. Modernizations of Doordarshan network is a continuous process.

(b) Yes, Sir. Prasar Bharati has informed that AIR has marched with the times embracing new content themes, presentation styles, programme formats and technological innovations. AIR has paid special emphasis on interactive programmes including SMS-based services, registered its presence on various new and social media platforms and has also commenced live streaming of some channels/services.

Doordarshan telecasts both In-house and outside productions like Mega Serials, Documentaries, Talk Shows, Telefilms, Reality shows, music and dance programmes featuring renowned artist of national and international recognition, Programmes aiming youth and children's programmes, variety of feature films, Nationally and Internationally acclaimed documentaries etc.

- (c) Does not arise.

### **Advertisements issued by Government**

581. PROF. M. V. RAJEEV GOWDA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the amount of money spent on various advertisements issued by Government in last six months;

(b) whether the steps are being made to set up an ombudsman to monitor and regulate the misuse of public money by the Government of the day by giving advertisements to gain political mileage; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE) : (a) The amount of money spent/committed on various Government advertisements issued by Directorate of Advertising and Visual Publicity (DAVP), a media unit and an attached office under Ministry of Information and Broadcasting, during the last six months (till March, 2015) through various media vehicle is as under:

Media	Amount of Advertisements (in ₹)
Print Media	2,60,55,30,925/-
Audio Visual	4,51,03,07,514/-
Outdoor Publicity	69,02,08,380/-
<b>TOTAL</b>	<b>7,80,60,46,819/-</b>

(b) and (c) Hon'ble Supreme Court of India appointed a Committee for suggesting the guidelines on Government funded Advertisement with reference to a Writ Petition filed by common cause. The Committee has advocated for appointment of an Ombudsman to receive complaints of violation of guidelines prepared by them and to recommend action in accordance with the guidelines. The Committee also suggested that the Ombudsman may recommend suitable changes to the Guidelines to deal with new circumstances and situations. The concerned Writ Petition was taken up by Hon'ble Supreme Court for hearing on 17th February, 2015. Hon'ble Supreme Court has reserved the case for final judgement.

#### **Community radio stations**

582. SHRI BHUPENDER YADAV : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is contemplating any steps to effectively harness the potential of community radio stations as an important tool for empowerment of masses specially women and marginalized community;