a period of six months in 1988. In March, 1989 it was decided to engage them as "Artists" on a fresh contract of 5 years. In May, 1993 they were declared as regular temporary Government Servants with retrospective effect *i.e.* 1988. In the absence of Recruitment Rules for this cadre there was no scope of promotion. However, eligible officers were given ACP/MACP. The Recruitment Rules for these employees have been notified on 24th March, 2014 which, *inter-alia,* provide for promotion to the higher grades, which would also result in change of their designations.

(b) and (c) As regards anomalies in the designations of TVNCs, TVANCs and TVANEs, each Service/Cadre has its own designations which relate to the job and duties performed by them. In so far as TVNCs/TVANCs & TVANEs are concerned, their promotion in accordance with the notified Recruitment Rules would also result in change in designations.

(d) TVANCs/TVANCs have since been provided promotional avenues under the Recruitment Rules notified in 2014. All the eligible TVNCs, TVANCs and TVANEs have been given benefit of ACP/MACP. On promotion, they will get the designation of Special Correspondent and Principal News Correspondent.

**Policy for empanelment of newspapers/magazines by DAVP**

2714. SHRI SALIM ANSARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the policy of empanelment of newspapers/magazines by Directorate of Advertising and Visual Publicity (DAVP);

(b) what are the details of applications pending with the DAVP for empanelment for more than six months; and

(c) what action Government proposes to take against officers of DAVP for not clearing applications of small and medium newspapers and magazines pending for more than six months?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) The Directorate of Advertising and Visual Publicity (DAVP) empanels newspapers/journals as per the provisions stipulated in the Advertisement Policy of Government of India, *w.e.f.* 2nd October, 2007. The advertisement policy is available on DAVP's official website, *www.davp.nic.in* under head 'Newspapers' and sub-head - 'Advertisement Policy'.

(b) No case of any newspaper is pending for more than six months, which fulfils all requisite norms as laid down in the Advertisement Policy.

(c) Does not arise.

**Decrease in Government advertisements**

†2715. SHRI LAL SINH VADODIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government is contemplating to decrease the number of Government advertisements;

(b) if so, whether Government has taken any step, so far, in this direction; and

(c) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) No, Sir. The Directorate of Advertising and Visual Publicity (DAVP) is a nodal multimedia Advertising Agency of the Government of India for advertising on behalf of various Ministries/Departments and organizations of the Government of India including Public Sector Undertakings and Autonomous bodies. The DAVP therefore publicises various policies, schemes and programmes on behalf of the client Ministries/Departments in accordance with their requirements, budget provisions and creatives. Thus the quantum of the advertisements is based on the requirements of the individual Ministries/Departments.

(b) to (c) Does not arise.

**Launch of special media channel**

2716. SHRI MANSUKH L. MANDAVIYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government intends to take action on representations to launch special media channel for live broadcasting of court proceedings like Rajya Sabha/Lok Sabha TV channels to bring more transparency in our judicial system and to accelerate judicial proceedings in the interest of common people;

(b) if so, the details thereof and whether the Minister has approached the Department of Justice, or *vis-a-vis* in this regard; and

(c) if so, the details thereof along with further action taken in this regard?

†Original notice of the question was received in Hindi.