

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) Government expands the number of FM channels throughout the country in phases from time to time. Government is also implementing digitization of Cable T.V. services in the country in a phased manner.

(b) Government is implementing a XII Plan Scheme titled "National Film Heritage Mission" aimed at preservation, restoration and digitization of Indian filmic heritage through National Film Archives of India.

#### **Appointment of Brand Ambassadors**

†1905. SHRI MAHENDRA SINGH MAHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the names of persons appointed as Brand Ambassadors for the propagation of various schemes in the country along with the names of the schemes for which they are appointed during the last three years;

(b) whether these Brand Ambassadors are being paid remunerations by the Government; and

(c) if so, the details of the payment being made per annum to each Brand Ambassador?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) Information regarding appointment of Brand Ambassadors and remunerations, if any, being paid to them for propagation of various schemes is not maintained centrally by the Government as Brand Ambassadors are appointed by various Ministries/ Departments/ Organizations as per their requirements.

However, as far as Ministry of Information & Broadcasting is concerned, no Brand Ambassador has been appointed by the Ministry.

#### **Digital radio in border areas**

1906. SHRI A. K. SELVARAJ: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government is considering to start use of digital radio mondiale (DRM) for the cross border broadcasting initiative soon;

---

†Original notice of the question was received in Hindi.