

(b) whether it is also a fact that a TV tower is reaching out to Pakistani listeners where DD is banned; and

(c) whether it is also a fact that DRM has the twin capabilities of analogue and digital transmission, which makes it perfect for simulcast modes and if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) Prasar Bharati has informed that as far as All India Radio (AIR) is concerned, Digital Radio Mondiale (DRM) Technology has been introduced in the AIR Network and 35 nos. of Medium Wave transmitters have been replaced with the Digital (DRM) Transmitters including 13 nos. of MW transmitters providing coverage to our border areas.

(b) Some of the transmitters installed in our border districts may provide coverage to areas across the border.

(c) Yes, Sir. DRM Transmitters installed by AIR are capable to broadcast in analogue or digital or simulcast mode (both analogue & digital mode simultaneously). Presently, these transmitters are functioning in simulcast mode (analogue & digital mode) and both type of listeners having analogue and digital DRM receivers are capable to receive AIR programmes broadcast from DRM transmitters.

Hiring of public relation agencies to handle social media sites

1907. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Press Information Bureau (PIB) has framed any rules regarding selection and hiring of Public Relation (PR) agencies by Central Ministries to handle their twitter, facebook and flicker accounts;

(b) if so, the details thereof and if not, the reasons therefor;

(c) the number of Ministries which have so far hired PR agencies to handle their social media activities; and

(d) the steps taken by Government to have transparent guidelines in this regard as well as have trained staff in each Ministry to handle social media activities?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) The Press

Information Bureau (PIB) has not framed any rules regarding selection and hiring of Public Relation (PR) agencies by Central Ministries to handle twitter, facebook and flicker accounts. The mandate of PIB is to disseminate information through various media products including social media. So far as social media activities are concerned, the Departmental Publicity Officers of PIB attached to the respective Ministries assist them for the same.

(c) and (d) Information is being collected and will be laid on the Table of the House.

Government radio broadcasting news and current affairs

1908. SHRI HUSAIN DALWAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that currently, only Government radio broadcast can be used to air news and current affairs;

(b) if so, the reasons therefor and details of all languages in which public broadcast of news and current affairs is made available in India;

(c) the steps taken to make Government programmes available through radio in tribal languages;

(d) whether Government proposes to take steps to free short waves and medium waves so that radio can be made available in remote corners of country in local languages; and

(e) if so, details thereof, if not, reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) FM Radio phase III Policy Guidelines of the Ministry of Information and Broadcasting provide that the permission holder has been permitted to carry the news bulletins of All India Radio in exactly same format (unaltered) on such terms and conditions as may be mutually agreed with Prasar Bharati. As a national broadcast media, All India Radio has a special responsibility to transmit authentic news as it has country wide reach, covering the whole country. AIR is broadcasting a number of news bulletins in various languages/local dialects covering the tribal population of the country also. List of languages/dialects in which news bulletins and currents affairs are broadcast by AIR in its national and regional services in different languages is given in Statement