

- (c) To steer the digitization of cable TV network in the country in the remaining 2 phases, a Task Force has been constituted. All stakeholders viz. broadcasters, multi-system operators, cable TV operators, DTH operators, HITS operators, ASSOCHAM, CII, FIFFI, TRAI, State/UTs, Department of Electronics and IT, Department of Telecommunication, AIR, Doordarshan, BIS, Consumer Electronics and Manufactures Association (CEAMA) and one consumer forum from each region have been made members of this body. 14 (Fourteen) meetings of the Task Force have been held so far.
- (d) As per the Official Language Policy, following two committees have been constituted:
- (i) Official Language Implementation Committee consisting of Joint Secretary, M/o Information and Broadcasting as its Chairperson and Officers from the Ministry and Media Units of Ministry of Information and Broadcasting as its members.
 - (ii) Hindi Advisory Committee consisting of Hon'ble Minister of Information and Broadcasting as its Chairman, Hon'ble Minister of State for Information and Broadcasting as its Vice Chairman and 48 other members including members from the Ministry of Information of Broadcasting and its Media Units and 15 Non-Government members.

Auction of prime time slots of DD

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

- (a) whether Government is considering to auction certain prime time slots of Doordarshan;
- (b) if so, the details thereof, along with the reasons therefor;
- (c) the steps taken by Government to increase the poor viewership as well as falling revenues of Doordarshan?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) Prasar Bharati has informed that they are considering to auction certain prime time slots of Doordarshan (DD). The option of sale of time slot/time bands on DD National Channel, as a strategy to source high quality content at no cost has been considered as the mode of acquiring programmes through Commissioning/Self Finance Commissioning (SFC) route had resulted in dipping of the viewership of DD National and consequently decreasing revenue. SFC Scheme was launched in 2005 and it worked well for DD

for initial years. However, in the recent years SFC serials did not deliver either on increasing viewership or revenue. Prasar Bharati Board advised DD to proceed with an alternative policy by opening-up prime time slots for sale. DD was directed to come up with a Slot Sale policy so that genuine external and creative professionals can mount their programmes on DD Channels through slot purchase. In this scheme, DD would stop financing production through “Pay Out” modes and instead have revenue assurance in the form of a slot fee. The policy envisages that producers are made stake holders in the Scheme. They would invest in the content and recover the same from the market through sale of associated commercial time. In such a situation, market forces would ensure that high quality standards are maintained for the content mounted, while assuring revenue for Doordarshan.

It is a constant endeavour of Doordarshan to improve upon its programmes by reviewing the content and quality from time to time with the view to sustain the interest of the viewers and improve revenue.

Community radio stations in the country

320. SHRIMATI SAROJINI HEMBRAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) how many community radio stations are working in our country at present;
- (b) whether Government is planning to set up more such stations in the rural areas; and
- (c) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) At present 191 Community Radio Stations are working in the country.

(b) and (c) Grant of permission to organisations to set up Community Radio Stations is a continuous process. Eligible organizations can apply to set up Community Radio Station in any part of the country including rural areas. Permission is granted in accordance with Policy Guidelines for setting up Community Radio Stations in India, subject to fulfillment of eligibility criteria and receipt of clearances from Ministry of Home Affairs, Ministry of Defence, Ministry of Human Resource Development, Ministry of Agriculture and Wireless Planning and Coordination Wing of Ministry of Communication and IT, as the case may be. Policy guidelines are available on Ministry's website: www.mib.nic.in.
