

Portability of DTH operators

2651. SHRI R. VAITHILINGAM:

SHRI D. KUPENDRAREDDY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state whether Government is contemplating to provide the benefit of portability of DTH operators to the subscribers, if so, the details thereof, if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): Telecom Regulatory Authority of India (TRAI) in its recommendations on "Issues relating to New DTH Licenses" dated 23.07.2014 has recommended replacement of license condition at clause 7.1 of the existing DTH guidelines which stipulates that "The Open Architecture (Non-proprietary) Set Top Box (STB), which will ensure technical compatibility and effective interoperability among different DTH service providers, shall have such specifications as laid down by the Government from time to time" with "The Set Top Box offered by a DTH service provider shall have such specifications as laid down by the Bureau of Indian Standard (BIS) from time to time." TRAI further recommended that BIS should come out with updated specifications for STBs from time to time and while doing so, BIS shall consult TRAI and that the license conditions should mandate the licensee to comply with the tariff order/scheme prescribed by TRAI for commercial interoperability. The Inter-Ministerial-Committee (IMC) constituted for the purpose of examining the TRAI recommendations has recommended that the matter may be taken up with Department of Electronics and Information Technology and Bureau of Indian Standard. The Ministry of Information and Broadcasting has accepted the recommendations of IMC.

Achievements of the Ministry

2652. SHRI DEVENDER GOUD T.: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) details of achievement of the Ministry in the last two-and-a-half years;
- (b) whether a presentation was made before the Prime Minister made about the Ministry's last two-and-a-half years achievements, if so, the details thereof;
- (c) where the Ministry has fallen short of its targets and where it has excelled, the targets set for the coming years and roadmap to achieve the same;
- (d) details of difficulties brought before the Prime Minister and suggestions made to overcome them; and
- (e) details of core areas the Ministry is going to focus on in the coming years?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) The achievements/ initiatives of the Ministry in the last two-and-a-half years is given in the Statement (*See below*).

(b) No, Sir.

(c) Ministry of Information and Broadcasting, is mandated to publicize and generate awareness among masses about the various programs/schemes of the Government of India. In order to ensure effective outreach to citizens in a concerted manner, the Ministry through its various Media Units has an integrated, 360 degree approach for information dissemination and awareness generation regarding Government's flagship schemes and programmes.

(d) Does not arise.

(e) Some of the key issues on which the Ministry intends to focus on, are: Digitization, Skill Development, Increasing reach of FM Radio all over India, Promotion of Community Radio across India, Ease of Doing Business and Film Facilitation Office (FFO).

Statement

Achievements/ Initiatives of the Ministry of Information and Broadcasting in last two and half years

BROADCAST SECTOR

- Simplification of Annual Renewal process for existing TV channels as part of "Ease of Doing Business"
- E-auction of first batch of private FM radio channels Phase-III.
- **Digitization of Cable TV** to bring the entire country under Digital Addressable System in Phase III and IV areas.
- **Akashvani Maitree:** An exclusive service for Bangladesh and Bengali diaspora launched by All India Radio, Baluchi Multimedia website and Mobile App.
- **Kisan Channel:** It was launched by Hon'ble Prime Minister Shri Narendra Modi on 26th May, 2015. The 24x7 Kisan Channel telecasts updated information on agriculture and related subjects.
- **FMisation of entire Vividh Bharati** by All India Radio by replacing 4 Medium Wave transmitters of Vividh Bharati at 4 metros of Kolkata, Mumbai, Delhi and Chennai.

- **Boost to Community Radio movement in the country:** The Union Budget 2014-15 allocated an amount of ₹ 100 crore for 'Supporting Community Radio Movement in India'.

FILM SECTOR

- **Film Promotion Fund**
 - To provide financial assistance for promotional activities to the films which would be selected in any competition section of an International Film Festival or being India's official nomination to the Academy Awards under Foreign Film Category
- **Film Facilitation Office (FFO) under National Film Development Corporation of India (NFDC)**
 - Single window clearance to facilitate film shootings by foreign film makers in India.
 - FFO units set up under NFDC premises in November 2015 at Mumbai, Delhi, Chennai and Kolkata. 66 foreign films given permissions in 2015-16
- **National Film Heritage Mission (NFHM)**
- **Swachh Bharat Short Film Festival** organized by the NFDC on behalf of the Ministry, has received over 4000 entries from across the country in various Indian languages on the theme of the Swachh Bharat Mission.
- **Strengthening of the institutions** to promote healthy development of cinema as a medium of communication through film festivals (Patriotic and Children Film Festivals) across the nation.
- **IFFI "ICFT- UNESCO Fellini Prize"** was presented first time in India in IFFI 2015 to a film which reflected the ideals of peace, tolerance, non-violence and friendship promoted by UNESCO.

INFORMATION SECTOR

- **New Print Media Advertisement Policy** for Directorate of Advertising and Visual Publicity (DAVP)
 - Objective is to promote transparency and accountability in issuing of Government advertisements in print media and weeding out ghost/irregular newspapers.

- Policy introduces a **New Marking System and Circulation Verification Procedure** for empanelment of Newspapers/Journals with DAVP
- **Three member committee constituted to address the issues related to Content Regulation in Government Advertising as per the directions of Hon'ble Supreme Court.**
- **New Business Policy for Publication Division.**
- **360 degree Multimedia Campaigns** to give wide publicity to the schemes launched by the Government. The activities range from holding of Press conferences, telecast/broadcast of special programmes on Doordarshan (DD) and All India Radio (AIR) with experts, Multimedia Exhibitions, social media campaigns using Infographics, animations, graphic plates, short videos, live streaming of events / conferences. Some of these initiatives include:
 - **International Yoga Day, Swachh Bharat, Make in India, Skill India, Digital India, Rashtriya Ekta Diwas**
- **E-initiatives of Ministry of I&B**
 - E-version of Collected Works of Mahatma Gandhi
 - Digital version of Ramcharitmanas
 - DD News Mobile App
 - E-version of the India/ Bharat-2016
 - Online payment and subscription services for popular journals and Employment News of Publications Division through Bharat Kosh Portal of Ministry of Finance.
- **Mann Ki Baat:** PM chose All India Radio as the medium to address people through his "Mann ki Baat" programme. The News Services Division (NSD) of All India Radio and DD News made extensive arrangements for carrying the message of the Prime Minister to the nation through this programme.
- **Vartalaap / Regional Editors Conference**
 - As a new initiative, Press Information Bureau (PIB) Regional Units are organizing "Vartalap" in various regions across the country with regional media to interact and create awareness about the new developmental initiatives/schemes of the Government. Regional Editors Conference were organized in Jaipur, Chennai and Chandigarh.