

- (iii) AIR has already digitized its 98 AIR studios by replacing production/reproduction equipment and by installing computer based recording systems. This has improved production and reproduction quality of programmes and increased storage capacity. Additionally, digitization of 29 studios have also been approved under Twelfth Plan.
- (iv) AIR has replaced its outlived 36 MW/SW transmitters by new solid state transmitter (Digital Radio Mondiale) which are capable to broadcast in digital form also. The coverage areas and quality of broadcast of these transmitters have been restored. Additionally, 6 Nos. of High Power Transmitters, providing coverage in Left Wing Extremism affected areas have been approved for replacement by new solid-state digital ready transmitter.
- (v) 127 new state of art technology Microwave link (for sending programme from studio to transmitter) have been approved for installation.
- (vi) Inducted new and fresh creative minds in the programme and engineering wing.
- (vii) All India Radio has taken up a mega project of Sanskar Geet encompassing the new genres of folk music of different forlorn areas which has given novel dimension to All India Radio.

However, a self-sustained economic model is not entirely possible for AIR as it has to perform as per its mandate under the Prasar Bharati Act, 1990. Being a Public Broadcaster, it is not possible to undertake all activities from commercial motives only and hence there will always be a gap between operational expenditure and revenues.

To serve its mandate effectively AIR is partially funded through Government grant-in-aid. For meeting its entire operational expenses, funding is met from internal resources of Prasar Bharati. This arrangement is on similar lines as funding to public broadcasters, the world over, where bulk of the funding support is met by the Government, securing the Broadcasters from the vagaries of market forces.

Depiction of incidents of stalking

3917. SHRI TIRUCHI SIVA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the incidents of stalking are highly glorified in movies, encouraging people to adopt similar methods in real life and in the light of this whether any directives have been issued to the film fraternity to refrain from depicting stalking in a positive light;

(b) if so, the details thereof; and

(c) if not, the reasons therefor and whether Government proposes to issue such guidelines?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) The Central Board of Film Certification (CBFC) certifies films in accordance with Cinematograph Act, 1952, Cinematograph (Certification) Rules, 1983 and guidelines issued thereunder. Guidelines issued under Section 5 B of the Cinematograph Act lay down the following provisions for certification of films by CBFC among other things:-

- human sensibilities are not offended by vulgarity, obscenity or depravity;
- such dual meaning words that obviously cater to baser instincts are not allowed;
- scenes degrading or denigrating women in any manner are not presented;
- scenes involving sexual violence against women like attempt to rape, rape or any form of molestation or scenes showing sexual perversions or scenes of a similar nature are avoided, and if any such incident is germane to the theme, they shall be reduced to the minimum and no details are shown;

Further, the Board shall also ensure that the film:

- is judged in its entirety from the point of view of its overall impact; and
- is examined in the light of the period depicted in the film and the contemporary standards of the country and the people to which the film relates, provided that the film does not deprave the morality of the audience.

Sources of revenue of DD Kisan channel

3918. SHRI MD. NADIMUL HAQUE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the total amount of funds allocated to DD Kisan channel;
- (b) the yearly operating cost incurred by the channel in its first year;
- (c) the approximate viewership of the channel;
- (d) the details of sources of revenue other than Government funding; and
- (e) the quantum of revenue channel generates from sources other than Government funding?