

Thus, the Ministry exercises the statutory powers available through the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder to regulate the content carried by TV channels with regard to programmes and advertisements as per the provisions of Programme and Advertising Codes. Further, when the channels are granted permission to uplink/downlink a particular channel from or into India as per uplinking/downlinking Guidelines, they furnish an undertaking to comply with the Programme and Advertising Codes at all times. In case of violation of the codes, the Ministry takes action against the defaulting channels in terms of powers conferred by Section 20 of the Cable Act and Uplinking/Downlinking Guidelines.

Recently, in a judgment delivered on 12.01.2017, with regard to WP No.1024 of 2013 in the case of Common Cause *Vs* UOI & Ors, the Hon'ble Supreme Court of India has advised the Government to formalize the complaint redressal mechanism including the period of limitation within which a complaint can be filed and the concerned statutory authority which shall adjudicate upon the same including the appellate and other redressal mechanisms, leading to a final conclusive determination.

Losses to Doordarshan

94. SHRI SANJAY RAUT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has received any presentation/report on Prasar Bharati indicating the details of losses that Doordarshan was making;
- (b) if so, the details thereof and Government's response thereto; and
- (c) the details of decision taken for improving the quality of Doordarshan programmes for generating more revenue?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) No, the Government has not received any such report so far.

(c) Doordarshan is continuously making effort to improve the viewership of channels. As a Public Service Broadcaster, DD broadcasts programmes on various aspects of social development. All 23 Satellite channels of DD (which operate 24X7) continue to provide information and entertainment. DD has introduced a new Content Acquisition Scheme to bring fresh content in Prime time. Packaging of Shows and

Promos have been improved creatively to give distinct look and feel to DD. Infusion of fresh talent, new genres is a constant endeavour of DD. Many qualitative changes in the News Programmes have recently, taken place including more live coverages, more extensive coverage of events of National importance additional new bulletins, speed news, finance news, swachta samachar, etc.

Viewership of DD channels

95. DR. K. V. P. RAMACHANDRA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the viewership of National and regional channels of Doordarshan has come down drastically;

(b) if so, the details thereof; and

(c) whether Government has any plans to improve the viewership of these channels and if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) Prasar Bharati has informed that viewership of DD National and DD Regional channels depicts a fluctuating trend as per Broadcast Audience Research Council (BARC) viewership data. The details are given in the Statement (*See* below).

(c) Doordarshan is continuously making effort to improve the viewership of channels. As a Public Service Broadcaster, DD broadcasts programmes on various aspects of social development. All 23 Satellite channels of DD (which operate 24X7) continue to provide information and entertainment.

DD has introduced a new Content Acquisition Scheme to bring fresh content in Prime time. Packaging of Shows and Promos have been improved creatively to give distinct look and feel to DD. Infusion of fresh talent, new genres is a constant endeavour of DD.

Many qualitative changes in the News Programmes have recently, taken place including more live coverages, more extensive coverage of events of National importance additional new bulletins, speed news, finance news, Swachhta Samachar, etc.