

under PMKVY 2015-16 for imparting skill training. Out of them 1,646 are in Uttar Pradesh.

Under modified PMKVY (2016-20), all the TPs/TCs have to mandatorily go through online SMART portal for their accreditation and affiliation. Under PMKVY (2016-20), as on 17th July 2017, targets have been allocated to 3365 Training Centers. Out of them, 591 are in Uttar Pradesh.

(d) Certificates to successful candidates are issued by respective Sector Skill Councils. These certificates are recognized by Central/State Government.

Quality and contents of advertisements

584. SHRI SAMBHAJI CHHATRAPATI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government's attention has been drawn to the nature and content of advertisements and programmes aired on television which are not only indecent but also do not go well with the culture of the country; and

(b) whether Government would advise the agency responsible to grant certification to be little careful in granting clearance since television programmes are seen by viewers of all age groups?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN RATHORE): (a) As per existing regulatory framework, all programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme and advertisement telecast on such TV channels. However, it prescribes that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme and Advertising Code enshrined in the said Act and the rules framed thereunder, which contain a whole range of parameters to regulate programmes and advertisements including those which are considered indecent or do not go well with the culture of the country.

(b) As per the existing regulatory framework there is no provision for pre-

censorship of the content telecast on TV channels. As such, there is no agency to grant clearance, prior to telecast of programmes on TV channels.

Derogatory programmes on television channels

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

- (a) whether Government is aware that several television channels are airing sponsored programmes containing vulgar and derogatory dialogues/remarks against women in the guise of comedy;
- (b) if so, the details thereof; and
- (c) whether Government is taking any action against these channels, whenever such instances are brought to their notice?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN RATHORE): (a) to (c) As per existing regulatory framework, all programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme and advertisement telecast on such TV channels. However, it prescribes that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the said Act and the rules framed thereunder, which contain a whole range of parameters to regulate programmes and advertisements including portrayal of women in a vulgar or indecent manner or contain derogatory dialogues/remarks against women.

The Ministry has set up Electronic Media Monitoring Centre (EMMC) to monitor the content telecast on private TV channels with reference to the violation of Programme and Advertising Codes. An Inter-Ministerial Committee (IMC) has also been set up in the Ministry to look into the specific complaints or *suo-motu* take cognizance against the violation of Programme and Advertising Codes. The IMC has representatives from the Ministries of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health & Family Welfare, Consumer Affairs, Information & Broadcasting and a representative from the industry in Advertising Standards Authority of India