

1	2	3	4
3.	National Welfare Society	Maharashtra	7,06,206.00
4.	AGN School Managed by GIFT Foundation	Tamil Nadu	5,60,840.50
5.	Keystone Foundation	Tamil Nadu	41,974.00
6.	Rathinam College of Arts & science	Tamil Nadu	84,500.00
7.	MOP Vaishnav College for Women	Tamil Nadu	2,88,680.00
8.	Aurobindo Society	Tamil Nadu	6,77,049.00
9.	Seeking Modern Applications for Real Transformation (SMART)	Uttar Pradesh	2,76,035.00
TOTAL			31,46,811.50

Guideline on duration of advertisement and original programme

2161. SHRI VINAY DINU TENDULKAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is an abundance of advertisement having more duration than the main programme during the fixed time allocated for the programmes being telecast on entertainment channels;

(b) whether Government has any guideline on the ratio between the duration of advertisements and original programmes;

(c) whether in many advertisements of cold drinks and vehicles, dangerous stunts are shown, imitating which results in accidental deaths;

(d) if so, whether Government has fixed any guideline in this regard; and

(e) the policy being formulated to compensate the loss incurred by the consumers due to misleading advertisements?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) The Cable Television Network Rules, 1994, framed under the Cable Television Networks (Regulation) Act, 1995 *inter alia* provides that "no programme shall carry advertisements exceeding twelve minutes per hour, which may include up to ten minutes per hour of commercial

advertisements, and up to two minutes per hour of the channel's self-promotional programmes."

Further, Regulation 3 of the 'Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations 2013' notified by Telecom Regulatory Authority of India (TRAI) provides as under:

"3. Duration of advertisements in a clock hour- No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour". Explanation: The clock hour means a period of sixty minutes commencing from 00.00 of an hour and ending at 00.60 of that hour. (Example: 14.00 to 15.00 hours)."

The broadcasters have approached Hon'ble High Court, Delhi against the said regulations and the matter is presently *sub-judice*.

(c) and (d) An advisory dated 23.06.2014 has been issued by the Ministry to all TV channels/Doordarshan/Print Media advising them to be extremely careful in portraying such stills/images/scenes which depict rash, negligent or dangerous driving; and in case, such portrayal is necessary, then it may be accompanied by appropriate message/warnings. The said advisory is available on the Ministry's website *i.e.* www.mib.nic.in.

(e) The Department of Consumer Affairs has launched an online portal titled Grievance Against Misleading Advertisement (GAMA) to address the problems of misleading advertisements.

Illegal mining in Madhya Pradesh

2162. SHRI VIVEK K. TANKHA: Will the Minister of MINES be pleased to state:

(a) whether it is a fact that 42,152 cases of illegal mining of major and minor minerals were registered in the State of Madhya Pradesh from 2009 to 2015;

(b) the names of the mining companies against whom the cases of illegal mining were registered in the State of Madhya Pradesh; and

(c) the details of the total loss caused to the State due to such illegal mining and the action the Ministry proposes to take in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF MINES (SHRI HARIBHAI PARTHIBHAI CHAUDHARY): (a) and (b) As per section 23C of the Mines and Minerals