

THE MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SHRI ARVIND GANPAT SAWANT): (a) and (b) Yes, Sir. NTPC-BHEL Power Projects Private Limited (NBPPL), a Joint Venture Company (JVC) promoted by Bharat Heavy Electricals Ltd. (BHEL) and NTPC Ltd. with 50:50 equity participation having its manufacturing facilities at Mannavaram in Chittoor district of Andhra Pradesh, had prepared a business plan in April, 2010 comprising of two phases as follows:-

- **Phase-I:** EPC (Engineering, Procurement and Construction) and manufacturing facilities for Coal Handling Plant (CHP) and Ash Handling Plant (AHP).
- **Phase-II:** Manufacturing facilities for Boiler, Turbine and Generator (BTG).

Subsequently, the NBPPL Board in March, 2011 reviewed the business scenario and noted that in the interim many other players through formation of separate Joint Venture Companies (JVCs) in India had already entered in the field of manufacture of BTG equipment, and hence decided to focus on Phase-I only.

(c) Not Applicable in view of (a) and (b) above.

Guidelines for broadcasting sector

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

- (a) whether Government has devised any new guidelines for the broadcasting sector;
- (b) if so, the details thereof and reasons therefor; and
- (c) whether the new guidelines for consumers are better than the previous guidelines?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) No Sir.

(b) and (c) Do not arise.

Curbing of surrogate advertisements

209. SHRI SYED NASIR HUSSAIN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government is going to curb the practice of surrogate advertising in the country;
- (b) if so, the details thereof; and

(c) whether Government has identified the companies which have been accused of promoting banned brands through advertisements?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) to (c) Advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed in the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

Rule 7(2)(viii)(A) of the Advertising Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. However, a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, may be advertised on cable service subject to certain conditions, including certificate of the advertisement by the Central Board of Film Certification (CBFC).

Complaints with regard to advertisements are handled by Advertising Standards Council of India (ASCI), a self-regulatory organization and action is taken against the violators.

Permanent and temporary employees in Doordarshan

†210. SHRI RAKESH SINHA: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

(a) the number of permanent and temporary journalists/employees working in Doordarshan;

(b) the details of efforts being made to place Doordarshan at par with other channels in view of the stiff competition as regards TRP ratings; and

(c) the details of plans for its modernization?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) Prasar Bharati has informed that at present, 12030 permanent employees and 639 persons on contract basis are working in Doordarshan.

(b) As the Public Service Broadcaster, Doordarshan's programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. and may not be compared with other private channels as both have different objectives and programming formats. It is the constant endeavour of Doordarshan to improve

† Original notice of the question was received in Hindi.