

(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.

the quality of programmes. DD has introduced a number of programmes in various genres and formats like travelogue, documentaries, Short Films, health shows, live-phone-in programmes etc., which has resulted in increase in viewership of many channels of Doordarshan as per Broadcast Audience Research Council (BARC) ratings.

(c) Modernization of Doordarshan is a continuous process and schemes in this regard are formulated and implemented from time to time. Modernization plan covers a broad spectrum, which, *inter alia*, includes digitalization; adoption of new technologies at par with international standards; replacement of old/ outlived equipment and upgradation etc.

Paid News During Election

†211. SHRI P. L. PUNIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that repeatedly publishing an advertisement during the election which praises a candidate for his/her achievements, comes under the category of paid news;

(b) whether Government intends to amend Section 123 of the Representation of the People Act, 1951 and Section 15 of Press Council Act, 1978 in order to curb paid news if so, the details thereof; and

(c) whether Government is considering to appoint Lokpal for media organisations, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) Election Commission of India has informed that publishing an advertisement during election in favour of any candidate does not come within the definition of paid news. During election, expenditure incurred on such advertisement published by candidate/political party/their agent is added into their election expenditure account.

(b) The Press Council of India has recommended amendment to the Representation of the People Act, 1951 in order to make incidence of paid news a punishable electoral malpractice. The Election Commission of India has also recommended for including "Paid News" in the category of corrupt practices or electoral offences.

(c) There is no such proposal.

† Original notice of the question was received in Hindi.