

- (d) if so, reasons as to why the Government issued such an advisory?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) to (d) All private satellite TV channels are required to adhere to the Programme and Advertising Codes as prescribed in the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder. Appropriate action is taken as per the rules whenever violation of the said Codes is established.

Rule 6(1)(e) of the Programme Code of the Cable Television Networks Rules, 1994 specifically provides that "No programme should be carried in the cable service which is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote anti-national attitudes."

Recently, the Central Government has issued Advisories on 11.12.2019 and 20.12.2019 to all private satellite TV channels to adhere to the Programme Code under the Cable Television Networks (Regulation) Act, 1995. These advisories are also available on the Ministry's website *i.e.* www.mib.nic.in.

Financial support to print/electronic media

79. SHRI RIPUN BORA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether central advertisements and publicity support to print and electronic media has dropped over 60 percent as compared to last four years average;

(b) if so, the details of financial support to small, medium and big prints and electronic media since 2014 to till December, 2019, year-wise;

(c) whether media groups are awaiting for the payments since the year 2017-18;

(d) if so, payment status, including allocation of funds, release of funds and payments due to the media groups till August, 2019; and

(e) details of time-bound plan to clear all dues of media and publications till August, 2019?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) and (b) The Bureau of Outreach and Communication (BOC) under

the Ministry of Information and Broadcasting releases notices for tenders, auctions, recruitments etc. and also undertakes awareness campaigns and dissemination of information about the Government schemes and programmes through various media.

During the 2013-14 to 2019-20, per sq. cm rate of advertisements released in print media has increased from ₹ 42.31 to ₹ 62.13. During the current year (till 31st December, 2019) committed expenditure for Big, Medium and Small category newspapers and electronic media is as detailed below:

| Category | Amount (₹ in cr.) |
|------------------|-------------------|
| Big | 104.02 |
| Medium | 33.60 |
| Small | 7.31 |
| Electronic Media | 113.74 |

(c) to (e) Payments to the media organizations is a continuous process and done as per the availability of funds placed by the concerned client Ministries/ Departments. Regular follow-up is also done by the Ministry with the client Ministries/ Departments for clearing the outstanding bills. Details of amount released to media agencies since 2017-18 till August 2019 are as under:

(₹ in crore)

| Financial Year | Amount paid to Media Groups |
|----------------|-----------------------------|
| 2017-18 | 1105.02 |
| 2018-19 | 943.84 |
| 2019-20* | 232.81 |

*Till August 2019.

Cleaning and rejuvenation of river Kaveri

80. DR. ANBUMANI RAMADOSS: Will the Minister of JAL SHAKTI be pleased to state:

(a) whether Government is aware that the river Kaveri is one of the most polluted river in India;