

Method for approval of TV Serials

2289.SHRI KA. RA. SUBBIAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the method adopted for according approval to the TV serials;
- (b) the number of malpractices noticed by the investigating agencies for the past five years; and
- (c) the action taken by Government on the same?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) The proposals for sponsored serials from outside producers are considered by a Selection Committee in Doordarshan taking into account, *inter alia* (i) content of the programme (ii) production value/ quality of the programme, (iii) social objectives and programme requirement of Doordarshan and (iv) revenue earning potential.

The proposals for commissioned programmes are first evaluated by the Evaluation Committee. Thereafter, the shortlisted programmes are put up to the Costing Committee for final decision. The following factors, besides others, are taken into account in the selection of programmes under commissioned category:—

- (i) relevance of the story, theme, or subject to the needs of Doordarshan;
 - (ii) treatment of the subject/storyline;
 - (iii) conformity to the telecast code; and
 - (iv) track record of the Director, Executive Producer, writer, crew etc.
- (b) and (c) The information is being collected and will be laid on the Table of the House.

Programme advisory Committee to oversee programmes' Content

2290.SHRI KA. RA. SUBBIAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether there is any Programme Advisory Committee to oversee the programmes' content etc;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI