

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:7241
ANSWERED ON:12.05.2000
VIOLATION OF CODE OF ETHICS
MADHAVRAO SCINDIA;SUSHIL KUMAR SAMBHAJIRAO SHINDE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government have any scheme to take stringent action against TV commercials violating the minimum ethical standards;
- (b) if so, the details of the commercial subjected to scrutiny by the Committee on Code of Ethics and those found violating the code during 1999-2000, indicating the details of violation of the code;
- (c) the steps being taken by the Government to present the cultural invasion through uplinking of foreign and other channels by cable operators and others in violation of the code of ethics; and
- (d) the annual earning of revenue from granting of uplinking rights to satellite television channels during each of the last three years?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a), (b), (c), & (d): A statement is annexed.

ANNEXURE

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (d) OF THE LOKSABHA UNSTARRED QUESTION NO. 7241 FC ANSWERED ON 12.5.2000.

(a) & (b): As per existing Doordarshan's Advertisement code, no advertisement is permitted which inter-alia, glorifies violence or obscenity or projects a derogatory image of women, Indian satellite channels, which have been permission to uplink from India are also required to adhere to the same code. Encrypted foreign satellite channels when transmitted through cable television networks, are required to adhere to the advertisement code prescribed under Cable Television Networks (Regulation) Act, 1995 which also prohibits carriage of advertisement inter-alia, glorifying violence or obscenity or projecting derogatory image of women. Enforcement of these provisions of the said Act lies with the local authorities of respective State Governments. There is no Committee on code of ethics. In so far as Doordarshan is concerned, it previews storyboards of all proposed advertisement to check that they are in accordance with Doordarshan's code for 'Commercial Advertising'. If it is noticed that unapproved advertisements are aired on Doordarshan's channel, penalty as per norms is imposed on the concerned advertising agency in addition to stopping of the ads.

(c): With a view to bring the foreign satellite channels within the ambit of Indian laws including programme codes and Standards, Government proposes to bring before Parliament a comprehensive legislation for inter-alia, regulating private broadcasting in the country.

(d): Uplinking from India has been permitted to Private Satellite Television Channels since June, 1998. The annual revenue earning from uplinking facilities to satellite channels during 1998-99 and 1999-2000 is as follows:

Annual earnings

1998-1999 1999-2000

(a) Revenue earned by WPC Wing of Ministry of Communications 1.3 crores 1.4 crores

(b) Revenue earned by Videsh 7.0 crores 16.0 crores

Sanchar Nigam Limited (VSNL)

Total 8.3 crores 17.4 crores