

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

UNSTARRED QUESTION NO:2442
ANSWERED ON:06.03.2003
ADVERTISEMENTS DURING NEWS TIME
T.T.V. DHINAKARAN

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

- (a) whether the Government are aware that the National as well as Regional Channels of Doordarshan are telecasting advertisements before and in the middle of the news;
- (b) if so, whether the Government will direct the authorities to adhere to the time schedule during news bulletins; and
- (c) if so, the action taken/likely to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): Yes Sir,

(b): The time schedule of news bulletins are maintained by Doordarshan and care is taken to schedule the commercial in such a way that the duration of news bulletins is not curtailed.

(c): Does not arise.