

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

UNSTARRED QUESTION NO:2110
ANSWERED ON:09.03.2006
THREAT TO INDIAN CULTURE
Khaire Shri Chandrakant Bhaurao

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

(a) whether the Government is aware that the tendency of private television channels to earn more profits is seriously threatening India's art and cultural heritage; and

(b) if so, the steps taken by Government to check this tendency which is seriously threatening the culture of the country?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) & (b) All the advertisements/ programmes of satellite TV channels transmitted or re-transmitted through cable service are required to adhere to the provisions of the Advertising Code and Programme Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The Programme Code inter alia prohibits carriage of programmes which offend good taste or decency, contain anything obscene, denigrate women or children or are unsuitable for unrestricted public exhibition. For violation of the Programme Code action is taken against erring channels from time to time. Prasar Bharati, the public service broadcaster is not motivated solely by commercial considerations. Prasar Bharati telecasts programmes regularly depicting Indians' rich artistic and cultural heritage. Doordarshan runs a channel DD Bharati which is dedicated to programmes which focus on health, children, music, dance and heritage, with special emphasis on Indian way of life. It carries programmes on yoga, meditation, alternative system of medicine, aerobics and other aspects of health care in the health segment everyday. It holds a daily children and youth segment featuring programmes for the young such as cartoons, talent hunt shows, wild life films, news magazines, by and for children, campus scenes, counselling shows, etc. The channel also offers music, dance, travel and tourism shows, programmes on heritage, and literature.

The Government has also constituted a Committee on 03.10.2005 for reviewing the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder and the Guidelines for certification of films prescribed under the Cinematograph Act, 1952. The terms of reference of the Committee inter alia are to revise and harmonise the CBFC Guidelines and Cable Television Programme/Advertising Codes and AIR Code in accordance with contemporary community standards and the laws in force and to amplify the provisions of the Guidelines/Codes with a view to enable the Film/TV/Radio industry to use them for self-regulation and minimise the scope of their subjective interpretation, on the lines of OFCOM/Australian codes.