

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

UNSTARRED QUESTION NO:1745  
ANSWERED ON:04.12.2006  
FIX POLICY TO ADVERTISEMENT  
Bishnoi Shri Kuldeep

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

- (a) Whether there is any policy or mechanism to show the advertisement as well as telecast rates on Doordarshan ;
- (b) If so, the details thereof;
- (c) Whether there is any monitoring system regarding the telecast of advertisements on Doordarshan as per the allotment of time schedule for it; and
- (d) If so, the details thereof ?

**Answer**

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

(a) & (b): Prasar Bharati have informed that all advertisements telecast on Doordarshan are approved in accordance with the Commercial Code of Advertisement and care is also taken to see that the Programming Code of Doordarshan is not violated. So far as telecast rates are concerned the same are closely monitored in accordance with the market conditions from time to time.

(c) & (d): Prasar Bharati have informed that regular monitoring is done at the time of telecast by the concerned Doordarshan Kendra, as per the time schedule. They have further informed that at the end of the telecast, a telecast certificate is also issued which helps in proper billing.