

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

STARRED QUESTION NO:162
ANSWERED ON:10.12.2008
ELECTRONIC MEDIA MONITORING CENTRE
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has set up an Electronic Media Monitoring Centre (EMMC) to keep an eye on TV contents in the country;
- (b) if so, its objectives and the mandate delegated to the EMMC;
- (c) the funds allocated for this purpose;
- (d) the extent to which the EMMC would be able to check the contents of the commercial electronic media in the country;and
- (e) the details of the achievements made by the EMMC in detecting violation of programme/content codes, Channel-wise, since its inception?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO. 162 FOR ANSWER ON 10.12.2008

(a): The Government has set up an Electronic Media Monitoring Centre (EMMC).

(b): The objective of setting up of Electronic Media Monitoring Centre (EMMC) is to monitor the content of

(i) TV Channels down linked in India for violations of the Programme and Advertisement Codes enshrined in the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder with which the broadcasters are bound to abide by under the provisions of the Uplinking and Downlinking Guidelines

(ii) Private FM Radio channels and

(iii) Any other such work relating to monitoring of content of the Broadcasting Sector as may be assigned to it by the Government from time to time. The EMMC is only a reporting body and has not been delegated any powers to check the violation.

(c): As per Sanctioned Budget Grant (SBG) 2008-09, Plan and Non-Plan allocation for EMMC are as follows:

Annual Plan 2008-09 Rs.7.50 crore

Non-Plan 2008-09 Rs.3.00 crore

As per the approved minutes of the Standing Finance Committee (SFC), the total cost of the project Rs 19.65 crore out of which Rs 11.65 crore is earmarked for setting up of the project and rest of the amount is earmarked for annual maintenance, upgradation etc. during the 11th Five Year Plan.

(d) & (e): Although there is no provision of pre-censorship of the contents telecast on Private TV Channels, all the Private TV Channels are required to adhere to the Programme and Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. The Electronic Media Monitoring Centre (EMMC) was established mainly to monitor content on TV Channels and to report to the Government if any prima-facie violation of Programme or Advertising Code is noticed and as such it is only a reporting body. Since its inception in June 2008, on the basis of complaints received against the TV Channels, examination of the footage was done at EMMC where action was taken as at Annexure.