

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

STARRED QUESTION NO:128

ANSWERED ON:03.08.2010

MONITORING TV CONTENT

Meinya Dr. Thokchom;Thamaraiselvan Shri R.

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

- (a) whether the Government has any mechanism to monitor the content being broadcast by TV channels in the county;
- (b) if so, the details thereof;
- (c) the number of advisories/warnings/orders issued to various TV channels for violation of the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulations) Act, during each of the last three years and the current year, channel-wise;
- (d) whether the Government has taken any steps to strengthen the existing monitoring mechanism; and
- (e) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SMT. AMIBIKA SONI)

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

STATEMENT AS REFERRED TO IN REPLY TO PART (a) TO (e) OF LOK SABHA STARRED QUESTION NO.128 FOR ANSWER ON 03.08.2010

(a) & (b) Government has set up Electronic Media Monitoring Centre (EMMC), which monitors the content telecast on television channels with reference to the violation of Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. Action is taken whenever any violation of these Codes is brought to the notice of the Government. This Ministry has also constituted an Inter Ministerial Committee (IMC) to look into the specific complaints or take suo motu cognizance against the violation of Programme and Advertising Codes.

(c) The details of Advisories/Warnings/Orders issued to various TV Channels during the last three years and the current year is annexed.

(d) & (e) Ministry of Information and Broadcasting has issued detailed guidelines for constitution of Monitoring Committees for private TV Channels at State and District levels. All State Governments are required to set up these Committees to enforce the provisions of Cable TV Network (Regulation) Act, 1995. The District level Committee is headed by the DM. DM, SDM and Commissioner of Police are Authorized Officers to enforce the provisions of the act.

Ministry has provided funds under 11th Plan Scheme to increase the capacity of EMMC to monitor more number of TV channels round the clock.