

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

UNSTARRED QUESTION NO:6326  
ANSWERED ON:15.05.2012  
PROMOTING ENTERTAINMENT INDUSTRY  
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the efforts made by the Government to promote the entertainment industry;
- (b) whether the Government proposes to implement scheme to promote local programmes in the entertainment industry;
- (c) if so, the details thereof;
- (d) if not, the reasons therefore; and
- (e) the measures taken by the Government in this regard?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (DR. S. JAGATHRAKSHAKAN)

(a) Indian film industry, being largely in the private sector, Government plays a facilitative role in its promotion. Government of India by its 11th Plan Scheme "Participation in Film Market in India and Abroad" has promoted the Indian films among the foreign markets by organizing India Pavilion that provided a platform to the Indian producers for networking and to market their products among the foreign buyers. Further, through another Plan Scheme "Participation in Film Festivals in India and Abroad" numerous Indian film festivals have been organized in different parts of the world where Films under Indian Panorama are screened every year. Besides, under Cultural Exchange Programmes (CEP) signed with various countries, Indian film festivals are organized in different parts of the world.

Promoting digitalization of various delivery platforms of broadcasting services is one of the major thrust areas of this Ministry. To address the drawbacks in the existing analogue Cable TV services, the Ministry is implementing digitalization with addressability in the cable TV sector in a phased time bound manner with sunset date for complete switch off of analogue services by December, 2014. Digitalisation of cable TV services brings with it a high quality viewing experience to the viewer enabling him to enjoy a wider and a-la-carte- choice of TV channels suited to his family environment and budget. It also makes possible delivery of a wide variety of value added and interactive services and niche content catering to the needs of different sections of society. The transparency of subscriber base helps in reducing the disputes amongst services providers and ensures better tax compliance. This would also act as a catalyst for the growth of the television media industry. The Ministry has also announced policy guidelines for expansion of FM radio broadcasting service through private agencies (Phase-III). A total of 839 new FM radio channels shall be launched in addition to the already existing 245 channels. This would provide entertainment and information to people even in remote areas in the country. This initiatives will give an impetus to the growth of media entertainment industry.

(b) & (c) With a view to promoting good films with local content, this Ministry has executed an 11th Plan scheme "Production of Feature Films in Various Regional Languages" through National Film Development Corporation, a PSU under Ministry of I&B, by allocating a sum of Rs. 36 crores for production of 15 feature films in various regional languages and 3 films in Hindi/English languages.

Prasar Bharati (DD), the public broadcaster, has inter-alia, been mandated to provide wholesome entertainment in regional languages to public at large. The Prasar Bharati has been fulfilling this mandate through its various regional AIR and Doordarshan Kendras.

(d) & (e) Does not arise.