

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

UNSTARRED QUESTION NO:1464

ANSWERED ON:21.08.2012

NATIONAL INNOVATION COUNCIL

Angadi Shri Suresh Chanabasappa;Patil Shri A.T. Nana;Sugumar Shri K. ;Thamaraiselvan Shri R.

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

- (a) whether the National Innovation Council, in its report submitted to the Government, has recommended for bringing out a National Media Policy that addresses the new media landscape and changing societal need;
- (b) if so, the reasons extended by the Council in support of its above recommendation along with the reaction of the Government thereto;
- (c) the details of other recommendations made by the Council in its said report; and
- (d) the response of the Government thereon?

Answer

THE MINISTER OF STATE IN MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

(a) to (d) The Government of India has declared 2010-2020 as the 'Decade of Innovation', with a focus on inclusive growth. Accordingly, the Government set up a National Innovation Council with Shri Sam Pitroda, as its Chairman and 16 other distinguished Members. The national Innovation Council, as part of its initiative to create an institutional framework for innovation in Government, has facilitated setting up of Sectoral Innovation Councils in different sectors of the Union Government. The Sectoral Innovation Council on Media and Entertainment in the Ministry of Information and Broadcasting, set up on 28th July, 2011, was one such initiative by the Government. The Sectoral Innovation Council submitted its report on 26th July, 2012. One of the recommendations of the Council was that there is a ground for bringing out a National Media Policy that addresses the new media landscape and changing societal needs.

The Sectoral Innovation Council, in its report, has observed that media and entertainment sector of the economy has developed over the last few decades in separate and independent segments. For meeting requirements of different segments of the sector, the Governments has brought out independent set of statutes, policy guidelines and regulations from time to time. The sector has also seen significant development in technology, which have implications on the inter and intra segments of the industry. In view of this, there is a ground for having a fresh look at the set of independent policies that have been designed during that past few decades and to make them relevant to the emerging needs of technology and society. A comprehensive policy that integrates all existing media segments addresses the emergent issues and adjusts the regulating directions to the new ground realities has become a necessity.

The Council, in its report, has covered six broad areas of Media and Entertainment sector, namely, Broadcasting; Film; Animation, Gaming and VFX; Print Media; Advertising and Media Education. The Council has given, in total, 64 recommendations in its report. The number of recommendations with respect to each sector are given as under:

Area Number of recommendations

Broadcasting	19
Film	12
Animation, Gaming & VFX	05
Print Media	03
Advertising	08
Media Education	09
Other Issues	08
Total	64

The report of the Council is in the public domain and is available on the website of Ministry of Information & Broadcasting and also on the website of National Innovation Council.

The report of the Sectoral Innovation Council is a road-map for innovation in Media and Entertainment sector. The recommendations are required to be examined by the Ministry for implementation.