

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

UNSTARRED QUESTION NO:1787
ANSWERED ON:04.12.2012
FUNCTIONING OF EMMC
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Electronic Media Monitoring Centre (EMMC) monitors the content being telecast by the private satellite television channels round the clock;
- (b) if so, the details thereof along with the number of cases detected/monitored by EMMC for violation of the Programmes and Advertising Codes by private satellite television channels during each of the last three years and the current year and the action taken thereon by EMMC during the said period channel-wise;
- (c) whether any review has been conducted by the Government on the working/functioning of the EMMC; and
- (d) if so, the outcome thereof during the said period?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

- (a) Electronic Media Monitoring Centre (EMMC) set up by the Ministry of Information & Broadcasting monitors the contents telecast by private satellite TV round the clock. Recently the capacity of EMMC has been enhanced to monitor 300 channels on a rotation basis. Reports sent by EMMC are scrutinized in the Ministry and if any violation of Programme and Advertising Codes is established, action is taken under Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.
- (b) Details of action taken against TV channels during each of the last three years and the current year on the basis of reports/Complaints received from EMMC and other sources is annexed.
- (c) & (d) The functioning of the EMMC is monitored regularly by the Government. Regular reviews have helped the Government to augment the manpower, financial and technical capability of EMMC. In the 12th plan adequate provisions have been made to provide necessary support to EMMC to continue its mandate efficiently and effectively.