

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

UNSTARRED QUESTION NO:4689
ANSWERED ON:23.04.2013
RESULTS FRAME DOCUMENTS
Raghavan Shri M. K.

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

- (a) whether there is any proposal to bring out the Results Frame Document (RFD) for the Ministry;
- (b) if so, the details thereof and the steps taken to promote, facilitate and develop the broadcasting industry and strengthen the Public Service Broadcaster;
- (c) the reasons for the Public Sector Broadcaster being not commercially successful like the private operators; and
- (d) the measures taken for good and value based content for healthy entertainment of people of all ages?

Answer

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

- (a) Yes Sir.
 - (b) Following eight objectives have been included in the Results-Framework Document of Ministry of Information and Broadcasting for year 2013-14:
 - i) Effective dissemination of information of Government Programmes and policies
 - ii) Facilitate development of broadcasting industry
 - iii) Monitoring of content of Broadcasting Media
 - iv) Popularizing use of Community Radio as a medium to empower civil society
 - v) Strengthening Public Service Broadcaster – Support to Prasar Bharati
 - vi) Promoting and encouraging good cinema and recognizing outstanding contribution to the films
 - vii) Up-scaling of Human Resources for media and entertainment sector
 - viii) Improving efficiency of Responsibility Centres and PSUs
- Major steps taken to promote, facilitate and develop the Broadcasting industry include:
- i) Automation of TV(INSAT) Section dealing with licensing matter to ensure transparency in broadcasting application;
 - ii) Digitisation of analog cable network to bring about transparency in the entire broadcasting value chain;
 - iii) Expansion of FM Radio Services in the country;
 - iv) Creating awareness about Community Radio Policy through consultations/ workshops;
 - v) Launching of Community Radio Support Scheme during the 12th Plan period;
 - vi) Liberalised foreign investment limits in broadcasting carriage segments such as DTH, HITS, Cable TV and Teleports.

In order to strengthen the Public Service Broadcaster, namely, Prasar Bharati, Government has taken steps to extend financial support to Prasar Bharati, facilitate recruitment of manpower and such other measures in support of the organization as envisaged in The Prasar Bharati (Broadcasting Corporation of India) Act, 1990.

- (c) The mandate of The Public Service Broadcaster (Prasar Bharati) under The Prasar Bharati Act 1990 is to inform, educate and

entertain the public and ensure a balanced development of broadcasting on radio and television. The public broadcaster is not guided primarily by commercial considerations.

(d) As regards value based content for healthy entertainment of people of all ages, the Ministry of Information and Broadcasting has been monitoring the content telecast on private TV channels through its Electronic Media Monitoring Centre (EMMC) and Inter Ministerial Committee (IMC). Action is taken whenever any incident relating to telecast of obscene and vulgar programmes is reported to the Ministry. There is no pre-censorship of programmes telecast on TV and FM channels. However all TV channels have to adhere to the Programme and Advertising Code provided in the Cable Television Networks (Regulation) Act, 1995. Similarly, the FM radio stations are required to follow the Code for Commercial Broadcasting of All India Radio (AIR). For filmic content, Central Board of Film Certification certifies the content as per The Cinematograph Act, 1952 for public viewing.