

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

UNSTARRED QUESTION NO:5673
ANSWERED ON:30.04.2013
PROGRAMMES ON MORAL VALUES
Devi Aswamedh;Singh Smt. Meena

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

- (a) whether the Government has conducted/proposes to conduct any review/study on the impact/effect of depiction of obscene, violent and horror scenes and other similar content on TV on the masses including children and on social/ moral values;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government proposes to make programmes/ serials based on cultural, historical, educational and moral values for telecasting on TV for the benefit of families as well as children;
- (d) if so, the details thereof during each of the last three years, channel-wise; and
- (e) if not, the reasons therefor and the remedial measures taken/ proposed to be taken by the Government in this regard?

Answer

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

(a) & (b): No such study has been conducted/ proposed to be conducted by this Ministry. However, programmes carried on T.V. channels are required to conform to the Programme and Advertising Codes of the Cable Television Networks (Regulation) Act, 1995 and Rules 1994. This Ministry has set up an Electronic Media Monitoring Centre (EMMC) to scrutinize violations of the Programme and Advertising Code on TV channels. An Inter Ministerial committee at the Ministry recommends action to be taken in case of violations of the Programme and Advertising Code.

(c) to (e): Prasar Bharati, the Public Broadcaster, has informed that programmes based on cultural, historical, educational, moral values etc. are regularly telecast on several of their T.V. Channels. A list of some important programmes carried on DD National in the past three years is at annexure.