

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

UNSTARRED QUESTION NO:191
ANSWERED ON:05.12.2013
TELECAST OF PROGRAMMES ON DD
Bali Ram Dr.

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

- (a) the formalities to be fulfilled before the telecast of programme on Doordarshan;
- (b) the agencies/committees which approve programmes/advertisements to be telecast on Doordarshan;
- (c) the details of the officers, who monitor the programmes telecast on the Doordarshan; and
- (d) the officials nominated by the Government in the Censor Board, who are empowered to accord approval to the programmes which are likely to be telecast on Doordarshan?

Answer

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

(a) Prasar Bharati has informed that Doordarshan is a Public Service Broadcaster and it has its own set of norms/guidelines. Programmes are offered to Doordarshan by the outside producers in terms of content and style in conformity with the social objectives of Doordarshan (Broadcasting Code).

The outside producers offer their proposals as per the scheme(s) available on DD's website: www.ddindia.gov.in.

(b) Proposals received from outside producers are processed and approved by the specific committees/Competent Authority. Advertisements for telecast on Doordarshan are approved by Doordarshan Commercial Service, New Delhi; Marketing Division, Mumbai and concerned Kendras where the advertisements are to be telecast, as per "The Code for Commercial Advertising".

(c) Prasar Bharati has informed that it is mandatory that before the programme goes on air, the content of programme is previewed by an in-house Preview Committee. A duty officer/Transmission Executive at Doordarshan Kendra, monitors and logs the programmes during telecast.

(d) Does not arise in view of(c) above.