

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

UNSTARRED QUESTION NO:266
ANSWERED ON:09.07.2014
SELF REGULATORY MECHANISM FOR MEDIA PERSONNEL
Meghwal Shri Arjun Ram

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

- (a) whether the Government proposes to implement a self regulatory mechanism for media personnel;
- (b) if so, the salient features thereof;
- (c) whether a report has been prepared by the Press Trust of India in this regard; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING, ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) & (b): The Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 with twin objectives of preserving the freedom of press and also to inculcate principles of self-regulation among the press. So far as private satellite TV channels are concerned, the Act does not provide for pre-censorship of the contents aired on these channels. However, all channels have to abide by the Programme and Advertising Code stipulated by the Cable Television Networks Rules, 1994 under the Cable Television Networks (Regulation) Act. The News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF) and Advertising Standards Council of India (ASCI), which are private agencies, have also put in place self-regulatory complaint redressal mechanism with respect to complaints regarding content telecast by TV channels. This Ministry sends complaints against TV content to them for appropriate action from time to time.

(c) & (d): Press Council of India has informed that it is not aware of any such report in this regard that was prepared by the Press Trust of India.