

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

UNSTARRED QUESTION NO:3437
ANSWERED ON:12.12.2014
IMPACT OF CARTOON CHANNEL
Chauhan Shri Devusinh Jesingbhai

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

- (a) whether the cartoons have lasting effects on children;
- (b) if so, whether the Government has made any assessment regarding impact of cartoon channels on children/kids;
- (c) if so, the details and outcome thereof;
- (d) whether the Government proposes to regulate/limit the telecast of cartoon programmes on private channels/Doordarshan in accordance with the examination schedule of children, if so, the details thereof; and
- (e) the remedial measures taken/being taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.))

- (a) to (c): No such issue has been brought to the notice of the Government.
 - (d): There is no proposal to regulate/limit the telecast of cartoon programmes on private channels with the examination schedule of children. As per existing regulatory framework, the telecast of content on private satellite TV channels including cartoon channels is regulated under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme telecast on such TV channels. However, it prescribes that all programmes and advertisements on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the Act and the rules framed thereunder, which contains a whole range of principles to be followed by these TV channels. Action is taken against defaulting channels whenever any violation of the said codes is noticed or brought to the notice of the Ministry.
- So far as Doordarshan is concerned, Doordarshan regulates all content including cartoons as per the Doordarshan Programme Code.
- (e): The existing mechanism available in this Ministry is considered adequate to regulate content of private TV channels.