

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

UNSTARRED QUESTION NO:4448
ANSWERED ON:19.12.2014
MONITORING OF CONTENT OF PROGRAMMES
Shekhawat Shri Gajendra Singh

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

- (a) whether the Government has set up any monitoring centre to monitor the content of the programmes being telecast on television in the country;
- (b) if so, the details thereof along with the rights conferred on the said monitoring centre ;
- (c) the funds allocated for this purpose; and
- (d) the further steps taken by the Government in this regard?

Answer

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

a) to (d) Electronic Media Monitoring Centre (EMMC) is a subordinate office under the Ministry of Information and Broadcasting and has been set up with state-of-the-art facility with effect from 9th June, 2008. EMMC monitors the content of the private satellite TV channels with regard to violation of Programme and Advertising Codes as enshrined in the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994. To enhance the monitoring capacity of the centre, a Plan Scheme, "Strengthening of EMMC" has been approved for Rs.90.00 crores during the 12th Plan (2012-17). Rs. 20 crores has been allocated in the current financial year, 2014-15 for facilitating augmentation of the monitoring capacity.