

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

STARRED QUESTION NO:279  
ANSWERED ON:07.08.2003  
STRENGTHENING OF PRINT AND ELECTRONIC MEDIA  
ALE NARENDRA

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

- (a) the policy decisions taken by the Government for developing and strengthening the print and electronic media network in the country during 2002-03 and the current year;
- (b) the details of investment made during the Ninth Plan and the impact thereof; and the details of priorities set by the Government for the current year and the next year; and
- (d) the follow up action taken for implementation of policy decisions during 2002-2003?

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (d): A statement is laid on the table of the House.

STATEMENT REFERRED IN REPLY TO PART (a) TO (d) OF LOK SABHA STARRED QUESTION NO.279 TO BE ANSWERED ON 78.2003

(a) A statement is annexed.

(b): During Ninth Plan period Doordarshan commissioned 21 studios and 387 transmitters throughout the country thereby increasing the coverage of DD-1 channel from 86.9 to 89.6 % and that of DD-II channel from 11.02% to 35.9 %. The capital expenditure in this was Rs.1360.53 crore.

During the 9th Five-year plan, 12 Mini-Media Centres have been set up at a cost of Rs.88.39 Lakhs.

During the 9th Plan period, Rs.553.82 crore were spent on AIR projects (88 numbers) that increased the coverage to 98.84 percent.

(c) and (d): So far as Prasar Bharati is concerned, thrust areas in Tenth Plan are – provision of coverage to uncovered areas, digitalization and modernization of production facilities, digitalization and modernization of satellite broadcast equipment, replacement of old studio, transmitter and satellite broadcast equipment, automation of studio facilities, automation of LPTs, expansion of coverage in NE region, digital transmission and limited expansion of terrestrial coverage.

Applications have already been invited for grant of Licenses for Community Radio Stations from well-established educational institutions/ organizations, through a public notice, which have been published in the leading newspapers in the country and letters have been sent to the States to publicise the scheme. At present 12 studios and 97 transmitter projects of Doordarshan are under implementation as part of Tenth Plan. A pilot scheme of `Ku Band transmission` has been formulated. Special package for expansion and improvement of Doordarshan services in North East region and Island territories was approved in principle and is being implemented.

Annexure referred to part (a) of the Lok Sabha Starred Question No.279 for 78.2003

Government follows a policy of freedom of the press. The print media and electronic media are largely in private hands and the Government follows a policy of non- interference in their management. However, steps are taken from time to time to ensure that an environment facilitating a free and fair press is created.

In the year 2002-03 and the current year the following policy decisions have been taken by the Government to facilitate and strengthen the print and electronic media network in the country:-

A

(i) Allowing foreign investment upto 74% of paid up capital in Indian entities publishing scientific/technical/ speciality magazine/ periodical/ journal.

ii) Allowing upto 26% FDI in Indian entities publishing newspapers and periodicals dealing with news and current affairs.

iii) Allowing Indian edition of scientific/technical/specialty magazine/periodical/journal.

B. Allowing 100% foreign direct investment in the advertising sector on the automatic approval route.

C Laying down the Advertising Policy Guidelines

Mini-Media centers are set up in the Regional/ Branch Offices of PIB to facilitate holding of press conferences.

Import of newsprint, professional grade photographic, broadcast equipment are allowed at concessional rates to newspapers, accredited journalist and new channels whose journalist are accredited with Press Information Bureau respectively. The National Press Centre with state of the art broadcast and communication facilities is also being set up.

The Government issues a number of Advertisements in the print media through the DAVP. As a bulk purchaser of ad-space, DAVP is given concessional rates. This issue has been examined in detail now and the Advertising Policy Guidelines have come into effect from 1.5.2002.

In order to liberalise and streamline the present regime regarding syndication arrangements entered into by newspapers, guidelines have been issued in June, 2003.

Government has decided to grant licenses to well established educational institutions/ organizations including Universities, Institute of Technology/ Management for setting up low power FM Community Radio Stations, subject to the fulfillment of eligibility criteria.

Conditional Access System has been introduced by amending Cable Television Network (Regulation) Act, 1995 to implement the Conditional Access System roll-out in a phased zone-wise manner in the three metros of Delhi, Kolkata and Mumbai and at one go in Chennai with effect from 1st September 2003.

A Committee has been constituted to make recommendations for Radio Broadcasting for Phase.II.