

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

STARRED QUESTION NO:345  
ANSWERED ON:14.08.2003  
GROWTH OF ENTERTAINMENT SECTOR  
MOHAN RAWALE

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

- (a) whether the Government propose to bring the Entertainment Policy to facilitate the entertainment sector;
- (b) if so, the details thereof; & whether the Government propose to give renewed thrust to enhance the programme content on Doordarshan and Akashvani; and
- (d) if so, the details thereof?

**Answer**

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

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE LOK SABHA STARRED QUESTION NO. 345 FOR ANSWER ON 14.8.2003.

(a) to (d) : The Ministry of Information and Broadcasting is concerned with entertainment through cinema as well as the broadcasting mediums. This sector depends for its growth on an ambience – in terms of institutional, legal and financial arrangements and technological developments – which allows creativity and spontaneity to flourish. It is the constant endeavour of the Government to review policies whether of the Central or State Government impacting on the sector and to take/recommend action to facilitate growth.

Schemes for content creation for Jammu and Kashmir, North East and for funding of quality programmes have been included in the 10th Plan for Prasar Bharati.

Some measures taken in the recent past include declaring entertainment industry as an approved activity under the Industrial Development Bank of India (IDBI) Act, liberalization of the foreign investment regime for films and TV software, development of film markets abroad, recommendation and steps for reduction of entertainment tax, encouragement for multiplexes, liberalization of uplinking policy for TV channels, licenses for private FM broadcasting and allowing DTH in the private sector.