

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

UNSTARRED QUESTION NO:1460  
ANSWERED ON:11.12.2003  
VIOLATION OF GUIDELINES BY DOORDARSHAN  
ABDUL RASHID SHAHEEN;SHIVAJI MANE

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

- (a) the guidelines followed for the clearance of serials in Doordarshan;
- (b) whether these guidelines have been flouted;
- (c) If so, the details of the violation of these guidelines during each of the last three years; and
- (d) the action taken/proposed to be taken by the Government in this regard?

**Answer**

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

(a) : Prasar Bharati has informed that there are guidelines for the consideration, processing and approval of proposals from outside producers for telecast of TV programmes/serials under 'Sponsorship Category' and 'Commissioned Category'. These guidelines are available on Doordarshan website: [www.ddindia.com](http://www.ddindia.com).

(b), (c) & (d): Prasar Bharati has informed that in exceptional cases where high quality sponsored programmes are required as channel driver, Empowered Committee/Prasar Bharati Board is approached to approve the proposal in relaxation of guidelines keeping in view of the concept and content of the serial, status of the producer/production house, production and technical quality of the programme and market potential etc.