

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

UNSTARRED QUESTION NO:2319

ANSWERED ON:08.12.2005

TV SERIALS

Aaron Rashid Shri J.M.;Sarvey Shri Sathyanarayana

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

(a) whether the Government is aware that quality of TV serials are not entertaining and lack quality in respect of poor scripts, direction and other technical parameters and programming contents;

(b) if so, the reasons thereof; and

(c) the steps taken by the Government to improve the quality of TV serials?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c): There are more than 200 TV Channels available over the Indian skies. In respect of private TV channels the Government does not have a role to play in their programming content, except for insisting on adherence to the Programme and Advertisement Codes prescribed under the Cable Television Networks (Regulation) Act 1995 and Rules framed thereunder.

As far as Doordarshan is concerned it constantly endeavours to telecast serials that are of a high professional standard both in terms of technical parameters as well as content and which provide wholesome entertainment to its viewers.