

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 26.07.2010
ANSWERED ON
REPORT ON PAID NEWS .

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SHRI N.K. SINGH

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

- (a) whether Government has asked the Press Council of India (PCI) to submit its report on 'paid news' urgently;
- (b) if so, whether any time period has been demarcated to PCI to submit the report;
- (c) the details of various representations received by Government on paid news; and
- (d) the strategy Government proposes to formulate to tackle the problem in view of suggestions received from PCI members and other eminent experts?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) Yes, Sir.

(b) No time period has been specified. However, the Press Council of India (PCI), an autonomous body set up under Press Council Act, 1978 for preserving the freedom of press and maintaining and improving the standard of newspapers and news agencies in India, has constituted a Sub-Committee to examine the 'Paid News Syndrome'. The Sub-Committee has submitted its report for consideration of the full Council. In a special meeting of the Council held on 26.04.2010, the report of the Sub-committee was considered and the Council decided to constitute a Drafting Committee to draft a report drawing upon the information and findings of the Sub-Committee. The Drafting Committee has been given a time frame of three months to finalize the Report and the Committee is expected to submit its report by the end of July, 2010.

(c) There have been a number of media reports that sections of electronic and print media have received monetary considerations for publishing or broadcasting in favour of particular individuals or organizations, what is essentially advertisement disguised as news.

(d) The Government will take appropriate action on receiving the recommendations of the Press Council of India in this regard.