

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
STARRED QUESTION NO. *94
TO BE ANSWERED ON 15TH DECEMBER, 2022**

GUIDELINES ON PUBLIC SERVICE PROGRAMMES

***94. SHRI JAWHAR SIRCAR**

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the reasons for issuance of guidelines by Government to the National Communications Authority (NCA) and General Entertainment Channels to broadcast any of the 8 'public service' programmes for at least 30 minutes a day;
- (b) whether these have to be fresh public service programmes or time could be set off against any ongoing or other programmes that have elements of the 8 themes; and;
- (c) whether programmes like Ramayana or Mahabharat will fit in these guidelines?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF YOUTH AFFAIRS & SPORTS
{ SHRI ANURAG SINGH THAKUR }**

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA STARRED QUESTION NO. *94 FOR ANSWER ON 15.12.2022

(a) : The previous policy guidelines for Uplinking and Downlinking of satellite TV channels which came into effect on 05.11.2011 were more than 10 years old. Hence, in order to address the challenges due to fast evolving broadcasting technology, changes in market scenarios/broadcasting sectors as well as to create a conducive environment for Ease of Doing Business and to reduce compliance burden, this Ministry revised the policy guidelines on 09.11.2022. The obligation of public service broadcasting was introduced as per TRAI recommendation, with the objective to spread greater awareness on the themes of national importance and of social relevance in public interest.

(b) & (c) : A company/LLP having permission under these guidelines for uplinking a channel and its downlinking in India (other than foreign channels only downlinked in India) may undertake public service broadcasting for a minimum period of 30 minutes in a day on themes of national importance and of social relevance, including the following, namely —

- (i) education and spread of literacy;
- (ii) agriculture and rural development;
- (iii) health and family welfare;
- (iv) science and technology;
- (v) welfare of women;
- (vi) welfare of the weaker sections of the society;
- (vii) protection of environment and of cultural heritage; and
- (viii) national integration

The above list is not exhaustive and other themes which are of national importance and of social relevance may also qualify for being accounted under Obligation for Public Service Broadcasting.
