

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

**LOK SABHA  
STARRED QUESTION NO.\*385  
(TO BE ANSWERED ON 22.03.2018)**

**PRIVATE FM RADIO CHANNELS**

**\*385 SHRI PRAHLAD SINGH PATEL:**

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

- (a) whether a comprehensive expansion of private FM radio channels is taking place across the country under the policy of providing entertainment to the common man and if so, the details thereof;
- (b) whether the said channels are likely to have comprehensive access to the cities with low population and the rural areas adjacent to these cities, if so, the details thereof;
- (c) whether the private channels get regular advertisements of the schemes of the Central Government, the State Governments and the local bodies and if so, the details thereof;
- (d) whether the Government is considering to allow these channels to broadcast news and if so, the details thereof; and
- (e) whether there is any guideline to ensure quality/social standard of the contents of the programmes and the ratio of songs and advertisements to be broadcast by the private channels and if so, the details thereof?

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING  
(SHRIMATI SMRITI ZUBIN IRANI)**

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

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA  
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(a) & (b) It is stated that the Union Cabinet, in its meeting held on 7.7.2011, approved the "Policy Guidelines on expansion of FM radio broadcasting service through private agencies (Phase-III) which was notified on 25.7.2011". Under the Policy, permission for FM radio channels are awarded through ascending e-auction process, in batches. FM Phase-III Policy seeks to extend FM radio services to about 227 new cities, in addition to the existing 67 cities, with a total of 839 new FM radio channels in 294 cities. The Phase-III policy covers all cities with a population of one lakh and above besides 11 border area towns of J&K, NE States and Island territories having population less than one lakh.

(c) Directorate of Advertising & Visual Publicity (DAVP) being the nodal advertising department of the Government of India, releases advertisement as per the requirements, allocated budget, target audience etc. in accordance with "Policy guidelines for the empanelment of Private FM Radio stations and fixation of rates for Government advertisements by DAVP 2016".

(d) The permission holders are permitted to carry the news bulletins of All India Radio in exactly same format, on such terms and conditions as may be mutually agreed with Prasar Bharati, in addition to the broadcast pertaining to certain categories like information pertaining to sporting events excluding live coverage, live commentaries of sporting events of local nature, information pertaining to Traffic and Weather, coverage of cultural events, festivals, coverage of topics pertaining to examinations, results, admissions, career counselling, availability of employment opportunities, public announcements, pertaining to civic amenities like electricity, water supply, natural calamities, health alerts etc. as provided by the local administration.

(e) In accordance with the FM Phase-III Policy guidelines, the Permission holder is required to follow the same programme and advertisement code as followed by All India Radio, as amended from time to time or any acceptable code, which the central Govt. may prescribe from time to time.

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