

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 1045
(TO BE ANSWERED ON 13.12.2022)

GUIDELINES FOR TV CHANNELS

1045. SHRI MANICKAM TAGORE B.:
PROF. SOUGATA RAY:
SHRI KARTI P. CHIDAMBARAM

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

- (a) whether it is a fact that the Government has approved new guidelines for uplinking and downlinking of television channels in the country and if so, the details thereof;
- b) whether it is also true that all the stations will have to mandatorily broadcast content on issues of national importance and social relevance for atleast 30 minutes every day as per the “Guidelines for Uplinking and Downlinking of Satellite Television Channels in India, 2022”;
- c) if so, the objective of such mandatory directions;
- d) whether any channel is not following such mandatory directions and most of them lose their licences to operate and if so, the details thereof;
- e) whether it is a fact that the Government has listed themes that are required to be broadcast and if so, the details thereof;
- f) whether it is also true that the Government may issue general advisories as and when required and if so, the details thereof;
- g) whether the Government will subsidise the cost of producing and airing such content for the broadcasters and if so, the details thereof; and

- h) whether stakeholder consultations had been carried out with industry groups before issuing the guidelines and if so, the details indicating the dates on which these consultations were held?

ANSWER

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

(a) : Yes. Ministry of Information & Broadcasting has issued Policy Guidelines for Uplinking and Downlinking of Satellite Television Channels in India, 2022 which is available in the website of this Ministry <https://mib.gov.in/broadcasting/broadcasting-codes-guidelines-and-policies>.

(b) : The Clause 35 of the Policy Guidelines for Uplinking and Downlinking of Satellite Television Channels in India, 2022 provides that a company/LLP having permission under these guidelines for uplinking a channel and its downlinking 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.

(c) : The objective of this provision is to spread awareness on the themes of national importance and of social relevance in public interest.

(d) : Voluntary compliance and self-certification are the guiding principles for implementation of this provision under the guideline.

(e) : 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.

(f) : As per Clause 35 (3) of the guidelines, the Central Government may, from time to time, issue general advisory to the channels for telecast of content of national interest and of social relevance, and the channel shall comply with the same.

(g) : No such provision has been made under the Guidelines.

(h) : Ministry of Information & Broadcasting had uploaded the draft guidelines on its website on 30.04.2020 inviting comments from the broadcasters. The provision of Obligation for Public Service Broadcasting has been included in the Guidelines on the recommendations of Telecom Regulatory Authority (TRAI) on the subject “Issues relating to entry of certain entities into Broadcasting and Distribution activities” issued on 12.11.2008. TRAI had finalized its recommendations on the subject with due diligence, observing the spirit of transparency and carrying out wide ranging consultations with all the stakeholders.
