

the market size. It will also ensure increased service tax revenue through enhanced deployment of triple play including broadband and other value added services that are possible in the addressable digital Cable TV system.

(b) For implementation of Digital Addressable Cable TV System, the cable operators (MSOs/LCOs) may be required to upgrade their distribution network. The MSOs may be required to upgrade their headend equipment whereas the LCOs may be required to upgrade their cable network, in case the existing cable network does not support the services offered in the digital addressable systems.

To facilitate the implementation of the digital addressable system, TRAI in its recommendation dated 5th August 2010, has recommended various fiscal incentives such as tax holidays, reduction of custom, duties on headend equipment and STBs to zero. Besides, TRAI has also recommended for granting of Right of Way (RoW) permission for laying of cables by the cable operators, on non exclusive basis. As far as consumers are concerned STB will be required for reception of channels as well as other services. In this regard TRAI in its tariff order dated 21st July, 2010 for addressable systems made it mandatory for the cable TV operators to offer the STB on rental, hire-purchase and outright purchase basis so that the consumer may choose the offer most suitable/ affordable to him.

Inter-ministerial committee to prevent misleading advertisements

2078. SHRI Y.S. CHOWDARY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government is mulling an inter-ministerial committee to strengthen the laws and regulations to prevent misleading advertisements;
- (b) if so, the details thereof;
- (c) the details of complaints received by Government on misleading advertisements;
- (d) the present status of the complaints; and
- (e) the details of guidelines framed by Government to put checks on misleading advertisements?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) The Inter -Ministerial Committee set up by the

Government to look into cases of violations of Programme and Advertising Codes laid down in the Cable Television Networks(Regulation) Act, 1995 and Rules framed thereunder, has been re-constituted on 11.11.2011 to include Joint Secretary of the Department of Consumer Affairs in view of the provisions of the Advertising Code having a bearing on issues concerning consumers.

(c) to (e) Rule 7 (5) of the said Advertising Code provides that no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved. The Ministry also issued an Advisory to all the Channels on 13.5.2010 to follow in letter and spirit the provisions of the said Rule 7 (5). Recently, some instances were brought to the notice of the Ministry that some TV channels were showing advertisements of products purportedly having special or miraculous or supernatural properties. The matter was referred to the Advertising Standards Council(ASCI), the private self-regulating body of advertising industry. ASCI informed that the complaints in cases of advertisements, namely, Divyarishi's Kuber Kunji, Badha Mukti Yantra, Shani Shubh Yantra, Sai Darshan Pendant and Maha Dhan Laxmi Yantra, have been upheld by their Consumer Complaints Council (CCC). Accordingly, the Ministry has advised the Indian Broadcasting Foundation and the News Broadcasters Association that TV channels may be advised by them not to carry these advertisements as also similar advertisements which are not in accordance with Rule 7(5) of the Advertising Code.

**Legislation for regulating publications
and TV channels**

2079. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is aware of the recent comments of the current Chairman of the Press Council of India regarding regulation of the contents of newspapers and TV channels and objection raised by the editors and proprietors of various publications and TV channels thereon;

(b) if so, the reaction of Government in the matter;

(c) whether Government proposes to introduce fresh legislation for regulating the contents of publications and TV channels and if so, the details thereof; and