

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1064
TO BE ANSWERED ON 29/04/2016**

STRENGTHENING OF EMCC

1064. SHRI DUSHYANT CHAUTALA:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has initiated any plan/scheme for strengthening Electronic Media Monitoring Centre (EMMC) under 12th plan with the objective of protecting citizens from broadcast of undesirable content;
- (b) if so, the details thereof and the present status of the scheme along with the number of TV channels brought by the Government under surveillance through this scheme; and
- (c) the details of actions taken by the Government for the upgradation of this centre so as to execute intense monitoring of TV channels in the country?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING
[COL RAJYAVARDHAN RATHORE (Retd.)]**

(a) to (c): Electronic Media Monitoring Centre (EMMC) was set up in 2010 for monitoring of 50 channels under the 11th Plan Period on 24x7 basis. This number was gradually increased to 150 and then to 300 under the 11th Plan Period. Further, under the 12th Plan Period (2012-2017) Government has initiated a Plan Scheme for "Strengthening of Electronic Media Monitoring Center (EMMC)" with an allocation of Rs 90 crores to enhance the existing monitoring capacity from 300 TV channels to 1500 during the plan period. As a consequence, the capacity of EMMC has been increased to 600 private satellite TV channels at present, while measures are being taken to further increase it to 900 TV channels. It is worth noting that about 870 TV channels have been granted permission to uplink/downlink so far.

To enable monitoring of the above channels the plan also provides for hiring of manpower on contractual basis. In addition, officers of the Indian Information Service (IIS) cadre supervise working of the contractual staff.
