

GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2632**  
(TO BE ANSWERED ON 23.03.2023)

**POLICY GUIDELINES FOR UPLINKING AND DOWNLINKING OF TELEVISION CHANNELS IN INDIA, 2022**

**2632. SHRI DEREK O' BRIEN:**

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

- (a) whether it is mandatory for broadcasting channels to follow the guideline regarding airing content of “National Interest”;
- (b) whether channels that are already producing such content will be required to produce additional content because of the guidelines;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) whether Government held consultations with broadcasters before publishing these guidelines; and
- (e) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

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

**(a) to (c) :** 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 on themes of national importance and of social relevance. Further, an Advisory has been issued on 30.01.2023 by this Ministry on the subject matter detailing the manner of compliance and reporting.

Further, the channels which are already broadcasting content on the themes of national importance and of social relevance need not produce additional content but furnish the report in the manner prescribed in Advisory dated 30.01.2023.

**(d) & (e):** 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.

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