

3rd Annual Report 2009 10

NewsBroadcastersAssociation



||| **News Broadcasters Association** |||
Board of Directors



Sameer Manchanda
President



K.V.L. Narayan Rao
Vice President



Barun Das
Honorary Treasurer



G. Krishnan



Ashok Venkatramani



Rajat Sharma



Sunil Lulla

News Broadcasters Association

Board of Directors

Mr. Sameer Manchanda ibn18 Broadcast Ltd.	President
Mr. K.V.L. Narayan Rao New Delhi Television Ltd.	Vice President
Mr. Barun Das Zee News Ltd.	Honorary Treasurer
Mr. G. Krishnan TV Today Network Ltd.	
Mr. Ashok Venkatramani Media Content & Communications Services (India) Pvt. Ltd.	
Mr. Rajat Sharma Independent News Service Pvt. Ltd.	
Mr. Sunil Lulla Times Global Broadcasting Company Ltd.	

Secretary General

Mrs. Annie Joseph

Auditors

S.S. Kothari Mehta & Co
Chartered Accountants

Bankers

Bank of India

Registered Office

101-103, Paramount Tower
C-17 Community Center
Janakpuri
New Delhi - 110 058

Message from President, NBA
August 26, 2010



Sameer Manchanda
President

Dear Members,

It is my privilege to present the third Annual Report of the News Broadcasters Association and lay out the key initiatives and achievements of the past year.

Like the two previous years, the past year too was quite eventful. Collectively, we took several initiatives for fulfilling the goals of the Association. We achieved success on a number of fronts even as we continue to creatively tackle some of our biggest challenges.

A key achievement of the year was the expansion of our membership base. With the addition of six new broadcasters into the NBA fold, we are today an Association of 20 broadcasters representing 45 news channels. The NBA today represents not just national voices, but several regional ones as well and we look forward to welcoming more regional news broadcasters into our fold in the years ahead.

The NBA's consensual approach of dealing with various issues where Members take a united stand on the decisions taken, goes a long way in creating lasting solutions.

The NBA is also broadening its scope through initiatives on research, granting scholarships, conducting trainings and conferring awards, to name a few. This, in turn, is creating value for its Members and making the Association a destination of choice for news broadcasters who are not already a part of it.

The News Broadcasting Standards Authority, chaired by Justice J. S. Verma, former Chief Justice of India and former Chairperson of the National Human Rights Commission will be completing its two year term on October 2, 2010. The Authority has convened regularly to address complaints received from viewers and take initiatives for improving broadcasting standards of Member news channels, the details of which are elaborated in the Annual Report. On sensitive news items, the Authority has, in consultation with member editors, taken proactive steps and advisories issued for balanced coverage of the matters.

It gives me immense satisfaction to state that the NBA's model of self regulation has been able to succeed primarily on the back of the valuable advice and wise counsel that our Members and Editors have been receiving from the Chairperson & eminent Members of the NBSA. The NBA's model of self regulation by a "jury of peers" has found mention and appreciation in various forums.

On behalf of the Board and Members of the NBA, I would like to place on record our sincere gratitude to the Chairperson and Members of the NBSA for their invaluable contribution towards ensuring the success of our self regulation model. To maintain continuity, the Board has decided

to reappoint the Chairperson & the Members representing Eminent Persons for a further period of two years while new members will be nominated to represent Editors.

As we look ahead, we must stand firm in our belief that in a free democracy like India self regulation is the best model for regulating the news media. We must work together to observe our standards in letter and spirit. I hope that the NBA's Code of Ethics and the Redressal Regulations are adopted as a part of the Programme Code under the Cable TV Rules which is bound to further strengthen the process of self regulation in India.

I would like to express my sincere gratitude to the Board and Members of the NBA for their constant support. It has been an enriching experience for all of us. I would like to thank Mr. Chintamani Rao & Mr Shazi Zaman, two members of the NBA Board who stepped down during the year. Their contributions were of immense value to the Association.

I would like to thank Mrs Annie Joseph, the NBA Secretary General for spearheading the NBA's various initiatives and for her efficient management of the Association's ever widening range of activities. She is an invaluable asset to the Association. I would also like to thank the entire team assisting her in the day to day management of the NBA Secretariat including other Office Bearers, Members of the Board, Legal Counsel, Financial and Corporate Consultants as well as the Auditors of NBA and Bankers.

Best wishes,



Sameer Manchanda

||| Notice |||

NOTICE is hereby given that the 3rd Annual General Meeting of the Members of News Broadcasters Association will be held on Wednesday, the 15th September, 2010, at 12.00 noon at Maharani Hall, The Claridges, 12 Aurangzeb Road, New Delhi - 110011, to transact the following business:-

Ordinary Business:

1. To receive, consider and adopt the Audited Balance Sheet as at March 31, 2010 and the Income and Expenditure Account for the period ended on that date together with Auditor's Report and Directors Report thereon and for the purpose, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT the Balance Sheet as at March 31, 2010, and Income and Expenditure Account for the period ended on that date, together with Auditor's Report and Directors Report thereon, be and are hereby approved and adopted.”

2. To re-appoint M/s S.S.Kothari Mehta & Co., Chartered Accountants, as Statutory Auditors of the Association, to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting and to fix their remuneration and for the purpose, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT M/s S.S. Kothari Mehta & Co., Chartered Accountants, the retiring Statutory Auditors be and are hereby re-appointed as Statutory Auditors of the Association from the conclusion of this meeting until the conclusion of the next Annual General Meeting at a remuneration as may be determined by the Board of Directors of the Association.”

Special Business:

3. To consider and if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT Mr. Sunil Lulla who was appointed as a Permanent Director of the Association by the Board of Directors subject to approval of General Body Meeting and who holds office up to the date of this Annual General Meeting and in respect of whom the Association has received a notice in writing from a Member proposing his candidature for the office of Directorship duly seconded by another Member, be and is hereby appointed as a Permanent Director of the Association, not liable to retire by rotation, in terms of the provisions of Article 17 of the Articles of Association.”

4. To consider and if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT Mr. Ashok Venkatramani who was appointed as a Permanent Director of the Association by the Board of Directors subject to approval of General Body Meeting and who holds office up to the date of this Annual General Meeting and in respect of whom the Association has received a notice in writing from a Member proposing his candidature for the office of Directorship duly seconded by another Member, be and is hereby appointed as a Permanent Director of the Association, not liable to retire by rotation, in terms of the provisions of Article 17 of the Articles of Association.”

5. To consider and if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT the consent and approval of the Members of the Association be and is hereby accorded to the payment of honorarium to the Chairman and payment of sitting fee/ allowances to the Members of News Broadcasting Standards Authority, along with reimbursement of travelling expenses as set out in the Explanatory Statement attached to this Notice.”

6. To consider and if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT in terms of sub-clause 15 and 16 of Clause III (B) of the Memorandum of Association of NBA for the furtherance of its objectives or in the interest of the Association or its Members and Associate Members, unless otherwise decided by the Board, any expense beyond the budgeted amount for any financial year towards meeting legal expenses of Senior Counsel (s) which includes the cost of retainerhip, legal advice and representation of the NBA before the Courts would be equitably shared/reimbursed by all the Members and Associate Members of NBA ”.

“FURTHER RESOLVED THAT Secretary General, NBA be and is hereby authorised to do all or any of the acts, deeds, matters, and things as may be considered expedient and necessary for implementing the said resolution on behalf of the Association”.

7. To consider and if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT the approval of the Members be and is hereby accorded to the following Guidelines:

1. News Access Guidelines for Football/Hockey Tournaments
2. News Access Guidelines for One Day & T20 matches
3. News Access Guidelines for Cricket Test Matches (Five day matches).

“FURTHER RESOLVED THAT subject to approval of Members in General Meeting, Board of Directors, be and is hereby authorised to draw up in future any other News Access Guidelines relating to any sporting event/tournament or any other event(s) and such Guidelines shall be effective from the date of approval of the Board Meeting”.

“FURTHER RESOLVED THAT Secretary General, NBA be and is hereby authorised to do all or any of the acts, deeds, matters, and things as may be considered expedient and necessary for implementing the said resolution on behalf of the Association”.

Place: New Delhi
Date: August 26, 2010

By Order of the Board of Directors of
News Broadcasters Association



Annie Joseph
Secretary General

Notes

1. Member entities should provide Board Resolution under Section 187 of the Companies Act, 1956 authorising person(s) who will represent them at the Annual General Meeting. Such person(s) shall be deemed to be Member present in person.
2. A Member entitled to attend and vote is entitled to appoint a proxy to attend and vote instead of himself and the proxy need not be a Member. The proxy, in order to be valid must be deposited at the Registered Office of the Association not later than 48 hours before the commencement of the meeting.
3. The Explanatory Statement pursuant to Section 173 (2) of the Companies Act, 1956 is annexed hereto.
4. Members are requested to bring their copy of the Annual Report to the Meeting.
5. No person other than the authorized representative of the Member entity or his/her duly appointed proxy as aforesaid shall be entitled to attend the Annual General Meeting of the Association.
6. Members desirous of having any information on Accounts are requested to send their queries to NBA at its Registered Office, at least seven days before the date of the AGM, to make the requisite information available at the meeting.
7. Members/ Proxies attending the meeting are requested to bring the attendance slip, as appended to this Notice, duly filled in and present the same at the venue of the Annual General Meeting. No photocopies of the attendance slip will be accepted.

Explanatory Statement Pursuant to Section 173(2) of the Companies Act, 1956

Item No. 3

The Board of Directors of the Association, during the year appointed Mr. Sunil Lulla as a Permanent Director subject to approval of General Body Meeting on the Board of NBA. The office of his Directorship expires on the date of this Annual General Meeting. The Association has received a notice in writing from one Member proposing his candidature, which has been duly seconded by another Member, for his appointment as Director, who will be Permanent Director and not liable to retire by rotation under Article 17 of the Articles of Association of NBA.

The Board of Directors therefore recommends the Resolution to be passed by the Members as an Ordinary Resolution.

None of the Directors except Mr. Sunil Lulla in respect of whom the Resolution is being moved is concerned or interested in this Resolution.

Item No. 4

The Board of Directors of the Association, during the year appointed Mr. Ashok Venkatramani as a Permanent Director subject to approval of General Body Meeting on the Board of NBA. The office of his Directorship expires on the date of this Annual General Meeting. The Association has received a notice in writing from one Member proposing his candidature, which has been duly seconded by another Member, for his appointment as Director, who will be Permanent Director and not liable to retire by rotation under Article 17 of the Articles of Association of NBA.

The Board of Directors therefore recommends the Resolution to be passed by the Members as an Ordinary Resolution.

None of the Directors except Mr. Ashok Venkatramani in respect of whom the Resolution is being moved is concerned or interested in this Resolution.

Item No. 5

In terms of the News Broadcasting Standards Regulations, the Board of Directors of the Association had constituted the News Broadcasting Standards Authority, which became operational w.e.f. 2.10.2008. The Authority comprises of a Chairperson being an eminent jurist, four eminent persons and four editors. As per Clause 3 of the News Broadcasting Standards Regulations, the Chairperson and Members of the Authority shall hold office for a period of 2 years. The term of the present Chairperson & Members expires on 2.10.2010. The Board at its meeting held on 20.7.2010 decided that the present Chairperson and eminent Members would continue to hold office for another term of two years after the expiry of the present term on 2.10.2010. However, there would be fresh appointment in the Editors category.

News Broadcasting Standards Regulations provides for payment of honorarium to the Chairperson and such sitting fee/allowances for attending the meetings of the Authority, subject to approval of the General Body of the Association.

Further, the Board in its meeting held on 20.7.2010 decided that the honorarium of Chairperson and sitting fees/allowances of eminent persons and other facilities would continue to be the same for the new term, in the following manner, subject to approval of the Members in the General Body Meeting:

A. Chairperson

- i) Honorarium of Rupees One lakh fifty thousand per month (fixed).
- ii) Pick & drop facility for attending the meetings.

B. Members in “Eminent Persons” category

- i) Sitting fee of Rupees five thousand for attending each meeting.
- ii) Pick & drop facility for attending the meetings.
- iii) Economy class air fare and suitable accommodation for out station members, as per arrangement made by NBA. No payment for consumption of liquor.

C. Members in “Editors” category

No sitting fee or any other facility.

The Board of Directors therefore, recommends the Resolution to be passed by the Members as an Ordinary Resolution.

None of the Directors is concerned or interested in the aforesaid resolution.

* Justice (Retd) J. S.Verma, Chairperson has declined to accept any honorarium ever since his appointment in 2008.

Item No. 6

The NBA has intervened in the following matters which are pending in the Supreme Court and High Court in Delhi:

- 1) Dr Surat Singh Vs Union of India & Ors (Aarushi murder matter)
- 2) R. P Arora & Ors Vs Union of India & Ors (Aasaram Babu matter)
- 3) Common Cause Vs Union of India
- 4) PUCL & Anr Vs the State of Maharashtra & Ors
- 5) Act Now for Harmony & Democracy (ANHAD) & Anr Vs UOI (Batla House encounter)

The NBA Board decided to intervene in these matters as it was of the view that these petitions pending in Supreme Court and High Court would have far reaching implications on the news broadcasters, if not intervened by NBA. Counsel for NBA appears when the matters come on board. However, till date the arguments have not begun in any of the matters. When the arguments begin, the NBA may need to engage senior counsel (s) to argue the matters in the Supreme Court and High Court. Engaging senior counsel is quite expensive. With the limited resources available with the NBA unless otherwise decided by the Board, the cost of meeting such legal expenses beyond the budgeted amount for any financial year, would be equitably shared /reimbursed by all Members and Associate Members of NBA as these are industry issues which affect one and all.

Regarding procuring any additional sum from the Members of NBA, sub- clause 15 and 16 of Clause III (B) of the Memorandum of Association of NBA relating to the objects incidental and ancillary to the attainment of Main Object provides as follows:

15. *To accept donations, gifts, grants, subscriptions, fees or properties whether movable or immovable and whether subject to any trust or not.*

16. *To take such steps as may from time to time be deemed expedient for the purpose of procuring contributions, to the funds of the Company in the shape of grants, donations or otherwise.*

The Board of Directors therefore, recommends the Resolution to be passed by the Members as an Ordinary Resolution.

None of the Directors is concerned or interested in the aforesaid resolution.

Item No. 7

To bring uniformity and rationality to the use of sports footage by its Members, the NBA Board decided that the Members in the spirit of self-regulation should voluntarily adopt News Access Guidelines for use of / access of sports channel footage. Pursuant to this decision, the NBA has drawn up voluntary News Access Guidelines as under which the Members are to follow:

1. News Access Guidelines for Football/Hockey Tournaments
2. News Access Guidelines for One Day & T20 matches
3. News Access Guidelines for Cricket Test Matches (Five day matches)

The Guidelines as approved by the Board at its meeting held on 20.7.2010 are attached in the Annual Report at Annexure 1.

The Board of Directors therefore, recommends the Resolution to be passed by the Members as an Ordinary Resolution.

None of the Directors is concerned or interested in the aforesaid resolution.

Place: New Delhi
Date: August 26, 2010

By Order of the Board of Directors of
News Broadcasters Association



Annie Joseph
Secretary General

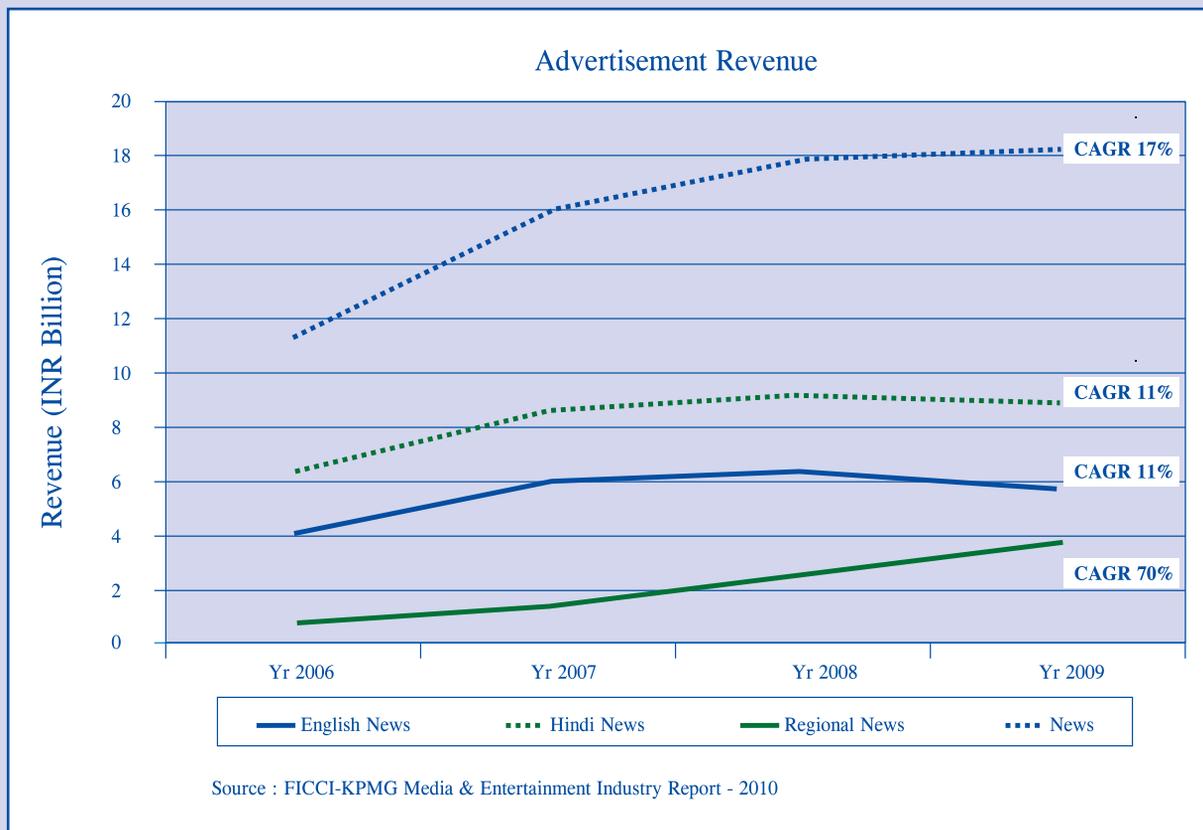
Section I

Management Report for the Year 2009-10

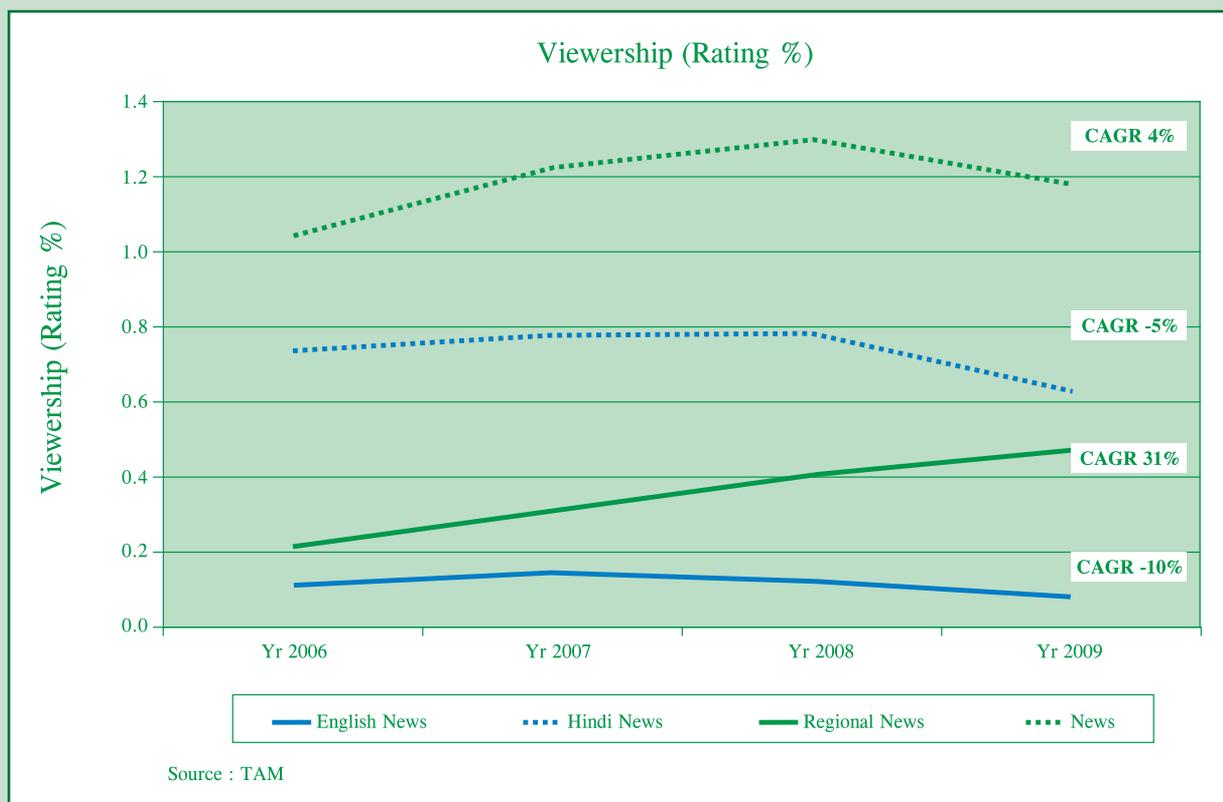
► Industry overview

According to the FICCI-KPMG Media & Entertainment Industry Report 2010, India's media and entertainment industry stood at INR 587 billion in 2009, a growth of 1.38% over the previous year. The television industry is at INR 257 billion which is a growth of 6.64%. Television viewing has continued to grow over the last few years with several English, Hindi & Regional language channels becoming operational. This has translated into substantial growth in viewership. Driven by strong economic performances and rapidly improving consumer confidence, the television media's advertising activity has also surged ahead.

The charts below indicate the growth in advertising and the viewership of the news & current affairs genre during the years 2006-2009.



During the years 2006 – 2009, the revenue of news channels grew at a Compounded Annual Growth Rate (CAGR) of 17% where English news channels grew by 11%, Hindi news channels by 11% and regional news channels by 70%. If one looks at the change with respect to previous year 2008–09, news channels revenue increased by 2%.



According to TAM reports the viewership of news channels grew at a Compounded Annual Growth Rate (CAGR) of 4% where English news channels viewership declined by 10%, Hindi News channels declined by 5% and regional news channels grew by 31%. Compared to the previous year 2008-09, the viewership of news channels declined by 9%.

As already reported in the previous year's report, the Government did not consider it fit to treat the print and the electronic media on the same footing. The Government had in the first instance granted fiscal stimulus package for DAVP advertisements to the print medium and not to the electronic medium. It was equally disappointing that despite our representation before the Union Finance Minister, Minister for I&B and Government functionaries, the stimulus package announced in the Budget 2010 - 2011 was again extended up to December 2009 only for the print medium.

It is however, gratifying to report that the present dispensation in the Ministry of I&B headed by Mrs. Ambika Soni, Minister for Information & Broadcasting has been very proactive and consensual in handling issues/ concerns of the news broadcasters.

In the process of managing its policy environment the Association draws constantly on the goodwill of the Government. During the year under review, the Association took up issues of the concern of the news broadcasters with the Government from time to time. The Board Members/Secretary General called on the following officials in the Government:

- Mr. P. Chidambaram, Union Home Minister, Government of India
- Mrs. Ambika Soni, Union Minister for Information & Broadcasting
- Mr. Kapil Sibal, Union Minister for Human Resource Development
- Mr. Prakash Javadekar, Member of Parliament (Rajya Sabha)

- Dr. Girija Vyas, Chairperson, National Commission for Women
- Mr. R. Chandrashekhar, Secretary, Ministry of Information Technology
- Mr. Raghu Menon, Secretary, Ministry of Information & Broadcasting
- Dr. J. S. Sarma, Chairperson, Telecom Regulatory Authority of India (TRAI)
- Mrs. Zohra Chatterjee, the then Joint Secretary, Ministry of Information & Broadcasting
- Mr. A.P. Frank Noronha, Director General, Directorate of Advertising & Visual Publicity (DAVP)
- Ms. Supriya Sahu, Director (BC), Ministry of Information & Broadcasting
- Mr. G.R. Raghavender, Deputy Secretary & Registrar of Copyrights

► **Ministry of Information & Broadcasting** **Constitution of Task Force on Content Code/Broadcasting Authority**

Mr. Raghu Menon, Secretary, Ministry of Information & Broadcasting convened a meeting on 15.9.09, with the officials of Ministry of Information & Broadcasting, representatives of NBA and others for discussing the issue of regulation for the broadcasting sector. To facilitate the discussion on the subject, the Secretary I&B suggested the formation of a “Task Force” comprising of representatives of the broadcast organizations, which would hear the views of civil society including academicians, media experts, consumer organizations, state government representatives, associations of other broadcasting associations including MSOs, cable operators, DTH Association, IPTV forum, radio licensees, public representatives, editors of newspapers, legal luminaries to understand their perspective on the need, scope, jurisdiction, organizational structure, powers and functions of an independent Broadcast Regulator and the issues relating to regulation of content.

The NBA agreed to be part of this joint initiative but placed on record its reservation for including content related matters in the Ministry’s proposed efforts of regulating the media. The Secretary, I&B was informed that the self-regulatory mechanism adopted by the NBA has been in operation since October 2008 and has been working well under the Chairmanship of Justice (Retd) J. S. Verma, former Chief Justice of India The NBA felt that it has been effective and is sufficient to ensure that there is a requisite measure of content guidelines for the electronic media. The I&B Secretary, was also informed that the NBA believes that any form of governmental or government sponsored content regulation is anathema to the free speech guarantee which is central to any modern democracy. The NBA was therefore unanimous in their view that the Ministry of I&B should recognize the Code of Ethics and Broadcasting Standards of the NBA including the mechanism to enforce these guidelines and should make it part of the Programme Code under the Cable TV Rules as has been done in the case of the Advertising Standards Council of India (ASCI).

Accordingly, the NBA Board nominated Mr. Sameer Manchanda, President, NBA & Mr. K.V.L. Narayan Rao, Vice President, NBA on the Task Force.

Mrs. Zohra Chatterji, the then Joint Secretary, Ministry of I&B, circulated the constitution of the Task Force vide Office Memorandum dated 27.11.2009, which is as follows:

1. Secretary, Information and Broadcasting - **Chairman**
2. Additional Secretary, Information and Broadcasting
3. Joint Secretary (Broadcasting) - Member Convenor

Representatives of News Broadcasters Association

4. Shri Sameer Manchanda, President NBA and Joint Managing Director IBN 18 Broadcast Ltd.
5. Shri K .V. L Narayan Rao, Vice President NBA and Group CEO NDTV

Representatives of Indian Broadcasting Foundation

6. Shri Avnindra Mohan, Executive Vice President, Zee Network Ltd.
7. Shri Deepak Jacob, Sr. Vice President, Star India Pvt. Ltd.

Representatives of Broadcast Editors' Association

8. Shri Shazi Zaman, President BEA and Managing Editor, Star News
9. Shri N K Singh, General Secretary BEA and Political Editor ETV

The Task Force has been interacting with different stakeholders and representatives of civil society to understand their perspective for appointing a Broadcast Regulator & the need for content regulation if any.

Mr. Sameer Manchanda and Mr. K.V.L. Narayan Rao have been attending the meetings of the Task Force on behalf of the NBA.

Arising out of the wide ranging consultations undertaken by the Task Force, the Ministry of Information & Broadcasting, circulated a Draft Report to the Members for their views. NBA and BEA jointly submitted their views at the meeting of the Task Force held on August 11, 2010, and suggested the following:

- Agreeable to regulation by an independent regulator in so far as “carriage” issues relating to the broadcast industry are concerned.
- Structure already in place since October 2008 for self-regulation / complaint redressal mechanism:
First Tier: By the Broadcast Service Provider
Second Tier: News Broadcasting Standards Authority (NBSA) comprising a Chairperson, 4 Eminent persons & 4 television Editors.
- Ministry to recognize the regulatory codes of the industry body, as has been done in the case of ASCI, which codes should then be left to self regulation / enforcement by industry bodies as aforesaid and not regulated by Government.

➤ Meetings with Minister and Secretary Information & Broadcasting

During the year under review, the Board members of NBA met Mrs. Ambika Soni, Union Minister for Information & Broadcasting and Mr. Raghu Menon, Secretary, Ministry of Information & Broadcasting on a few occasions to discuss issues of concern of the news broadcasters.

➤ Appointment of Designated Spokespersons

Post the 26/11 Mumbai terror attack, one of the issues that NBA took up with the Ministry of I&B was the need for the Government to appoint designated spokesperson(s) to interact with media during crisis situation. The interim reply received from the Ministry was that the Director's of

Press Information Bureau function as the official spokesperson for their respective Ministries at Delhi to interact with media in consultation with the Secretary of the concerned Ministry/Head of the Central Agency involved in peace/rescue/restoration operations.

The NBA represented to the Minister of I&B that the officials of the PIB who function as “spokespersons” at the Centre and at the regional level were inappropriate and inadequate in crisis situations. Hence, it was necessary for the Government to designate spokesperson(s) who are available to give authentic, timely and updated information to the media personnel for telecast of news.

Arising out of the representation made by NBA, Mrs. Ambika Soni, Union Minister for Information & Broadcasting facilitated a meeting with Mr. P. Chidambaram, Union Home Minister on 24.12.2009 in which the representatives of NBA, IBF & BEA were invited. The meeting was attended by Mrs. Ambika Soni, Minister for Information & Broadcasting, Mr. K.M. Chandrasekhar, Cabinet Secretary, Mr. Raghu Menon, I&B Secretary, Mr. Uday Kumar Varma, Special Secretary I&B & Mr Harish Khare, Media Advisor to PM. NBA was represented by Mr. Sameer Manchanda, Mr. Narayan Rao & Mr. Rajat Sharma, Board Members, and Mrs. Annie Joseph, Secretary General.

The Home Minister heard the views of all present and appreciated the concerns of the news broadcasters for accurate and timely dissemination of information and the need for the Government to appoint designated spokesperson(s) to handle the same in crisis situations. Mr. V.B. Pyarelal, Joint Secretary, Ministry of Information and Broadcasting, vide letter dated 9.8.2010, has sent the salient features of the 'Standard Operating Procedures' (SOP) for media facilitation during crisis situations. The same is reproduced below.

Brief On Standard Operating Procedures For Media Facilitation During Crisis Situations

In order to provide accurate and timely information to the media and prevent misreporting, rumours and panic during crisis situations, a Standard Operating Procedure (SOP) for Media Facilitation has been developed by the Government.

The salient features of the SOP are as follows:

1. The protocols under the SOP shall come into operation only on the advice of the designated authority in the Government.
2. The designated authority shall earmark a Nodal Ministry/Department in the Central Government to address all issues related to the crisis, including media facilitation, and simultaneously intimate the Secretary of the Nodal Ministry/Department and Secretary, Ministry of Information & Broadcasting to operationalise the SOP for media facilitation.
3. The Secretary of the Nodal Ministry shall intimate the Chief Secretary of the concerned State Government(s) and the Chief Secretary shall designate a Nodal Department in the State Government to operationalise the SOP.
4. The Secretary of the Nodal Ministry/Department at the Centre shall appoint a Spokesperson to address all media related queries during the crisis. Similarly, the Chief Secretary of the concerned State(s) shall also appoint a designated Spokesperson at the State level.
5. No official/agency other than the authorized spokesperson(s) shall ordinarily interact with the media during the crisis period. The spokesperson(s) shall function as the “Single Point Information Source” for addressing all media related queries.

6. The Nodal Ministry/Department shall establish a 24 x 7 Control Room to monitor the crisis on a continuous basis with the State Government/other Agencies. A representative of the Press Information Bureau (PIB) shall also be a part of the Control Room in the Nodal Ministry/Department.
7. The Nodal Department of the State Government shall set up a similar Control Room at the State level.
8. Press Information Bureau (PIB) shall also establish a 24 x 7 Control Room at its Headquarters in Shastri Bhawan, New Delhi with linkage to its State and Regional Offices.
9. The PIB Control Room shall function as an information hub for all information related to the crisis.
10. At the Centre, briefings/press interactions/press conferences shall be organized, whenever necessary, by the Principal Director General (Media & Communication), PIB. Ordinarily, the briefings would be convened in PIB Headquarters, Shastri Bhawan, New Delhi. PIB Headquarters shall issue all press communiqués/releases pertaining to the crisis.
11. Meetings of the Media Consultative Committee under the Ministry of Information and Broadcasting shall be convened as often as necessary during the crisis to address mutual concerns.

► **Constitution of Committee by Ministry of I&B to Review TRP System**

The Ministry of Information & Broadcasting constituted a Committee in May 2010 headed by Dr. Amit Mitra, Secretary General FICCI to review existing Television Rating Point's (TRP) system in India and suggest measures to bring in place an effective mechanism for a transparent TRP system in the country. It is understood that the Committee has been constituted in the backdrop of deficiencies in the present system of generation of Television Rating Points (TRP) in India given its possible impact on the programming content of TV channels.

The Committee has the following Members:

- i) Dr. Amit Mitra, Secretary General, FICCI - **Chairman**
- ii) Shri Rajiv Mehrotra, Managing Trustee, PSBT - Member
- iii) Ms. Neeraja Choudhary, Eminent Journalist - Member
- iv) Director, Indian Institute of Management Ahmedabad or his Nominee - Member
- v) Director, Indian Statistical Institute, Kolkata or his Nominee
- vi) Shri D.S. Mathur, Retired Secretary to GOI - Member
- vii) Joint Secretary (Broadcasting), Ministry of Information & Broadcasting - Member Secretary.

The Committee was to submit its report within three months from the date of its first meeting.

To obtain feedback from industry representatives and also on the terms of reference, a meeting was convened by the Chairman on 15.5.10 with representatives of various industry bodies including the NBA. NBA participated in the discussions and was represented by Mr. Barun Das, Mr. Sunil Lulla, Board Members and Secretary General, NBA.

The NBA made the following observations at the meeting:

- TV ratings are and should be conducted by an industry body with representatives of broadcasters, advertisers and advertising agencies. All issues pertaining to sample size, transparency, spread, what is to be measured and when, objectivity etc should be decided by the above stakeholders. No interference or intervention from the Government is required.
- TAM is a research service like any other research i.e exit polls, opinion polls, surveys etc is done by industry to meet its needs & requirements. When the Government does not interfere with research of any industry why has the Government again chosen TRP for fresh recommendation, when a recommendation is already available with the Government from the TRAI?
- Ratings are only one currency for buyers and sellers of advertising and do not impact other constituents. The buyer and seller alone will attach a price and evaluate deliverables on the basis of what they deem as value. These deliverables could be timing of research or sample size, spread and type, what is to be measured. The Government cannot decide this as costs and requirements do not concern the Government.
- Content is not decided by ratings alone. Many other vital parameters like prior experience, channel strategy, advertiser brand needs, qualitative research, competitive scenario, costs, etc are evaluated.
- Bearing all these factors in mind the industry is setting up BARC, an industry body with representatives of broadcasters, advertisers and advertising agencies.
- If the Government really wants to contribute and make a difference, it should speed up digitization.

Thereafter, no further meetings have been held of the Committee.

➤ **Central Press Accreditation Committee (CPAC)**

For the first time electronic media journalists were included in the Central Press Accreditation Committee (CPAC). Accordingly, Principal DG, PIB, sought 5 names of electronic media journalists from the membership of NBA for the reconstitution of the Central Press Accreditation Committee of the Ministry of I&B. As requested, NBA forwarded five names to the Ministry.

In response, Mr. Sham Lal, Under Secretary Ministry of I&B, vide letter dated 29.12.2009 informed the NBA of the constitution of the Central Press Accreditation Committee (CPAC) for a period of 2 years from the date of its first meeting i.e 20.1.2010. Ms. Navika Kumar, Political Editor, Times Now represents NBA on the CPAC.

On receipt of the said communication and noticing that the electronic media journalists were not adequately represented in the Committee, a communication dated 25.3.10 was sent to Mrs. Neelam Kapur, Principal Director General, Press Information Bureau requesting her that when CPAC is re-constituted after two years, the representation of accredited journalists on the Committee (other than those nominated from various Associations) should be equitable i.e. there must be two from electronic media and two from print media.

► Directorate of Advertising & Visual Publicity (DAVP)

■ Stimulus Package

As already reported last year the electronic media was not included for the short term stimulus package announced in February, 2009, which included an increase in the rate for DAVP advertisements by 10% and also waiver of 15% agency commission with effect from 28.2.2009 till 30.6.2009. This increase was only for the print media. Despite our representation and protest, the Government in the Union Budget 2009-2010, extended the stimulus package till 31.12.09, again this time only for the print media & not for the electronic media.

■ Fair Pricing for News Channels –DAVP Advertisements

Since the news broadcasters were of the view that they did not get “fair value” on the rates announced by DAVP for the year 2009, Mr. Frank Noronha, Director General, DAVP agreed to meet the NBA. A presentation on “fair pricing for news channels” was made before the Director General, DAVP and officials of DAVP on 19.11.2009. The presentation highlighted the various lacunae while fixing the rates which resulted in news broadcasters not getting a “fair value” for DAVP advertisements. NBA highlighted in the presentation that since rate fixation was not done by the DAVP, but by the Empanelment Advisory Committee (EAC), it would be necessary to present the facts before the EAC. The NBA requested the DAVP to facilitate the process.

Mr. Frank Naronah, Director General, DAVP has played a very proactive role in representing the concerns of the news broadcasters with the Ministry of I&B and facilitating a meeting of broadcasters with the EAC.

The Empanelment Advisory Committee has been reconstituted with the following individuals:

1. Mr. B. Brahma, Chief Economic Advisor of the Ministry of I&B - **Chairman**
2. Mr. Ghanshyam, ADG, DAVP
3. MD, National Film Development Corporation
4. Director (Finance), Ministry of I&B
5. Ms Sunita Vats Sharma, Director (AV), DAVP
6. Ms Shalini Narayan, Associate Professor, Indian Institute of Mass Communications (IIMC)

The meeting of the EAC has been convened on 25.8.2010, whereat the NBA has been invited to make a presentation.

■ Clearance of Current Payments and Outstanding Dues of Broadcasters

DAVP through its Director General has been very proactive in ensuring that all the undisputed bills of broadcasters of the year 2009-10 including those of the previous years were cleared before 31.3.2010. The DAVP also took the initiative to ensure that broadcasters received their long overdue payments whenever funds were received to clear old outstandings. A special mention may be made of clearance of bills pertaining to years 2005 onwards in respect of NACCO and blood donation campaigns. It is important to put on record the proactive steps taken by the DG, DAVP & his team to streamline the working of the DAVP.

► **27th State Information Ministers Conference (SIMCON) – 5.12.09**

The Ministry of Information & Broadcasting convened the 27th Conference of the Ministers of Information & Cinematography of State Governments and Union Territory Administrations (SIMCON XXVII) on 5th December, 2009 at New Delhi, which was chaired by the Hon'ble Minister for Information & Broadcasting.

The issues discussed in the Conference were:

- a) Measures to combat piracy of films
- b) Entertainment tax rates
- c) Amendments proposed in the Press & Registration of Books Act 1867
- d) Digitalization of the Broadcasting Sector – Way forward
- e) Draft Broadcast Bill.

Mr Sameer Manchanda, President, NBA participated in the deliberations of the Conference.

The Press Note issued by the Press Information Bureau after the conclusion of the Conference gave the impression of a general acceptance on the need for an independent, autonomous and credible broadcast sector regulator.

It was clarified to the Information & Broadcasting Minister that on content issues NBA is only in favour of self-regulation and NBA believed that the Authority as a model for self-regulation is efficacious and sufficient.

► **Advisories issued by the Ministry of I&B**

The Ministry of Information & Broadcasting has been issuing advisories on content related matters from time to time. These have been circulated to Members for information and necessary action.

► **Telecom Regulatory Authority of India (TRAI)**

Consultation on Carriage/Placement Fee, Non-CAS Area Tariff Issues Before the TRAI Pursuant to Supreme Court Order.

As already reported in the previous year's Report pursuant to the Supreme Court Order dated 13th May 2009, TRAI was to consider de novo the non-CAS area tariff issues and also the feasibility of putting a cap on carriage fee/ placement fee. Since the Supreme Court order had also directed the TRAI to consider the feasibility of putting a cap on carriage/ placement fee, the Chairperson, TRAI held meetings with various stakeholders including the news broadcasters to understand the issue of putting a cap on carriage fee/ placement fee. Two meetings of the NBA were held with Chairperson, TRAI on 25.6.10 & 28.6.10. It was clarified to the Chairperson TRAI that the problem was essentially due to lack of digitization and the Government should lay the road map for full digitization, which should be completed by 2013, with specific interim milestones for implementation.

A Note dated 3.7.10 to the Chairperson, TRAI, in which the issues of concern of news channels with possible solutions was submitted. These inter alia, related to:

1. Under-declaration of subscriber base
2. Lack of time-bound digitization
3. Broadcasters have no right to disconnect
4. “Must Provide” does not have corresponding obligation of “Must Carry”
5. Removal of price freeze
6. Subscriber declaration by all existing & future digital platforms
7. Evasion of Service Tax, Income Tax & Entertainment Tax

Pending complete digitization, for the interim, the Chairperson TRAI was requested to issue necessary regulations based on the above suggestions.

Accordingly, TRAI on 5.8.10, released its recommendations on implementation of Digital Addressable Cable TV Systems in India. The key features of the recommendations are:

a) Sunset date for Analogue TV services in the country - 31st December 2013;

Implementation is to be carried out in four phases-

Phase I - Four Metros, Delhi, Mumbai, Kolkata and Chennai - by 31st March 2011.

Phase II - In all the cities, having population over one million - by 31st December 2011.

Phase III - In all other urban areas (municipal corporations/municipalities) across the country - by 31st December 2012.

Phase IV - Rest of India - by 31st December 2013.

(b) Incentives to stakeholders:

- All service providers who have set up a digital addressable distribution network before the sunset date(s), be eligible for income tax holiday from 1.04.2011 (or the date of setting up of the network whichever is later) to 31.03.2019;
- Basic custom duty is to be reduced to zero, for all digital headend equipments and Set Top Boxes (STBs), for the next 3 years;
- MSOs/LCOs to be given the Right of Way (RoW) permission to lay optical fibre/cable, on non-exclusive basis and MSOs/LCOs to be licensed;
- Taxes/levies on the broadcasting distribution sector to be rationalized;

(c) Education programmes to be taken up to educate the stakeholders about the benefits of digital addressable cable TV systems.

It is disheartening to note that the TRAI in its recommendations has not sought to address the issue of under declaration of subscriber base and resultant revenue loss to the exchequer by way of evasion of service tax, income tax and entertainment tax.

► Foreign Direct Investment

The TRAI had submitted its recommendations on foreign direct investment for broadcasting sector on 26.4.2008. In view of the Press Note No.2 (2009 Series) issued by the Department of Industrial Policy & Promotion (Ministry of Commerce & Industry, Government of India), the Ministry of

Information & Broadcasting requested TRAI to re-visit its recommendations dated 26.4.2008, about the method of calculating of total foreign investment i.e. direct and indirect investment in Indian Companies. After going through the consultation process with all concerned stakeholders, the TRAI on 30.6.10 issued recommendations on foreign investment in broadcasting sector. The key recommendations are as under:

- (a) Foreign investment limit for the Broadcast carriage services i.e. DTH, IPTV, Mobile TV, HITS, Teleport and MSOs who are upgrading to digital & addressable environment would be 74%;
- (b) Foreign investment limit for LCOs would be 26%;
- (c) The foreign investment limits would be 26% for news & current affairs TV channels and FM Radio;
- (d) There will be no restriction on foreign investment for uplinking and downlinking of TV channels other than news & current affairs TV channels; and,
- (e) All foreign investment less than 26% would be through automatic route. Investments of 26% and above will require prior approval of the Government.

► **Content Related Matters Affecting News Broadcasters pending in the Supreme Court and Delhi High Court**

Common Cause Vs. Union of India : Civil Writ Petition No. 387 of 2000 pending before the Supreme Court of India, is a petition under Article 32 of the Constitution of India for issuance of a writ directing the Ministry of Information & Broadcasting and the Ministry of Home Affairs to prescribe norms and guidelines for observance by TV Channels, and to bring about conditions whereunder TV channels and producers adopt self-regulatory measures. NBA had applied for intervention in the matter; which intervention application has been allowed and NBA will be heard in the matter.

R.P.Arora & Ors Vs Union of India & Ors. (Aasaram Babu Matter): Civil Writ Petition No. 361 of 2008 pending before the Supreme Court of India, is a petition under Article 32 of the Constitution of India for issuance of a writ to prevent telecast of programmes and publishing materials which are not in conformity with the Programmes Code under Rule 6 of Cable Television Network Rules 1994 and Press Council of India norms. NBA has applied for intervention in the matter; which application will be considered by the Court in due course.

Dr. Surat Singh Vs Union of India & Ors. (Aarushi Murder Matter): Civil Writ Petition No. 316 of 2008 pending before the Supreme Court of India has been filed under Article 32 of the Constitution of India for issuance of a writ for ensuring effective enforcement of fundamental right of citizens (in this case Dr. Rajesh Talwar) in relation to police and media handling of the Aarushi murder case. NBA's intervention application has been allowed; and NBA will be heard alongwith Dr. Rajesh Talwar, who has also been impleaded in the matter. In the meantime, interim Order dated 22nd July 2008 is continuing in the matter in which the media has been directed by the Supreme Court to exercise restraint in reporting on the Aarushi case.

The application filed by Dr Rajesh Talwar citing instances of prejudicial reportage of the Aarushi case was heard by the Supreme Court on 9.8.10. The Supreme Court has reiterated its previous

order of 22.07.2008 and restrained the respondents (media in general) from reporting anything that may interfere with the course of investigation or damage the reputation of the victim or the accused. However, the Court has clarified that the electronic and print media may publish (report) any information that does not interfere with the investigative process, damage the reputation of the victim or the accused or prejudice the defense. The Supreme Court also directed the NBA to file its complete Code of Ethics, Broadcasting Standards and other Guidelines. In compliance, the NBA has since filed a comprehensive Additional Affidavit alongwith all its existing Guidelines. The matter will be taken up by the Supreme Court in due course.

People's Union for Civil Liberties & Anr Vs The State of Maharashtra & Ors. : Criminal Appeal No. 1255 of 1999 which is pending before the Supreme Court of India arises from an Order passed by the Bombay High Court in Criminal Writ Petition No.1146 of 1997 in relation to encounter killings. NBA had sought to be heard in the matter by way of an intervention application, which application was allowed and NBA will be heard in the matter.

Act Now for Harmony & Democracy (ANHAD) & Anr. Vs Union of India & Ors (Batla House Encounter) : Civil Writ Petition No. 7368 of 2008 pending before the Delhi High Court has been filed under Article 226 of the Constitution of India seeking a judicial inquiry into the encounter killings at Batla House, New Delhi and for laying down guidelines for the police and the media regarding the publication of information obtained / claimed to be obtained during investigation. On the basis of the enquiry report filed by the National Human Rights Commission on the Batla House encounter, the Hon'ble Delhi High Court was pleased to reject the petitioner's prayer for an independent judicial enquiry into the Batla House encounter. However, earlier the Court had allowed the NBA to intervene in the case whereby NBA was to make submissions to the Court on police-media interaction and related issues. The NBA has since filed Draft/Suggested Guidelines for media briefing by police, which are to be considered by the Court alongwith the guidelines suggested by the Petitioner. In the meantime, with change of Bench, the Court has expressed the view that the Hon'ble Supreme Court be apprised of the pendency of the petition before the High Court, and if found appropriate, the Supreme Court may transfer the matter before itself, to be heard with other similar matters pending before the Supreme Court.

► Sports Matters:

■ Use of Sports Footage

To bring uniformity and rationality to the use of sports footage by its Members, the Board decided that the Members of NBA in the spirit of self regulation should voluntarily adopt News Access Guidelines for use of/access to sports channel footage.

Pursuant to this decision, the NBA has drawn up voluntary News Access Guidelines as under which the Members are to follow:

1. News Access Guidelines for Football/Hockey Tournaments
2. News Access Guidelines for One Day & T20 matches
3. News Access Guidelines for Cricket Test Matches (Five day matches)

■ Guidelines for News and Current Affairs Broadcasters (DLF IPL 2010)

In February 2010 the Indian Premier League (IPL) made significant unilateral changes in the media

accreditation and news access guidelines that made it difficult for news organizations to accept them on several counts. In 2008 IPL/SETMAX had drawn up a set of norms for use of cricket footage of IPL matches, in negotiation and agreement with the NBA which were followed since then. In a joint meeting held on 16.2.10, IPL/SETMAX arbitrarily refused to abide by their commitment as contained in the 2008 norms. In view of this unilateral decision taken by IPL/SETMAX, Members of NBA were advised not to carry any coverage in relation to IPL or its proposed matches. This stand off continued for nearly a month as IPL/SETMAX and NBA could not arrive at an amicable settlement of the news access guidelines. After protracted negotiations a settlement was reached between NBA, IPL/ BCCI & SET MAX on footage use guidelines for IPL 2010 matches. In view of the agreement between the three parties, Members were advised on 12.3.10 that the embargo was revoked on news reporting and programmes of IPL 2010 matches. This could be achieved only as a result of the unflinching support, cooperation and solidarity of all Members and Editors of NBA.

The Final Guidelines titled “Guidelines for News and Current Affairs Broadcasters (DLF IPL 2010)” were jointly signed by three parties i.e. Indian Premier League (IPL)/BCCI, Multi Screen Media Pvt. Ltd. and News Broadcasters Association. As part of the agreement all Members had to sign the Guidelines in acceptance.

► **Industry Matters:**

■ **Amendments to Copyright Act**

On coming to know that the Ministry of HRD was proposing extensive amendments to the (Indian) Copyright Act, 1957, a representation was submitted to Mr. Kapil Sibal, Union Minister for Human Resource Development, drawing his attention that some of the proposed amendments would seriously affect the news broadcasters. NBA represented that nothing should be amended in the original Act, which affects the well established and understood right of broadcasters to fair use of material including broadcast reproduction right. The attention was drawn on such amendments which affect news broadcasters directly and which should be taken into account at the time of finalizing the amendments. These inter alia related to:

- From the perspective of news broadcasters, inclusion of Section 63 in Section 39A of the Original Act is onerous and such inclusion ought not to be made. This is for the reason that Section 39 crafts-out a specific exception to infringement of broadcast reproduction right, whereby excerpts of a broadcast used (say by a news broadcaster) for reporting of current events or for bona fide review, teaching or research, consistent with the principles of fair dealing, does not amount to infringement of broadcast reproduction right. Accordingly, to provide prosecution (Section 63) under Section 39A is not required and may work to the serious detriment of news broadcasters;
- The proposed deletion of Section 52(1)(b)(ii) also seriously prejudices news broadcasters since the entire Section 52 is part of the exceptions to infringement of broadcast reproduction right under Section 39(c) of the Original Act ; and if Section 52(1)(b)(ii) is deleted this salutary exception to infringement, namely fair dealing with a literary, dramatic, musical or artistic work for the purpose of reporting current events by broadcast, will be lost.

The representation was also sent to several officials in the Government.

A joint delegation comprising of representatives of NBA, IBF, AROI met Mr. Kapil Sibal, Union Minister for Human Resource Development on 4.12.09. On behalf of NBA, the meeting was attended by Mr. Narayan Rao, Mr. Barun Das, Mr. Rajat Sharma and Mrs Annie Joseph, Secretary General, NBA. The Hon'ble Minister was apprised of the above issues raised by NBA and requested him to consider the same prior to the amendments proposed to the Copyright Act, 1957.

On coming to know that the Copyright (Amendment) Bill, 2010 had been introduced in the Rajya Sabha, the representations sent to Mr. Kapil Sibal, Union Minister for Human Resources Development was forwarded to officials in the Government, UPA Chairperson and Rajya Sabha MPs suggesting that the matter may be referred to a Select Committee of Parliament so that all areas are discussed thoroughly with all the stakeholders before it is placed for consideration in Parliament.

Subsequently, the Copyright (Amendment) Bill, 2010 as introduced and pending in Rajya Sabha had been referred to the Department related Parliamentary Standing Committee on Human Resource Development headed by Shri Oscar Fernandes, MP, Rajya Sabha for examination and report. NBA submitted a Memorandum to the Committee.

The Committee gave an opportunity to the NBA to appear before it on 29.6.10.

Mr Anup Bhambhani, NBA Counsel presented the concerns of news broadcasters relating to the proposed amendments before the Standing Committee especially relating to "fair use". Mr. Rajat Sharma, Chairman, India TV, Mr. Shazi Zaman, Editor, Star News, Mr. Ajay Kumar, Executive Producer, Aajtak, Mr. Pradeep Ganapathy, NDTV and Mrs. Annie Joseph, Secretary General, NBA also participated.

■ Information Technology Act 2000 – Notification of Rules

As reported last year, NBA had represented to the Cyber Division, Ministry of Information Technology, that 4 sets of draft Rules under provisions of the Information Technology (Amendment) Act 2008 under Sections 69, 69A, 69B and 70B(1) directly affect the Members of NBA. The NBA had submitted that the draft Rules are completely vague, non-specific and undefined and give to governmental officers unbridled and unguided discretion to intercept, monitor and block information being disseminated, say by news organizations, including NBA Members through their websites. By way of the amendment to the law and by way of the draft Rules framed there under the attempt is to curtail the fundamental right to disseminate and receive information. No safeguards were provided in the draft Rules to prevent misuse or abuse of power under the said Act and the Rules. The Rules have been notified on 27.10.09. These Rules are being looked into by NBA Counsel to suggest appropriate legal remedy to protect the rights of news broadcasters.

■ Standing Committee on Information Technology – Growth of TV Channels in India and Content Regulation Mechanism

The Lok Sabha Secretariat vide letter dated 16.2.10, informed NBA that the Standing Committee on Information Technology (2009-10) had selected the subject "Growth of TV Channels in India and Content Regulation Mechanism" for detailed examination. The subject would cover issues like the constraints/challenges being faced in regulating the content of different programmes being aired on TV channels and ways and means to make content regulation mechanism more effective and true indicator of the viewership preference etc. and requested NBA to submit its views on the subject.

Accordingly, NBA submitted its representation on 22.3.10 and also requested for an opportunity to appear as witness before the Hon'ble Standing Committee. The Committee gave an opportunity to the NBA to appear before it on 22.7.2010. Mr. Anup Bhambhani, NBA Counsel, presented the concerns of news broadcasters on the subject matter chosen by the Hon'ble Standing Committee for detailed examination. Mr. Pankaj Pachauri, Executive Editor, NDTV India, Mr. Ajay Kumar, Executive Producer, Aajtak, and Mrs. Annie Joseph, Secretary General, NBA, also participated.

■ **CEO Roundtable on Broadcast on 30th March, 2010 - CII**

A CEO Roundtable was conducted by the Confederation of Indian Industry (CII) on 30.3.2010 in New Delhi. The News Broadcasters Association (NBA) participated as a supporting partner. Several Board members of NBA participated in the Round Table at which the following issues were discussed:

1. Need for an independent regulator
2. TRPs and its social impact on TV content
3. Urgent need for digitization

■ **Constitution of Core Group on Standardization of Media Education – Press Council of India**

The Press Council of India (PCI) had set up a Core Group two years ago to look into the subject of “Standardization of Media Education” . The agenda of the Core Group comprising of nominees of prominent institutions in the field of media industry, media education, professional media bodies and academic institutions was to take the matter forward by articulating a common minimum framework of journalism and mass communication education in India. Since the electronic media was not represented in the Core Group, PCI requested that one person may be nominated from NBA to represent on the extended Core Group.

Since, Mr. Ashok Venkataramani was already spearheading a similar initiative in the NBA, the PCI was informed of his representation on the Core Group. A meeting of the Core Group was held on 29.4.10, which was attended by Mr. Ashok Venkataramani.

■ **Meeting with Chairperson & Members of National Commission for Women**

On a request from the National Commission for Women (NCW), a meeting with the Chairperson & Members of the National Commission for Women was held on 23.6.10. The subject matter of the discussion were as follows:

1. The increasing trend of indecent representation of women in the electronic media and mechanisms to control the same.
2. Spreading awareness through electronic news channels regarding legal provisions available for protection of women and enforcement of rights while reporting cases of crime against women.

Secretary General, NBA attended the meeting. The NBA & NCW are proposing to jointly conduct some workshops for editorial personnel to understand the various provisions of law, which would be beneficial to sensitize them while reporting matters / incidents concerning women.

► Budget Matters

■ Pre-Budget meeting with Joint Secretary, Information & Broadcasting

A Pre-Budget meeting was convened by Mrs Zohra Chatterjee, the then Joint Secretary, Broadcasting, Ministry of I&B on 3.12.09, which was attended by the Secretary General, NBA. At the meeting representatives of IBF, DTH, IMG and COFI were also present. A joint Pre-Budget memorandum on behalf of all the stakeholders present at the meeting was submitted to the Ministry.

■ Union Budget 2010-2011

The Budget 2010- 2011 gave no specific relief to the broadcasters on two important issues namely inclusion of broadcasters for the stimulus package for DAVP advertisements and withdrawal of service tax on advertisements for the broadcasting sector.

► Election Data

■ AC Nielsen ORG -MARG

NBA collectively negotiated with and engaged AC Nielsen ORG-MARG Pvt. Ltd. for election data, which was subscribed by Members for the following elections held during the year:

- Maharashtra, Haryana & Arunachal Pradesh Assembly Elections - October, 2009
- Jharkhand Assembly Elections – December, 2009.

► Sharing of Election data by Doordarshan

The Board of NBA felt that elections are one of the biggest events of Indian democracy and the news broadcasters see it as their primary responsibility and professional opportunity to cover and propagate information on election data to the viewers with accuracy and speed. To ensure that all Members of NBA got election data with accuracy and speed, the NBA approached the Ministry of IT & Communications as the National Informatics Centre (NIC), a Division under the Ministry of IT & Communications, over the years has been processing election information propagation. The NBA desired to explore the opportunities to partner and seek alliance with NIC in integrating the data feed from different counting centers in the country, with the broadcaster's systems to make the information flow smooth, accurate and uniform. Presently this integration is only with Prasar Bharati (Doordarshan).

Mr. R. Chandrashekhar, Secretary, Ministry of IT & Communications was not averse to the concept subject to approval by Doordarshan and advised NIC to ascertain the feasibility. Accordingly, arising out of a communication sent to Mr. Raghu Menon, Secretary, I&B, Ms. Supriya Sahu, Director (BC), I&B, convened a meeting with officials of Doordarshan, NIC & NBA on 25.11.2009. After persistent follow up, the I&B Ministry has informed that the NBA may approach Prasar Bharati directly for consideration of our proposal. Accordingly, the matter has been represented to the Prasar Bharati, a reply to which is awaited.

➤ **Lok Sabha Television**

As in the previous two years, the Members of NBA again received invoices from the Lok Sabha TV for the Union Budget & Railway Budget 2010-11 . NBA has again represented to the Hon'ble Speaker of Lok Sabha Mrs Meira Kumar drawing her attention to the pending issue that wide spread dissemination of information relating to Parliament and its proceedings is in the highest interest of democracy and consequently in public interest, hence the decision to invoice members of NBA for use of excerpts/footage from Lok Sabha TV may be reviewed.

➤ **Attack on Electronic Media**

The NBA has condemned the attacks on journalists, cameramen and damage to television crew equipment and vehicles belonging to Member broadcasters. The NBA has voiced concern regarding the increasing violence and attack on journalists and media organizations and resentment against the media. The NBA has on such occasions appealed to the respective Governments to restore law and order and ensure that journalists are allowed to perform their duty in a free and fearless manner.

➤ **Corporate Matters**

➤ **Reduction in Membership Subscription**

To augment membership and to facilitate enrolment of 24X7 news & current affairs broadcasters especially the regional broadcasters, the Board decided that for the time being, any such broadcaster who desired to be enrolled as a Member of NBA, may be given the option of becoming an "Associate Member" on payment of a lower membership subscription of Rs 1.50 lakhs as against Rs 5.00 lakhs for being a "Member". Such a broadcaster would not have voting rights / Board representation. Any such broadcaster which opted for Associate membership could change its category of membership at any point of time as envisaged in the Articles of Association of NBA. This decision of the Board has helped in adding six broadcasters (3 Members and 3 Associate Members) to the membership of NBA.

➤ **Membership**

During the period under report 6 broadcasters were enrolled as Members / Associate Members of NBA comprising 11 channels. The Association's membership stood at 20 news broadcasters comprising 45 channels. A list of Members / Associate Members, with channels, is attached at Annexure -2.

➤ **Appeal Filed Before Income Tax Tribunal**

An appeal was filed before the Income Tax Appellate Tribunal, Delhi Bench for registration of NBA under Section 12 (A) of the Income Tax Act , for obtaining exemption with retrospective effect i.e. from the date of inception of NBA. The appeal was heard and the matter has been decided in favour of NBA. The registration has been allowed on the basis of the original application filed on 10.3.2008.

➤ **Amendments to the Articles of Association**

To ensure smooth, proper and harmonious functioning of the Association, the NBA Board decided to add an additional Article to the existing Article 3 of the Articles of Association relating to “Prevention of Concentration of Voting Rights” and passed a Resolution at its meeting held on 8.7.09 to this effect, which was ratified in the last Annual General Body Meeting. NBA has filed the necessary application for approval of the amendments of Articles which is still pending with the Regional Director, Ministry of Corporate Affairs.

➤ **Office Bearers for 2009-10**

In terms of Article 26 of the Articles of Association the following Directors were appointed Office Bearers of the Association for the year 2009-10:-

President	- Mr. Sameer Manchanda (ibn18 Broadcast Ltd.)
Vice President	- Mr. K.V.L. Narayan Rao (New Delhi Television Ltd.)
Honorary Treasurer	- Mr. Barun Das (Zee News Ltd.)

➤ **Resignation**

Mr. Chintamani Rao (Times Global Broadcasting Company Ltd.) and Mr. Shazi Zaman (Media Content & Communications Services (India) Pvt. Ltd.) tendered their resignations from the Board of the Association during the period under report.

➤ **Appointment**

Mr. Sunil Lulla (Times Global Broadcasting Company Ltd.) and Mr. Ashok Venkatramani (Media Content & Communications Services (India) Pvt. Ltd.) were appointed as Directors with the Board in place of Mr. Chintamani Rao and Mr. Shazi Zaman.

➤ **Meetings of Board of Directors**

The Board of Directors met 6 times during the year under report and all the meetings were held in New Delhi/Noida.

➤ **Meeting of Sub Committees**

■ **HR Sub Committee.**

The HR Sub Committee met 6 times during the period under review. These meetings were chaired by Mr Ashok Venkataramani, Board Member & CEO Star News.

■ **Commercial issues Sub Committee**

The Sub Committee under the Chairmanship of Mr Ashok Venkataramani, CEO Star News met only once during the period under review.

► Training Modules

Training is essential for carrier development. It is therefore necessary to have specific programmes for editorial staff of member broadcasters essentially to improve broadcasting standards. Bearing this in mind, the NBA is in the process of starting training programmes / workshops in collaboration with some national institutes, which initiative is likely to begin in the next few months.

■ The News Broadcasting Standards Authority

Attached is a separate Report (Section - II) in relation to the initiatives of the News Broadcasting Standards Authority.

Place: New Delhi
Date: August 26, 2010

By Order of the Board of Directors of
News Broadcasters Association



Sameer Manchanda
President

■■■ Directors' Report to the Members ■■■

The Directors have pleasure in presenting the Third Annual Report of your Association together with Audited Accounts for the period from April 1, 2009, to March 31, 2010.

► Financial Review

Your Association has reported a total income of Rs.82,53,927/-, of which income from subscription is Rs.75,00,000 and incurred an expenditure of Rs.45,62,859 during the period ending 31st March 2010. Out of the excess of income over expenditure of Rs. 36,91,068, an amount of Rs.23,68,923 has been transferred to Special Reserve.

► Membership of Association

The number of Members/ Associate Members of the Association during the year under report increased from 14 to 20 (Channels from 34 to 45).

► Auditors & Auditors' Report

M/s S. S Kothari Mehta & Co., Chartered Accountants, Statutory Auditors of the Association, hold office until the conclusion of the forthcoming Annual General Meeting and are eligible for re-appointment. The Association has received letter from them to the effect that their appointments, if made, would be within the prescribed limits under Section 224(1-B) of the Companies Act, 1956 and also that they are not otherwise disqualified within the meaning of sub section (3) of Section 226 of the Companies Act, 1956, for such appointment.

The Statutory Auditors' Report on the Accounts of the Association for the financial year ended 31st March, 2010 is self explanatory and do not require further comments in the Directors' report.

► Report on Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo etc.

Information in accordance with the provisions of Section 217(1)(e) of the Companies Act, 1956 read with the Companies (Disclosure of Particulars in the Report of Board of Directors) Rules, 1988 regarding Conservation of Energy and Technology Absorption is not disclosed as the same is not applicable to the Association, being a Association. Association has no foreign exchange earnings and outgo during the period.

► Particulars of Employees

There were no employees of the Association who received remuneration in excess of the limits prescribed under Section 217(2A) of the Companies Act, 1956 read with the Companies (Particulars of Employees) Rules, 1975.

► Directors' Responsibility Statement

Pursuant to Section 217(2AA) of the Companies Act, 1956, it is hereby confirmed:

- (i) that in the preparation of the annual accounts, the applicable accounting standards had been followed;
- (ii) that the Directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Association at the end of the accounting year and of the surplus of the Association for that year;
- (iii) that the Directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the Association and for preventing and detecting fraud and other irregularities;
- (iv) that the Directors had prepared the annual accounts on a going concern basis.

➤ Acknowledgements

The Board of Directors wish to place on record their appreciation for the support and cooperation extended by every Member of the Association, the Secretariat, its Bankers, and valuable contribution made by the Consultants, Counsels and officials of the Member Companies.

For and on behalf of the Board of Directors

Sd/-	Sd/-	Sd/-
Sameer Manchanda	KVL Narayan Rao	Barun Das
President	Vice President	Honorary Treasurer

Place: New Delhi
Dated : July 20, 2010

Report of the Auditors to the Members

The Members
NEWS BROADCASTERS ASSOCIATION
Delhi

We have audited the attached Balance Sheet of News Broadcasters Association as at 31st March 2010 and also the Income and Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about, whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

Further we report that:

- a) We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of our audit.
- b) In our opinion, proper books of accounts as required by law have been kept by the Company, so far as appears from our examination of the books.
- c) The Balance Sheet and Income and Expenditure Account dealt by this report are in agreement with the books of accounts.
- d) In our opinion the Balance Sheet and Income and Expenditure Account dealt with by this report comply with the mandatory accounting standards, to the extent applicable, specified by the Institute of Chartered Accountants of India referred to in sub-section (3C) of Section 211 of the Companies Act, 1956.
- e) On the basis of written representation received from the Directors, as on 31st March 2010, and taken on record by the Board of Directors, we report that none of the Director is disqualified as on 31st March 2010 from being appointed as Director in terms of clause (g) of sub-section (1) Section-274 of Companies Act 1956.

In our opinion and to the best of our information and according to the explanations given to us, the said accounts give the information required by the Companies Act, 1956 in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- i) In case of Balance Sheet, of the State of affairs of the Company as at 31st March 2010;

ii) In case of Income and Expenditure Account, of excess of income over expenditure of the company for the year ended on that date.

For **S.S. Kothari Mehta & Co.**

Chartered Accountants

Firms' Regn. No. 000756N

Sd/-

Naveen Aggarwal

Partner

M.NO. 094380

Place: New Delhi

Dated : July 20, 2010

News Broadcasters Association : New Delhi Balance Sheet as at 31st March, 2010

<i>(Amount in Rs.)</i>			
Particulars	Schedule	Current Year	Previous Year
SOURCES OF FINANCE			
Entrance Fees	1	700,000	700,000
Reserves & surplus	2	9,494,073	5,803,005
TOTAL		10,194,073	6,503,005
APPLICATION OF FUNDS			
Fixed Assets:	3		
Gross Block		444,003	252,366
Less: Depreciation		192,463	84,882
Net Block		251,540	167,484
Current Assets, Loans and Advances	4		
Cash and Bank Balances		17,682,775	6,137,658
Loans and Advances		20,000	-
Other Current Assets		353,221	272,895
SUB TOTAL		18,055,996	6,410,553
Less Current Liabilities and Provisions	5	8,113,463	75,032
Net Current Assets		9,942,533	6,335,521
Preliminary Expenses	6	-	-
(to the extent not written off)			
TOTAL		10,194,073	6,503,005

SIGNIFICANT ACCOUNTING POLICIES & PRACTICES AND NOTES ON ACCOUNTS 9

The Schedule referred to above form an integral part of the Balance Sheet.

As per our Report of even date attached.

For S.S. Kothari Mehta & Co.
CHARTERED ACCOUNTANTS
Firm's Regn. No. 000756N

Sd/-	Sd/-	Sd/-	Sd/-	Sd/-
(Naveen Aggarwal)	Sameer Manchanda	KVL Narayan Rao	Barun Das	Annie Joseph
Partner	President	Vice President	Honorary Treasurer	Secretary General

Mem. No. 094380

Place : New Delhi.

Dated : July 20, 2010

■■■ News Broadcasters Association : New Delhi ■■■

Income & Expenditure Account for the year ended 31st March, 2010			
<i>(Amount in Rs.)</i>			
Particulars	Schedule	Current Year	Previous Year
INCOME			
Subscription		7,500,000	7,025,000
Other Income		753,927	273,895
TOTAL		8,253,927	7,298,895
EXPENDITURE			
Establishment	7	1,816,571	1,574,996
Administrative & Other Expenses	8	2,638,707	2,570,234
Depreciation		107,581	69,507
Preliminary Expenses Written Off		-	98,297
TOTAL		4,562,859	4,313,034
Excess of Income Over Expenditure		3,691,068	2,985,861
Balance Brought Forward		1,308,567	200,189
Less: Transferred to Special Reserve		2,368,923	1,877,483
Balance carried to the Balance Sheet		2,630,712	1,308,567

SIGNIFICANT ACCOUNTING POLICIES & PRACTICES AND NOTES ON ACCOUNTS 9

The Schedule referred to above form an integral part of the Income & Expenditure Account.

As per our Report of even date attached.

For S.S. Kothari Mehta & Co.
 CHARTERED ACCOUNTANTS
 Firm's Regn. No. 000756N

Sd/-	Sd/-	Sd/-	Sd/-	Sd/-
(Naveen Aggarwal)	Sameer Manchanda	KVL Narayan Rao	Barun Das	Annie Joseph
Partner	President	Vice President	Honorary Treasurer	Secretary General

Mem. No. 094380

Place : New Delhi.

Dated : July 20, 2010

News Broadcasters Association : New Delhi

Schedules 1 to 8 annexed to and forming part of the Balance Sheet as at 31st March, 2010 and the Income & Expenditure Account for the year ended on that date.

Schedule 1 ENTRANCE FEES

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Opening Balance	700,000	400,000
Receipts for the year	-	300,000
TOTAL	700,000	700,000

Schedule 2 RESERVES & SURPLUS

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Surplus		
As per Income & Expenditure Account	2,630,712	1,308,567
Special Reserve:		
Opening Balance	4,494,438	2,616,955
Transferred from Income & Expenditure Account	2,368,923	1,877,483
Closing Balance	6,863,361	4,494,438
TOTAL	9,494,073	5,803,005

Schedule 3 FIXED ASSETS

Particulars of Assets	GROSS BLOCK			DEPRECIATION			NET BLOCK		
	As at 01.04.2009	Addition During the year	As at 31.03.2010	As at 01.04.2009	For the Year	Sale/adj. during the year	As at 31.03.2010	As at 31.03.2010	As at 31.03.2009
Computers & Installations	252,366	171,647	424,013	84,882	107,436	-	192,318	231,695	167,484
Office Equipments	-	19,990	19,990	-	145	-	145	19,845	-
TOTAL	252,366	191,637	444,003	84,882	107,581	-	192,463	251,540	167,484
Previous Year	153,748	98,618	252,366	15,375	69,507	-	84,882	167,484	138,373

Schedule 4 CURRENT ASSETS AND LOANS & ADVANCES

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Cash and Bank Balances		
Cash in hand	10,371	9,840
Balance with Scheduled Bank		
-In Current Account	7,672,404	1,127,818
-In Fixed Deposit Account	10,000,000	5,000,000
SUB TOTAL	17,682,775	6,137,658
Loans and Advances		
Advances Recoverable in Cash & Kind or Value to be Received	20,000	-
SUB TOTAL	20,000	-
Other Current Assets		
Interest Accrued on Fixed Deposits	353,221	272,895
SUB TOTAL	353,221	272,895
TOTAL	18,055,996	6,410,553

Schedule 5 CURRENT LIABILITIES & PROVISIONS

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Current Liabilities		
Subscriptions received in advance	7,975,000	-
Sundry Creditors		
- Total Outstanding Dues to Micro & Small enterprises	-	-
- Total Outstanding Dues to Creditors other than Micro & Small enterprises	138,463	70,828
Other Liabilities	-	4,204
TOTAL	8,113,463	75,032

Schedule 6
PRELIMINARY EXPENDITURE
(To the extent not written off or adjusted)

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Opening Balance	-	98,297
Less: Written Off During The Year	-	98,297
TOTAL	-	-

Schedule 7
ESTABLISHMENT EXPENSES

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Salaries, Allowances & Other Benefits	1,812,812	1,574,996
Staff Welfare Expenses	3,759	-
TOTAL	1,816,571	1,574,996

Schedule 8
ADMINISTRATIVE & OTHER EXPENSES

<i>(Amount in Rs.)</i>		
Particulars	Current Year	Previous Year
Legal & Professional Charges	1,392,820	1,477,746
Travelling & Conveyance Expenses	442,774	397,645
Authority Expenses	340,935	199,213
Meeting Expenses	46,842	9,136
Rent & Electricity	128,828	118,100
Printing & Stationary	110,403	95,553
Communication Expenses	67,497	36,774
Repair & Maintenance - Computer	9,927	13,877
Website Expenses	42,466	171,064
Newspaper & Periodicals	10,738	9,790
Auditors Remuneration:		
Audit Fees	37,502	37,502
Out of pocket expenses	2,758	3,309
Miscellaneous Expenses	5,217	525
TOTAL	2,638,707	2,570,234

Schedule 9

SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS

A. SIGNIFICANT ACCOUNTING POLICIES

1. The Company follows the mercantile system of accounting and recognizes income and expenditure on accrual basis. The accounts are prepared on historical cost basis, as a going concern and are consistent with the generally accepted accounting policies.

2. FIXED ASSETS AND DEPRECIATION

- (i) Fixed Assets are stated at cost inclusive of all related and other incidental expenses.
- (ii) Depreciation on fixed assets is provided on Written Down Value method on pro-rata basis at the rates specified in Schedule XIV (as amended) to the Companies Act 1956.

3. TAXATION

The Company is exempt from tax on income under Section 11 of the Income Tax Act, 1961; hence no provision has been made for the same.

4. ENTRANCE FEES

Entrance Fees is treated as corpus.

B. NOTES TO ACCOUNTS

1. In the opinion of the management, the value on realization of current assets, loans and advances in the ordinary course of activities would not be less than the amount at which they are stated in the Balance Sheet and provisions for all known liabilities has been made.
2. The Company is a Small & Medium sized company (SMC) as defined in the general instructions in respect of Accounting Standards notified under the Companies Act, 1956. Accordingly, the Company has complied with the Accounting Standards as applicable to a Small & Medium sized Company.
3. Based on the information available with the Company, no balance is due to Micro & Small Enterprises as defined under the Micro, Small and Medium Enterprises Development Act, 2006 as on 31st March 2010. Further during the year no interest has been paid, accrued or payable under the terms of the said Act.
4. The Company is registered under Section 25 of the Companies Act, 1956 and further during the year it has got the registration under Section 12AA of the Income Tax, 1961. Accordingly, income is also exempted from Tax u/s 11 & 12 of the said Act. Therefore, provisions of the Accounting Standard, AS-22 on Accounting for Taxes on income are not applicable on the Company.

5. Special reserve has been created under Section 11 of the Income Tax Act, 1961, by transferring the unutilised amount in excess of 15% of the total income, for the purpose of building the infrastructure of the Association with a view to achieve the objects stated in the Memorandum of Association.
6. Financial figures have been rounded off to the nearest Rupee.

As per our Report of even date attached

For S.S. Kothari Mehta & Co.
CHARTERED ACCOUNTANTS
Firm's Regn. No. 000756N

Sd/-	Sd/-	Sd/-	Sd/-	Sd/-
(Naveen Aggarwal)	Sameer Manchanda	KVL Narayan Rao	Barun Das	Annie Joseph
Partner	President	Vice President	Honorary Treasurer	Secretary General
Mem. No. 094380				
Place : New Delhi.				
Dated : July 20, 2010				

Balance Sheet Abstract and Company's General Business Profile

Additional Information as required under Part IV of Schedule VI of the Companies Act, 1956

I. Registration Details				
Registration No. U22211DL2007NPL165480-2007-2008				State Code : 55
Balance Sheet date :	Date 31	March Month	Year 2010	
II. Capital Raised during the year: NIL				
III. Position of Mobilisation and Deployment of Funds: (Amount in Rs Thousands)				
Total Liabilities: 10194			Total Assets: 10194	
Sources of Funds (Amount in Rs Thousands):				
Paid up Capital(Corpus): 700			Reserves & Surplus: 9494	
Secured Loans: Nil			Unsecured Loans: Nil	
Application of Funds				
Net Fixed Assets: 252			Investments: Nil	
Net Current Assets: 9942			Misc. Expenditure: Nil	
Accumulated Losses: Nil				
IV. Performance of the Company				
Gross Receipts (including interest & others): 8254			Total Exp: 4563	
Profit (before tax): 3691			Profit (after tax): 3691	
Earnings per share N/A			Dividend Rate N/A	
V. Generic Names of Principal Products/Services of the Company				
Item Code No (ITC Code)				
Product Description				

Sd/-
Sameer Manchanda
President

Sd/-
KVL Narayan Rao
Vice President

Sd/-
Barun Das
Honorary Treasurer

Sd/-
Annie Joseph
Secretary General

Place : New Delhi.

Dated : July 20, 2010

||| NBA News Access Guidelines for Cricket Test Matches |||

Introduction

1. These News Access Guidelines shall be followed by all Members/Associate Members of the NBA.

Definitions

2. Capitalised terms used in these News Access Guidelines shall have the meanings given to them in the Schedule to these News Access Guidelines.

Use Of Fresh Footage

3. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 6 minutes of Fresh Footage per Test Match Day which may be repeated in a News Cycle, provided always that:
 - (a) In addition to the 6 minutes of Fresh Footage mentioned above, not more than a maximum of 45 seconds of Fresh Footage from the pre-match toss, any pre-match entertainment, post-match entertainment and any post-match presentations may be used;
 - (b) if broadcast as part of a news or sports bulletin, a maximum of 2 minutes of the Fresh Footage per match may be used per half-hour of broadcasting;
 - (c) if broadcast as part of a special programme, a maximum of 6 minutes of the Fresh Footage may be used per hour of broadcasting; and
 - (d) the number of repeats is restricted to 2 repeat exhibitions per half-hour of news broadcast, provided that such restriction on repeats shall not apply to Fresh Footage of an Exceptional Event used in a news and/or sports bulletin.
4. The use by a Designated News Broadcaster of live Footage is not permitted at any time under any circumstances. There must be a minimum of at least 7 minutes delay following the live broadcast of any Footage by the official/host broadcaster before any extract of such Footage may be used by the Designated News Broadcaster pursuant to paragraph 3 above. Exceptions to this rule will only be permitted in the case of an Exceptional Event for which a minimum of at least 5 minutes delay following the conclusion of the Exceptional Event is required.

Use Of Archival Footage

5. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 6 minutes of Archival Footage per Test Match Day which can be repeated throughout the day, provided always that:
 - (a) if broadcast as part of a news or sports bulletin, a maximum of 2 minutes of the Archival Footage may be used per half-hour of broadcasting ;

- (b) if broadcast as part of a special programme, a maximum of 4 minutes of the Archival Footage may be used per hour of broadcasting and the same can be repeated if the programme is repeated ;
- (c) if broadcast as part of promotional programming, a maximum of 10 seconds per promotion, show-open or montage is allowed with not more than a maximum of 60 seconds of Archival Footage to be used in a Test Match Day within promotional programming; and
- (d) Archival Footage shall be subject to the same restrictions as to repeats as Fresh Footage.

Commercial Guidelines

- 6. The use of Fresh Footage pursuant to paragraphs 3 and 4 above and the use of Archival Footage pursuant to paragraph 5 above is strictly limited in each case to use within news and/or current affairs programmes. No use of Fresh Footage and/or Archival Footages is permitted in any circumstances for any commercial purposes.
- 7. For the avoidance of doubt, a Designated News Broadcaster may commercially exploit a news and/or sports and/or current affairs and/or other programme within which Fresh Footage and/or Archival Footage is broadcast as a whole, in the regular course, through normal advertising/ sponsorship breaks usual in programming of news channels, provided always that, except as permitted pursuant to paragraphs 8 to 10 below, no advertising, sting, logo, graphic and/or any other commercial (morphing) activity occurs immediately before, immediately after or during the Fresh Footage and/or Archival Footage and no association is created between the use of Fresh Footage and/or Archival Footage and any third party brand or product.

Credit Guidelines

- 8. Courtesy bug acknowledging the concerned Host Broadcaster must be pasted by the Designated News Broadcaster throughout the broadcast of any Fresh Footage and/or Archival Footage.
- 9. Designated News Broadcasters must use the correct name of the Event and the Event Logo in any and all broadcasts in which the Event is mentioned or referred to, whether or not including the broadcast of any clips of Fresh Footage and/or Archival Footage.
- 10. In the event that the Event Logo should be covered by the logo of the Designated News Broadcaster, the Designated News Broadcaster must include a courtesy line extended at the bottom of, or elsewhere, on the screen.

Schedule

Definitions

“**Archival Footage**” means any Footage relating to play conducted on the previous day of a Test Match that is part of Event and/or any and all match footage from previous Events ;

“**Designated News Broadcaster**” means any broadcaster that is a Member or an Associate Member

of the NBA;

“Exceptional Event” means any newsworthy event of an extraordinary nature or a landmark achievement from a Match, including without limitation events such as the scoring of a boundary, the fall of a wicket, the scoring of a half-century or a century and/or the achievement of any personal cricketing landmark by any player;

“Event” means any cricket matches or series of matches being played as part of any cricketing tournament ;

“Footage” means all live signals (including all audio, visual and audiovisual material) and recorded audio, visual and audiovisual material, in either case relating to any Match (including, without limitation, unilateral footage, stump/wicket and/or helmet camera footage and microphone output and any interview with any player or others included in the live broadcast coverage of the Match from the pre-Match toss to the end of the post-Match presentation);

“Fresh Footage” means any Footage (other than Archival Footage) broadcast for the first time (premier) by a news broadcaster ;

“Host Broadcaster” means officially appointed host broadcaster for the Event;

“Match” means any cricket match forming part of Event;

“NBA” means the News Broadcasters Association, the representative body of news broadcasters/ channels in India;

“News Cycle” is defined as 18 hours from 6 am to midnight Indian Standard Time;

“Test Match Day” means any 1 (one) day of play of the 5 (five) day cricket test match comprising part of Event;

20.7.2010

||| NBA News Access Guidelines for Football/Hockey Tournaments |||

Introduction

1. These News Access Guidelines shall be followed by all Members/Associate Members of the NBA.

Definitions

2. Capitalised terms used in these News Access Guidelines shall have the meanings given to them in the Schedule to these News Access Guidelines.

Use of Fresh Footage

3. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 3 minutes of Fresh Footage per Match per News Day which may be repeated in a News Cycle, provided always that:
 - (a) no more than a maximum of 60 seconds of Fresh Footage from any pre-Match ceremonies, post-Match ceremonies and any post-Match presentations may be used;
 - (b) if broadcast as part of a news or sports bulletin, a maximum of 90 seconds of the Fresh Footage per Match may be used per half-hour of broadcasting;
 - (c) if broadcast as part of a special programme, a maximum of 6 minutes of the Fresh Footage may be used per hour of broadcast; and ;
 - (d) the number of repeats is restricted to 2 repeat exhibitions per half-hour of news broadcast, provided that such restriction on repeats shall not apply to Fresh Footage of an Exceptional Event used in a news and/or sports bulletin.
4. The use by a Designated News Broadcaster of live Footage is not permitted at any time under any circumstances. There must be a minimum of at least 7 minutes delay following the live broadcast of any Footage by the official / host broadcaster before any extract of such Footage may be used by the Designated News Broadcaster pursuant to paragraph 3 above. Exceptions to this rule will only be permitted in the case of an Exceptional Event for which a minimum of at least 5 minutes delay following the conclusion of the Exceptional Event is required.

Use of Archival Footage

5. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 4 minutes of Archival Footage per News Day which can be repeated throughout the day, provided always that:
 - (a) if broadcast as part of a news or sports bulletin, a maximum of 90 seconds of the Archival Footage may be used per half-hour of broadcast;
 - (b) if broadcast as part of a special programme, a maximum of 3 minutes of the Archival Footage

may be used per hour of broadcasting and the same may be repeated if the programme is repeated ;

- (c) if broadcast as part of promotional programming, a maximum of 10 seconds per promotion, show-open or montage is allowed with not more than a maximum of 60 seconds of Archival Footage to be used in a News Day within promotional programming; and
- (d) Archival Footage shall be subject to the same restrictions as to repeats as Fresh Footage.

Commercial Guidelines

- 6. The use of Fresh Footage pursuant to paragraphs 3 and 4 above and the use of Archival Footage pursuant to paragraph 5 above is strictly limited in each case to use within news and/or current affairs programmes. No use of Footage and/or Archival Footages is permitted in any circumstances for any commercial purposes.
- 7. For the avoidance of doubt, a Designated News Broadcaster may commercially exploit a news and/or sports and/or current affairs and/or other programme within which Fresh Footage and/or Archival Footage is broadcast as a whole, in the regular course, through normal advertising/ sponsorship breaks usual in programming of news channels, provided always that, except as permitted pursuant to paragraphs 8 to 10 below, no advertising, sting, logo, graphic and/or any other commercial (morphing) activity occurs immediately before, immediately after or during the Fresh Footage and/or Archival Footage and no association is created between the use of Fresh Footage and/or Archival Footage and any third party brand or product.

Credit Guidelines

- 8. Courtesy bugs acknowledging the Host Broadcaster must be pasted by the Designated News Broadcaster throughout the broadcast of any Footage and/or Archival Footage.
- 9. Designated News Broadcasters must use the correct name of the Event and the Event Logo in any and all broadcasts in which the Event is mentioned or referred to, whether or not including the broadcast of any clips of Fresh Footage and/or Archival Footage.
- 10. In the event that the Event Logo should be covered by the logo of the Designated News Broadcaster, the Designated News Broadcaster must include a courtesy line extended at the bottom of or elsewhere on the screen.

Schedule

Definitions

“Archival Footage” means any Footage from a Match from the period 24 hours after the completion of the Match concerned and/or any and all Match footage from previous Events;

“Designated News Broadcaster” means any broadcaster that is a Member or an Associate Member of the NBA;

“Exceptional Event” means any newsworthy event or incident of an extraordinary nature from a Match or any landmark achievement by a player or team ;

“**Event**” means any Football/Hockey matches or set of matches being played as part of any tournament;

“**Footage**” means all live signals (including all audio, visual and audiovisual material) and recorded audio, visual and audiovisual material, in either case relating to any Match and microphone output and any interview with any player or others included in the live broadcast coverage of the Match from the pre-Match ceremonies to the end of the post-Match presentation ;

“**Fresh Footage**” means Footage (other than Archival Footage) broadcast for the first time (premier) by a News Broadcaster;

“**Host Broadcaster**” means officially appointed host broadcaster for the Event;

“**Match**” means any Football/Hockey match forming part of the Event;

“**NBA**” means the News Broadcasters Association, the representative body of news broadcasters/ channels in India;

“**News Cycle**” is defined as 18 hours from 6 am to midnight Indian Standard Time;

“**News Day**” is defined as the period of 24 hours from the commencement of the Match concerned.

20.7.2010

||| NBA News Access Guidelines for ||| One-Day & T-20 Cricket Matches |||

Introduction

1. These News Access Guidelines shall be followed by all Members/Associate Members of the NBA.

Definitions

2. Capitalised terms used in these News Access Guidelines shall have the meanings given to them in the Schedule to these News Access Guidelines.

Use of Fresh Footage

3. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 5.5 minutes of Fresh Footage per Match per News Day which may be repeated in a News Cycle, provided always that:
 - (a) In addition to the 5.5 minutes of Fresh Footage mentioned above, not more than a maximum of 1 minute of Fresh Footage from the pre-Match toss, any pre-Match entertainment, post-Match entertainment and any post-Match presentations may be used;
 - (b) if broadcast as part of a news or sports bulletin, a maximum of 2 minutes of the Fresh Footage per match may be used per half-hour of broadcasting;
 - (c) if broadcast as part of a special programme, a maximum of 6 minutes of the Fresh Footage may be used per hour of broadcasting; and
 - (d) the number of repeats is restricted to 2 repeat exhibitions per half-hour of news broadcast, provided that such restriction on repeats shall not apply to Fresh Footage of an Exceptional Event used in a news and/or sports bulletin.
4. The use by a Designated News Broadcaster of live Footage is not permitted at any time under any circumstances. There must be a minimum of at least 7 minutes delay following the live broadcast of any Footage by the official/host broadcaster before any extract of such Footage may be used by the Designated News Broadcaster pursuant to paragraph 3 above. Exceptions to this rule will only be permitted in the case of an Exceptional Event for which a minimum of at least 5 minutes delay following the conclusion of the Exceptional Event is required.

Use of Archival Footage

5. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 6 minutes of Archival Footage per News Day which can be repeated throughout the day, provided always that:
 - (a) if broadcast as part of a news or sports bulletin, a maximum of 2 minutes of the Archival Footage may be used per half-hour of broadcasting ;
 - (b) if broadcast as part of a special programme, a maximum of 4.5 minutes of the Archival

Footage may be used per hour of broadcasting and the same can be repeated if the programme is repeated ;

- (c) if broadcast as part of promotional programming, a maximum of 10 seconds per promotion, show-open or montage is allowed with not more than a maximum of 60 seconds of Archival Footage to be used in a News Day within promotional programming ; and
- (d) Archival Footage shall be subject to the same restrictions as to repeats as Fresh Footage.

Commercial Guidelines

- 6. The use of Fresh Footage pursuant to paragraphs 3 and 4 above and the use of Archival Footage pursuant to paragraph 5 above is strictly limited in each case to use within news and/or current affairs programmes. No use of Fresh Footage and/or Archival Footages is permitted in any circumstances for any commercial purposes.
- 7. For the avoidance of doubt, a Designated News Broadcaster may commercially exploit a news and/or sports and/or current affairs and/or other programme within which Fresh Footage and/or Archival Footage is broadcast as a whole, in the regular course, through normal advertising/ sponsorship breaks usual in programming of news channels , provided always that, except as permitted pursuant to paragraphs 8 to 10 below, no advertising, sting, logo, graphic and/or any other commercial (morphing) activity occurs immediately before, immediately after or during the Fresh Footage and/or Archival Footage and no association is created between the use of Fresh Footage and/or Archival Footage and any third party brand or product.

Credit Guidelines

- 8. Courtesy bug acknowledging the concerned Host Broadcaster must be pasted by the Designated News Broadcaster throughout the broadcast of any Fresh Footage and/or Archival Footage.
- 9. Designated News Broadcasters must use the correct name of the Event and the Event Logo in any and all broadcasts in which the Event is mentioned or referred to, whether or not including the broadcast of any clips of Fresh Footage and/or Archival Footage.
- 10. In the event that the Event Logo should be covered by the logo of the Designated News Broadcaster, the Designated News Broadcaster must include a courtesy line extended at the bottom of, or elsewhere, on the screen.

Schedule

Definitions

“Archival Footage” means any Footage from a match from the period 24 hours after the completion of the match concerned, and/or any and all match footage from previous Events ;

“Designated News Broadcaster” means any broadcaster that is a Member or an Associate Member of the NBA;

“Exceptional Event” means any newsworthy event of an extraordinary nature or a landmark achievement from a Match, including without limitation events such as the scoring of a boundary,

the fall of a wicket, the scoring of a half-century or a century and/or the achievement of any personal cricketing landmark by any player;

“**Event**” means any cricket matches or series of matches being played as part of any cricketing tournament ;

“**Footage**” means all live signals (including all audio, visual and audiovisual material) and recorded audio, visual and audiovisual material, in either case relating to any Match (including, without limitation, unilateral footage, stump/wicket and/or helmet camera footage and microphone output and any interview with any player or others included in the live broadcast coverage of the Match from the pre-Match toss to the end of the post-Match presentation);

“**Fresh Footage**” means any Footage (other than Archival Footage) broadcast for the first time (premier) by a news broadcaster ;

“**Host Broadcaster**” means officially appointed host broadcaster for the Event;

“**Match**” means any cricket match forming part of Event;

“**NBA**” means the News Broadcasters Association, the representative body of news broadcasters/ channels in India;

“**News Cycle**” is defined as 18 hours from 6 am to midnight Indian Standard Time;

“**News Day**” is defined as the period of 24 hours from the commencement of the Match concerned;

20.7.2010

Members of News Broadcasters Association (NBA)

S.No.	Name of the Broadcaster Member	Channel(s)
1	B.A.G Newslite Network Ltd.	News 24
2	Broadcast Initiatives Ltd.	Live India
3	Complete News & Entertainment Broadcast Pvt. Ltd.	CNEB
4	Hyderabad Media House Ltd.	HMTV
5	ibn18 Broadcast Ltd.	CNN IBN, IBN7
6	Independent News Services Pvt. Ltd.	India TV
7	Indira Television Ltd.	Sakshi
8	INX News Pvt. Ltd.	News X
9	Media Content & Communications Services (India) Pvt. Ltd.	Star News, Star Majha, Star Anando
10	New Delhi Television Ltd.	NDTV24x7, NDTV India, NDTV Profit
11	SUN TV Network Ltd.	Sun News, Gemini News, Udaya Varthagalu
12	Television Eighteen India Ltd.	CNBC TV18, CNBC Awaaz
13	Times Global Broadcasting Company Ltd.	Times Now, ET Now
14	TV Today Network Ltd.	Aajtak, Headlines Today, Dilli Aajtak, Tez
15	Ushodaya Enterprises Pvt. Ltd. (TV Division)	ETV2Telugu, ETV Uttar Pradesh /Uttaranchal, ETV Bihar / Jharkhand, ETVMadhya Pradesh/ Chattisgarh, ETV Rajasthan
16	UTV News Ltd.	Bloomberg UTV
17	Zee News Ltd.	Zee News, Zee Business, Zee 24 Taas, Zee News – Uttar Pradesh, Zee 24 Ghantalu
Associate Members:		
18	Associated Broadcasting Company Pvt. Ltd.	TV9, TV9 Kannada, TV1, TV9 Gujarat, TV9 Mumbai, News 9
19	MM TV Ltd.	Manorama News Central
20	Total Telefilms Pvt. Ltd.	Total TV

Section II

News Broadcasting Standards Authority

Apart from its role of looking into the complaints of content aired by Member broadcasters, an important facet of the role of the NBSA is also to provide guidance, among other things, for improving standards of television journalism. In this backdrop, the Authority held discussions with Editors, media critics and Board Members of NBA to ascertain initiatives which need to be taken up by NBSA for improving broadcasting standards of television journalists / producers etc. The NBSA had very fruitful discussions with Mrs. Ambika Soni, Union Minister for Information & Broadcasting, official of Ministry of Information and Broadcasting and Board Members in this regard. The suggestions given during these interactions have been considered by the Authority for improving broadcasting standards.

► Workshop with NBA Editors

The New Broadcasting Standards Authority organized a Workshop with the Editors of News Broadcasters Association (NBA) on 2.12.2009 in New Delhi. The Workshop was essentially conducted to take a closer look at the achievements of the Authority during its first year of its operations; the action taken by it to improve broadcasting standards and what further needs to be done to improve broadcasting standards. The feedback received from Editors is being translated into action by the Authority.

► Promos / Tickers on Member News Channels Regarding Procedure for Filing Complaints

A common promo both in English and Hindi had been circulated to all the Member broadcasters requesting them to air the same on their respective channels on a daily basis from 15.1.2010 onwards. A new promo is under preparation and would be aired soon by Member broadcasters. It has also been decided by the NBA Board that all channels would along with the promo also run a ticker regarding filing of complaint(s) relating to content on news channels.

► Meeting with Media Critics

From time-to-time, media critics through their columns raise issues relating to content shown by the electronic media including the news media .To get the benefit of a personal exchange of views with them, the NBSA invited media critics for a meeting on 15.1.2010. The media critics gave valuable suggestions which would help in improving broadcasting standards.

► Meeting with I&B Minister, Chairperson and Members of NBSA & Board Members of NBA

The NBSA had a meeting with Mrs. Ambika Soni, Minister for Information & Broadcasting and the Board of Directors on 5.2.10 to discuss the issue of self regulation. During the interaction, the Minister was requested, that since the NBA had already put in place a self regulatory mechanism & the Authority is looking into the content related issues of the Member broadcasters, content

regulation should be kept out of the purview of the regulation and the Government should recognize the self-regulation initiatives adopted by the NBA and make the regulations a part of the Cable Rules as done in the case of ASCI.

➤ **Meetings of the Authority**

The Authority met 8 times during the year and all the meetings were held in New Delhi.

➤ **Issuance of Guidelines/advisories**

Apart from its role of deciding complaints, a very important role of the Authority is to lay down principles and norms for improving broadcasting standards to provide guidance to Member broadcasters. During the year, advisories were issued to both the Members & the Editors on the 1st anniversary of the 26/11 Mumbai terror attacks, the Delhi-Bhubaneswar Rajdhani Express was held hostage, showing Mr. Jyoti Basu, former Chief Minister of West Bengal in comatose condition and reporting of Kashmir issue and Amarnath Yatra.

➤ **Visit by Chairperson & Members of Authority**

As in the past, to get a first hand view of newsroom operations and also to interact with senior editorial personnel and to better understand the logistics of news gathering, collation and dissemination of news, the Chairperson and Members visited the offices of Zee News Ltd., ibn18 Broadcast Ltd. and Times Global Broadcasting Company Ltd. (Delhi Office).

➤ **Show Cause Notices and Decisions by the Authority**

During the year, the Authority considered and reviewed around 26 complaints received by Member broadcasters. In most cases, the Authority was satisfied by the response / action taken by Member broadcasters to the complaints. Hence, none of the complaints warranted any separate action by the NBSA against any broadcaster(s). Authority however, took suo motu cognizance of a news item reported by a channel and issued a show cause notice to the concerned broadcaster.

To ascertain whether member broadcasters were following the Code of Ethics, Specific Guidelines Covering Reportage, as a test check, all Members of NBA were advised to send the unedited and true version/script(s) in respect of Pratapgarh stampede and Hafeez Mohammed Sayeed interview. On a review of the telecast in both these matters, the Authority was satisfied that the Members were substantially observing the guidelines.

➤ **Logo of News Broadcasting Standards Authority (NBSA)**

To have a separate and distinct identity of the Authority, the NBA decided to create a new logo for the NBSA. The new logo is being used on the stationery, promos etc. of the NBSA.

The text of the Code of Ethics, Regulations, Guidelines and Advisories issued from time to time by the NBA and NBSA since inception are annexed to the Report.

||| Code of Ethics & Broadcasting Standards |||

Background

- 1) The Constitution of India guarantees to all its citizens, the right to free speech, which right has been liberally construed by our Supreme Court as encompassing not just the freedom of press, but also the right of the citizen to be informed of matters of public moment and concern.
- 2) The fundamental premise of a democracy is the accountability of all its institutions to the political sovereign, viz the people. It is axiomatic that for democracy to survive and flourish, freedom must live in the hearts of people, and the citizenry must be ever vigilant against all attempts to subvert the rule of law. Democracies have decayed into anarchy not merely on account of major events such as coups, but also by insidious erosion caused by egregious corruption and abuse of power. Exposing the threat within itself has become one of the most important roles of the news media, particularly the electronic media whose reach and penetration has the promise to make democracy a living reality for those who do not have access to the print media for want of literacy or otherwise, and giving them a sense of involvement in the process of governance.
- 3) India is the world's largest democracy, demographically marked by diversity in religion, language and caste, and undoubtedly has problems that are significantly peculiar to it. Yet at the same time, it shares certain common values with other vibrant democracies, and one of them is balancing the freedom of the press with putting in place checks and balances that seek to instill a sense of responsibility and to prevent abuse of this freedom, without the "chilling effect" that would impair journalistic freedom.
- 4) It is the duty of media to keep the citizenry informed of the state of governance, which mostly puts it at odds with the establishment. A media that is meant to expose the lapses in government and in public life cannot obviously be regulated by government – it would lack credibility. It is a fundamental paradigm of freedom of speech that media must be free from governmental control in the matter of "content" – censorship and free speech are sworn enemies. It therefore falls upon the journalist profession to evolve institutional checks and safeguards, specific to the electronic media, that can define the path that would conform to the highest standards of rectitude and journalistic ethics and guide the media in the discharge of its solemn constitutional duty.
- 5) There are models of self governance evolved in other countries who have seen an evolution of the electronic media including the news media much before it developed in India. The remarkable feature of all these models is self governance, and a monitoring by a "jury of its peers".
- 6) There are undoubtedly limitations in any model of self governance in which compliance is entirely voluntary. However this does not suggest that such models are ineffective. Their efficacy flows from the fact that the basic strength of a news channel lies in its credibility, from which flows its ability to influence public opinion. A censure emanating from a jury of its peers would indisputably affect the credibility of a channel. Besides, such a process is not without its legal ramifications. One of the important defenses to civil and criminal actions (based on

defamation) is “fair comment” and bona fide attempts to unravel the truth. The difference between inaccuracy and falsehood lies many a time in the motive. A channel acting in breach of established guidelines could hardly defend its motives or suggest that it was acting fairly, if it is censured by a jury of its peers.

- 7) The interference by the government, however well intentioned, would imperil not just this method of independent journalism, but the very process of investigation itself. It therefore has become imperative that the news channels lay down guidelines, procedural safeguards and establish a body that would act as a watchdog and a grievance redressal forum.

Section - 1

Fundamental Principles

- 1) Professional electronic journalists should accept and understand that they operate as trustees of public and should, therefore, make it their mission to seek the truth and to report it fairly with integrity and independence. Professional journalists should stand fully accountable for their actions.
- 2) The purpose of this Code is to document the broad paradigms accepted by the members of the News Broadcasters Association (NBA) as practice and procedures that would help journalists of electronic media to adhere to the highest possible standards of public service and integrity.
- 3) News channels recognize that they have a special responsibility in the matter of adhering to high standards of journalism since they have the most potent influence on public opinion. The broad principles on which the news channels should function are, therefore, as stated hereinafter.
- 4) Broadcasters shall, in particular, ensure that they do not select news for the purpose of either promoting or hindering either side of any controversial public issue. News shall not be selected or designed to promote any particular belief, opinion or desires of any interest group.
- 5) The fundamental purpose of dissemination of news in a democracy is to educate and inform the people of the happenings in the country, so that the people of the country understand significant events and form their own conclusions.
- 6) Broadcasters shall ensure a full and fair presentation of news as the same is the fundamental responsibility of each news channel. Realizing the importance of presenting all points of view in a democracy, the broadcasters should, therefore, take responsibility in ensuring that controversial subjects are fairly presented, with time being allotted fairly to each point of view. Besides, the selection of items of news shall also be governed by public interest and importance based on the significance of these items of news in a democracy.

Section - 2

Principles of Self Regulation

The News Broadcasters Association(NBA) have established commonly accepted content guidelines as a way of practicing self regulation. The purpose is to define editorial principles which are consistent with the tenets of the freedom of speech articulated in the constitution of India; the regulatory framework; common sensibilities of television viewers.

The purpose of these principles of self regulation is to serve as an affirmative declaration of understanding of, and compliance with, the basic values and objectives that news channels enshrine. It is to ensure that these principles are observed in spirit, and not just in the letter.

The purpose of putting together the principles of self regulation is to avoid compromising the genre of television news by broadcasting content that is malicious, biased, regressive, knowingly inaccurate, hurtful, misleading, or aimed at willfully concealing a conflict of interest.

The purpose of these principles of self regulation is to empower the profession of television journalism by an abiding set of values, which will stand the test of time, and ensure that balanced and comprehensive journalism flourishes, to strengthen India's democracy.

Detailed below are some of the areas where the broadcasters seek to self regulate.

1. Impartiality and objectivity in reporting:

Accuracy is at the heart of the news television business. Viewers of 24 hour news channels expect speed, but it is the responsibility of TV news channels to keep accuracy, and balance, as precedence over speed. If despite this there are errors, channels should be transparent about them. Errors must be corrected promptly and clearly, whether in the use of pictures, a news report, a caption, a graphic or a script. Channels should also strive not to broadcast anything which is obviously defamatory or libelous. Truth will be a defense in all cases where a larger public interest is involved, and in even these cases, equal opportunities will be provided for individuals involved to present their point of view. This also applies in cases where television channels report on those holding public office, though by virtue of doing so, no person can claim immunity from scrutiny from or criticism by news channels.

2. Ensuring neutrality:

TV News channels must provide for neutrality by offering equality for all affected parties, players and actors in any dispute or conflict to present their point of view. Though neutrality does not always come down to giving equal space to all sides (news channels shall strive to give main view points of the main parties) news channels must strive to ensure that allegations are not portrayed as fact and charges are not conveyed as an act of guilt.

3. Reporting on crime and safeguards to ensure crime and violence are not glorified:

Television news has greater reach, and more immediate impact than other forms of media, and this makes it all the more necessary that channels exercise restraint to ensure that any report or visuals broadcast do not induce, glorify, incite, or positively depict violence and its perpetrators, regardless of ideology or context. Specific care must be taken not to broadcast visuals that can be prejudicial or inflammatory. Equally, in the reporting of violence (whether collective or individual) the act of violence must not be glamorized, because it may have a misleading or desensitizing impact on viewers. News channels will ensure that such reconstructions will not cross boundaries of good taste and sensibility. This includes taking adequate precaution while showing any visual instance of pain, fear or suffering, and visuals or details of methods of suicide and self harm of any kind and will not cross boundaries of good taste and decency.

4. Depiction of violence or intimidation against women and children:

As an elaboration of Point 3, news channels will ensure that no woman or juvenile, who is a victim

of sexual violence, aggression, trauma, or has been a witness to the same is shown on television without due effort taken to conceal the identity. In reporting all cases of sexual assault, or instances where the personal character or privacy of women are concerned, their names, pictures and other details will not be broadcast/divulged. Similarly, the identity of victims of child abuse and juvenile delinquents will not be revealed, and their pictures will be morphed to conceal their identity.

5. Sex and nudity:

News channels will ensure that they do not show, without morphing, nudity of the male or female form. Channels will also not show explicit images of sexual activity or sexual perversions or acts of sexual violence like rape or molestation, or show pornography, or the use of sexually suggestive language. (As a qualifier however, channels are not expected to be moralistic or prudish, and this self regulation is aimed not at moral policing, but rather at ensuring that overtly regressive and explicit acts and visuals do not slip into broadcasts).

6. Privacy:

As a rule channels must not intrude on private lives, or personal affairs of individuals, unless there is a clearly established larger and identifiable public interest for such a broadcast. The underlying principle that news channels abide by is that the intrusion of the private spaces, records, transcripts, telephone conversations and any other material will not be for salacious interest, but only when warranted in the public interest. However, it is also understood that the pursuit of the truth and the news is not possible through the predetermined principle of prior permission; hence door stepping individuals or authorities for the purpose of newsgathering may be used only in the larger purpose of public interest.. Further, in the case of minors, in any broadcast that intrudes on their privacy, the channel should attempt, where possible, to seek the consent of the parent or legal guardian. However, the defense of the premise of privacy cannot be misconstrued as the denial of access, and this applies to all individuals, including those in the public eye and public personalities. It does however apply in its entirety, as per the provisions mentioned above, to their children and kin who are minors.

7. Endangering national security:

In the use of any terminology or maps, that represent India and Indian strategic interests, all news channels will use specific terminology and maps mandated by law and Indian government rules. (The depiction of the map of the territory of India will reflect official guidelines, as detailed in official literature). News channels will also refrain from allowing broadcasts that encourage secessionist groups and interests, or reveal information that endangers lives and national security. However, it is in the public interest to broadcast instances of breach of national security and loopholes in national security and reporting these cannot be confused with endangering national security.

8. Refraining from advocating or encouraging superstition and occultism :

News channels will not broadcast any material that glorifies superstition and occultism in any manner. In broadcasting any news about such genre, news channels will also issue public disclaimers to ensure that viewers are not misled into believing or emulating such beliefs and activity. Therefore news channels will not broadcast “as fact” myths about “supernatural” acts, apparitions and ghosts, personal or social deviations or deviant behaviour, and recreations of

the same. Wherever references are made to such cases, news channels will issue on air riders/disclaimers/warnings to ensure that such beliefs or events are not passed off “as fact” since they can hurt rational sensibilities.

9. Sting operations:

As a guiding principle, sting and under cover operations should be a last resort of news channels in an attempt to give the viewer comprehensive coverage of any news story. News channels will not allow sex and sleaze as a means to carry out sting operations, the use of narcotics and psychotropic substances or any act of violence, intimidation, or discrimination as a justifiable means in the recording of any sting operation. Sting operations, will also abide by the principles of self regulation mentioned above, and news channels will ensure that they will be guided, as mentioned above, by an identifiable larger public interest. News channels will as a ground rule, ensure that sting operations are carried out only as a tool for getting conclusive evidence of wrong doing or criminality, and that there is no deliberate alteration of visuals, or editing, or interposing done with the raw footage in a way that it also alters or misrepresents the truth or presents only a portion of the truth.

10. Corrigendum:

All news channels will keeping with the principle of due accuracy and impartiality, ensure that significant mistakes made in the course of any broadcast is acknowledged and corrected on air immediately. Corrections should also be scheduled in such a way that they attract enough viewer attention and are not concealed. This, like the other principles, must be observed in spirit, and not just in letter, to avoid any compromise to the reputation of the news broadcasting industry in India.

Viewer feedback

All News Channels will on their website, create provision to receive consumer feedback. Further any specific viewer complaints will be responded to. In the event any news channel gets a specific complaint if found to be true it will admit to the same on air and will respond in fullness and fairness to the viewer. In the event, a viewer/body perceives prejudice by any specific report carried by the News channel, it will respond in fullness and without impartiality to the viewer.

1.4.2008

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- 1- Hkj rh; l fo/ku l fuf' pr djrk gSfd nsk dsl Hh ukxfj dks v fHQ fDr dh i jh Lorark i Hr gks vls mppre U; k ky; Hh bl ckr dk i jk [k ky j [krk gSfd ukxfjd bl vf/kdj dkl e fpr blReky dj l dA l okp U; k ky; u døy bl ckr dk /; ku j [krk gSfd i d dh Lorark Hh cuh jgš cfd ; g Hh l fuf' pr djrk gSfd ukxfj dks dks mul st t f l Hh ekeyal s ; Fkšpr voxr dj k k t k A
- 2- fdl h Hh ykra dh l Qyrk dk vk/kj ; gh gS fd bl ea 'kfe y l Hh l xBu vls fudk jkt ulfrd l i z kj.k ekud turk dsifr oQnkj vls tokng cus ; g i jh rjg Li "V gSfd ykra dk vk/kj cjdjki j [kus vls ml s Qyus Qyus dk vol j nsus dsfy, ; g cgn t : jh gSfd i z kj.k ekud ukxfjd viusfny ea Lorark dh Hhouk egl w djs vls nsk eat k Hh fu; e dkuw cuk x, gš mudsfdl h Hh izlj dsmYyaku dks ukde djus dsfy, og i jh rjg tk: d Hh jgš egt l Rk iyV t s h ?Wukv dh ot g l s gh ykra det kj gkdj vjkt drk ea cny t krk gš cfd bl ds i h Nscg cMh ot g xgj kZrd t M+ tek pdk HZVpkj vls vf/kdj k adk n e i ; k Hh gkrk gš ykra eagh Q kr [krj k dks mt kj djuk bl l e; l ekpj ek; e [kd rls ij by DVWid l ekpj ek; e ; kuh by DVWid efm; k dh l cl svge Hfcdkva ea 'k kj gkrk t k jgk gš by DVWid efm; k dh igp vls i z kj.k ekud ykra dks mu ykva dsfy, t hor okRfodrkcukusea i jh rjg l f e gš t ksfuj {kj gkus ds dj k ; k fdl h vU; dj k l s fi v ek; e ; k efm; k dk blReky ughadj l dra bl l smu ykva ea 'kd u dh i z kj.k ekud ; k dk fgll k cuus dh Hhouk Hh i s k gkrh gš
- 3- Hkj r nfu; k dk l cl s cMk ykra gS vls vls fofHku /eZ t kfr; k vls Hk'kva dh ot g l s bl dh, d vyx igpu gš bruh vf/kd fofHkr gkus ds dj k . k nsk ea dQ , d h l eL; k aHh Q kr gš t k døy ; g i j gš yfdu bl ds l Fk gh geljs nsk ds ykra ea dQ , d h fo' kkrk aHh ekf w gš t k t hor ykra okys vU; nsk halsey [krsg vls buaal s, d gSi dh vkt k nH gkykd vkt k nH nsus ds l Fk gh bu ykra ea i d dh vkt k nH dk l rgyu cuk j [kus dsfy, fuxj kuh dk i fo/ku Hh fd; k x; k gš rfd i d ds Hkrj ft Eenkj h dk vgl kl vk vls og bl vkt k nH dk xyr blReky u dja yfdu bl ea; g Hh /; ku j [k x; k gSfd i d dh i = dkjrk l aakh vkt k nH fdl h Hh glyr ea [krjseau ghai Mas i k A
- 4- efm; k dk ; g nkf; Ro gSfd og ykva dks 'kd u dh fLFkr l s vPnh rjg voxr dj k vls vdl j efm; k l j dj k ; k Q oLFk dsf [kyk gh ckyrk gš , d k ek; e t k l j dj k vls l kZ fud t hou ea ekf w [kfe; k dks mt kj djus dsfy, gh cuk k x; k gš ml ij l j dj k dh vls l s fu; æ . k rkyft eh rls ij ughagls l drk vU; Fk ml dh l k k vls fo' ol ulr rk ij l oky [k k gsk t k xA v fHQ fDr dh Lorark dk ; g ekyd fl) kr gSfd d v v ; kuh fo" k oLrqdsekeys ea efm; k dsl j dj k h fu; æ . k l s i jh rjg epr gkuk pfg, D; k d l a j f' ki ; kuh fu; æ . k vls Lorark v fHQ fDr , d n vjcdst let kr nqeu gš , d sea [kd rls ij by DVWid efm; k dsfy, fuxj kuh dsl l Fkxr rjhd s vls l fo/ku; kabZ k n djus dk ft Fek i jh rjg l si = dkjrk ds i s k dk gh gš ; s rjhd s , d s gkus pfg,] ft ul s og j k r k i f j Hk' k r gsk l dš ft l ij pydj l æ vls i = dkjrh ulfr; k ds mppre ekud dh j puk gsk l ds vls viusifo = l oš k fud drD dk

fuolŷ djuseat ksefM; k dk ekxZ' kZ dj l dA

- 5- Hŷj r eafM; k dk fodkl gkus l s dQh igys dbZvU; nŷ kaeal ekpj efm; k vŷ byDVWid efm; k dk fodkl gkspqk Fk mu nŷ kaeal o% 'kl u ds dbZekMy ekf w gA bu l Hh ekMy ladh t k vuŷh fo' kŷrk gŷ og vius gh clp ds ykŷa; kuh i=dkjrk ds dk Zk= l sgh t ŷs Q fDr; k dh fu. kZ d eMyh dst fj; s fuxjkuh vŷ Lo 'kl u gA
- 6- Lo% 'kl u dk , d k d bZ Hh ekMy] t k [k ij fu; a. k j [kus ds fy, rŷ kj fd; k t k rk gŷ ml ea Lokfod rŷ ij dŷ dfe; k vŷ [kfe; k agl gh gh gA D; k d bl ekMy dk ikyu djuk ij h rjg LoPNk ij fuHŷ, djrk gA yŷdu bl dk ; g eryl drbZughal e>k t kuk pŷg, fd bl rjg ds ekMy ladh vl j ugh gkŷ ; k os dkj xj l kcr ugh gkŷ mudk vl j ; k mudk i Hh bl h rF; l svk rk gŷ ft l dse rŷ d fdl h Hh l ekpj pŷy dh cfu; k h rkr ml dh ml l k [k ; k fo' ol uh rk eafufgr gkŷ t glal st u ekul dŷ i Hh for djus dh ml dh {k rk vkrh gA bl h ds dk Zk= l st ŷs ykŷa dh fu. kZ d eMyh vxj bl ij fu; a. k djrh gŷ rŷ fdl h Hh pŷy dh fo' ol uh rk ij fuf' pr : i l svlj i Mŷ kA bl ds vyk bl i fŷ; k ds l kŷ dŷ dkuw h i k/ku Hh t ŷs gkus ykt eh gA ekugfu ds eylea ea uxfjd vŷ vkj k/kd ; kuh Qk nkjh dkj ZkZl scpus ds fy, , d cgn egr i wZ rF; ; g gŷfd l R; dŷ l leus ykus ds fu"i {k iz kl ds rgr ; g dle fd; k x; k vŷ ; g fVi. k h ij h rjg l s i {k kr jfgr gA l R; ugh gkus vŷ > k gkus eat k vŷ og dbZckj vki ds mnas; eagh fufgr gkŷ gA fu/ kZ j r vŷ i pŷy fn' kfunZk adk mYyZku djus; k muds f [kyk dle djus oky pŷy vius mnas; dh j {k ds fy, ceŷ dy d bZ rdZnsl drk gŷ; k 'k; n gh og ; g dg l drk gŷfd ml dk dle fu"i {k Fk c' kZ ml h ds dk Zk= l st ŷs ykŷa dh d bZ fu. kZ d eMyh ml ij fuxjkuh dj jgh gA
- 7- ; fn efm; k ds fdl h Hh dledk ea ljdkj t kucw dj vŷ fdl h mnas; ds rgr gLr {k dkjrh gŷ rŷ ml l s Lora= i=dkjrk dh bl izkyh dk gh neu ugh gkŷ cfYd [k chu ; k t k p i Mŷy dh ij h i fŷ; k cŷk gŷ t k xhA bl fy, ; g vijgk Zgŷ t k rk gŷfd l ekpj pŷy fn' kfunZk rŷ kj dj i fŷ; k r l k/ku; k a; k l rdZk r; dj vŷ , d , d h l kŷ ; k l x Bu x fBr dj t k fuxjkuh djus oky fudk; ds rŷ ij dle djs vŷ f kdk r k dk fuokj. k djus oky ep Hh gA

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ekŷyd ; k cfu; k h fl) kr

- 1- byDVWid efm; k l st ŷs i s k j i=dkj k dŷ ; g Lokdkj djuk pŷg, vŷ l e>uk pŷg, fd osturk ds fo'ok ds ig#, ; kuh igjnkj gA vŷ bl lfy, mŷgal R; dh [k djus vŷ ml s l a wZ: i ea ij h vkt k h dŷ l kŷ vŷ fu"i {k rk dŷ l kŷ ykŷa dŷ l leus i s k djuk pŷg, A i s k j i=dkj k dŷ vius } kj fd, x, dle dŷ l a k ea ij h rjg t okng Hh gkuk pŷg, A
- 2- bl l agrk dk mnas; , d s Q, ki d i pyula dŷ n Lr k ot dh 'kŷy nuh gŷ ft ŷaU; w c k M d k l V l Z , l k l , 'ku ¼ uch ½ ds l Hh l nL; i pyu vŷ i fŷ; k ds : i ea Lokdkj djrs gA bl l s byDVWid efm; k ds i=dkj k dŷ t u l ok vŷ , d: irk ds m ppre l k eud k dŷ vius vŷ mu ij pyuseaenn feyŷhA
- 3- l ekpj pŷy ; g ekurs gŷfd i=dkjrk ds m ppe eud k dŷ l kŷ t ŷs j gus ds eylea ea muds Åij [k fdLe dh ft Fe nkjh gSD; k d t uer dŷ l cl s T; k k i Hh for djus dh rkr Hh muds



ghikl gš ekšrš ij l ekplj pšykdskft u fl) krlšij pyuk plfg,] mudk mYs[k ; glaij fd; k x; k gš

- 4- [kl rš ij iž kj.kdrkZš dks ; g ijh rjg l šuf'pr djuk plfg, fd os fdl h Hh fooknr l lož fud ekeys ea nkula ea l sfdl h i{k dks uql ku ; k Qk nk igpokus dh nřV l s l ekplj dk puko ugh djuk plfg, A l ekplj l lexh dk p; u vFlok mudh jpuk fdl h Hh fo'šk vkLFK foplj vFlok fdl h oxZfo'šk dh bPNk ijh djus ; k ml s c<lok nsus ds fy, ugh gluk plfg, A
- 5- ykdra- ea [kjš dsiž kj.k dk cfu; knh mnšs ; gš yškdskf' k{kr djuk vš mšga; g crluk fd nšk eaD; k gš jgk gš rkd nšk dh turk egRo i wZ?kukvš dks Hyh Hšr l e> l ds vš mudsckjseaviusep'kd fu"d'žfudky l dš
- 6- l Hh iž kj.kdrkZš dks ; g l šuf'pr djuk plfg, fd fdl h Hh l ekplj dks l a wZ vš fu"i{k : i l sižr fd; k tk, D; k d iž, d l ekplj pšy dh cfu; knh ft Eešj h , d t š h gh gšk gš ykdra- ea l Hh ižkj dsnřV dks k dks ižr djus dh vge; r dš egl w djrs gq iž kj. kdrkZš dks ; g l šuf'pr djus dh ft Eešj h vius šij yuh plfg, fd fooknr fo"š k dks fcuk fdl h i{k ikr dsišk fd; k tk, xk vš ml ea iž, d nřV dks ds fy, i; kšr l e; fn; k tk, A bl ds vylok l ekplj l lexh dsp; u dsl e; Hh tufgr dks l cl s šij j [k tk vš fdl h Hh ykdra- ea mu l ekplj l lefzš dš egRo ds vkš ij mšga puk tk, A

[kM 2 všre fu; š.k dk fl) kr

[l ij fu; š.k j [kus ds fy, ũ w cškdš l V l Z, l k l , 'ku ¼ uch ½ us l k>k : i l s l o h d j fd, x, l lexh l ašk fn' k funžk rš kj fd, gš bl dk mnšs ; l a kndh; fl) krlš dks i f j Hš'kr djuk gš t š Hšjr dsl šo/ku eamYyf [kr vřH, fDr dh Loršrk ds fl) kr vš rRoal si jh rjg esy [k rsgš bl ds vylok bu fn' k funžk ea fu; k d <šok rš kj fd; k x; k gš t š Vylfot u n' kš d h Hšouk vš dks /; ku eaj [k j cuk, k x; k gš

všre fu; š.k ds fy, cuk, x, bu fn' k funžk dš mnšs ; mu cfu; knh eš; k vš y{; k dks l e> rsgq mudh mnš k k djuk vš mudk Hyh Hšr ikyu djuk gš ft ũ gal ekplj pšy vachdj djrs gš budk mnšs ; ; g l šuf'pr djuk gš fd ; s fl) kr dk, Zea Hh fn [kš Zna egt 'k nš eagh ugh

všre fu; š.k dsl Hh fl) krlš dks, d l kš j [kus dk mnšs ; iž kšr gš oky h fdl h Hh, d h l lexh dš ek; e l s Vylfot u l ekplj dh 'kšrk dsl kš l e> kš gš l s j kš luk gš t š fd i{k ikr i wš foij h x l e h t kuc w dj xyr] uql ku igpokus oky h vš Hš d gš r kš fgr kš ds V d j k dš N š kus ds fy; s t kuc w dj iž kšr dh t k j gh gš

všre fu; š.k ds bu fl) krlš dš mnšs ; Vylfot u i = dš kšrk dš išk dš et cw djuk vš ml ds fy, eš; k d h, d h l šgrk rš kj djuk gš t š yš l e; rd dk, e j gš h vš ; g l šuf'pr dš s h fd Hšjr dš ykdra- dš et cw djus ds fy, l rš yr vš l exzi = dš kšrk Qyrh Qyrh j gš

ulps, d s d š {š k d sckjse afo l rš l s crk, k x; k gš t glaiž kj.kdrkZš dks všre fu; š.k dh l cl s T; knk t : jr i Mš h gš

1 fjikVZ i{kikr jfgr gks vls ml eaolrfu"Brk gk%

l ekplj pšyldsdle eal cl segroiwZigywl PpbZ, oal Vhdrk gsvFkZ ost k dñ fn[kk aog iyh rjg l p gk 24 ?k/s dsl ekplj pšy nš kusokysn'kZl j[rkj ; kuh QVlQV [kja išk gkus dh višk djrs gš yfdu j[rkj l s Hh T; knk l Vhdrk vls l rgyu cuk j [luk vls mŁga QVlQV [kja l s T; knk rjt hg nuk Vsyfot u l ekplj pšyldsdh ft Eenkjh gk h gš bl ds ckt w ; fn mul sxyrh gk h gš rks pšyldsd mu xyfr; lads cks ea iyh rjg i jnf' kZk cjruh pfg, A xyfr; lads rjg vls Li"V : i l sl gh djuk pfg,] pgs og xyrh fp=lads bLrky eagpZgš fdl h l ekplj fjikVZ eagpZgš dš ku eagpZgš; k xfQd eagpZgš; k fQj flØIV eagh xyrh gks xbZgš pšyldsd; g l ŋuf' pr djuk pfg, fd , d h fdl h Hh l kexh dk iz kj.k u gk t k] t k Li"V rš ij ekugku djus okyh vFlok fdl h rjg ds eqnes dk dkj.k cuus okyh gk , d sl Hh izdkj ds eylea eal R, gh fgQkt r dk ek; e cuskl t gla Q kid tu fgr t v k g y k g k r k g s v l s mu eylea ea Hh l Hh l a / k r i { l a d s v i u s f o p k j v l s n f V d s k j [k u s d k i y k v l s l e k u e k l k f n ; k t k x k A ; g f l) k r mu eylea ea Hh ykxw g k l t g l a V s y f o t u p š y mu y l s l a d s c k s e a d l o Z l e k p l j i z k j r d j r s g š t k s f d l h l k o Z f u d i n i j v k l u g š g y k l d e g t l k o Z f u d i n i j g k u s d k r d Z n s j g h d k o Z Q f d r l e k p l j p š y l d s d h t l o p i M r k y [k k t c h u ; k v k y l p u k l s c j h u g l a g k l d r k A

2 fu"i {krk l ŋuf' pr dh t k %

fdl h izdkj ds fooln vFlok >xMsvkn eal Hh i Hkfor i {k k f [k y k M e k a v l s v f H u r k v l a d s m u d s f o p k j v l s n f V d s k i Z r r d j u s d k l e k u v o l j n s j V s y f o t u l e k p l j p š y l d s d s i y h r j g f u " i { k r k c j r u h p f g , A g k y l d f u " i { k r k d k e r y c g e š k l H h i { l a d s c j k j d k v o l j n u k u g l a g k r k 1 / 2 e k p l j p š y l d s e q ; i { l a d s e q ; f o p k j a v l s n f V d s k l a d s i Z r r d j u s d k i z k l r k s d j u k g h p f g , A 1 / 2 l e k p l j p š y l d s ; g l ŋ u f ' p r d j u k p f g , f d f d l h H h i z d k j d s v k j k i d k l R d s : i e a i š k u g h a f d ; k t k u k p f g , v l s b l h i z d k j v k j k l a d s d H h v i j k k d h ' l o y n s j i n z i j u g l a m r k j u k p f g , A

3 vijkk ds cks eafjikVZ djrs le; vls vijkk vls fga k l ŋuf' pr djus okyh xrfof/k lads cks eacrks le; mudk efgeleMu u fd; k t k %

Vsyfot u l ekplj pšyldsdh igp cgr T; knk gk h g s v l s e h f M ; k d s v ū : i l a d s e d l c y s m l d k v l j H h c g r r t v l s r j a g k r k g s v l s ; s n k u l a i g y w l c r d h t : j r v l s c < k n r s g š f d p š y l d s ; g l ŋ u f ' p r d j u s d s f y , l e ŋ p r l a e c j r u k p f g , f d f d l h H h i z d k j d s l e k p l j v F l o k n " ; i z k j . k l s f a k d l s c < l o k u f e y š m l d k e f g e l e M u u g k s o g H M e l u t k ; k m l s l d k j k e d u t f j ; s l s u n š k t k A , d k g h f g a k d j u s o k y l a d s l k f k H h g l a u k p f g , p l g s o s f d l h H h f o p k j / k j k d s g l a v l s m u d k l a n H Z d ñ H h g k A , d s n " ; l a d k i z k j . k u g l a g k l ŋ u f ' p r d j u k p f g , v l s m l d s f y , f o ' k k l l o / k u h H h c j r u h p f g ,] t k s f d l h d s c k s e a i v z g c u k r s g l a ; k H M e l k A g l a b l h i z d k j f g a k 1 / 2 p l g s o g l e f g d g k ; k Q f d r x r 1 / 2 d h f j i k V Z d j r s l e ; b l c r d k / ; k u j [l u k p f g , f d f g a k d k f d l h H h i z d k j l s e f g e l e M u u g k t k , D ; k i d b l l s n ' k Z l a i j H a e d ; k l o n u g h u d j n s u s o k y k i H h o i M l d r k g š l e k p l j p š y ; g l ŋ u f ' p r d j a s f d b u ? k V u k l a d k u k V d h : i l a r j . k d j r s l e ; f d l h H h r j g t u f g r v l s l o n u ' k y r k d h l h e k v a d k m Y y a k u g l a s i k , A b l e a i H M H H c b R , k n d s n " ; f n [k r s l e ; i ; k Z r l l o / k u h c j r u s d k i l o / k u H h ' k f e y g l a u k p f g , A b l d s v y k o k v l e g r , k v F l o k [l a p d s u d l k u i g p k u s d h f d l h H h ? k V u k ; k r j h d s d s C ; l š s n s u s ; k n " ; f n [k u s l s c p u k p f g , v l s b l e a H h ' k y h u r k d h l h e k a f d l h H h g k y r e a u g h a y l a k h t k u h p f g , A



4 efgykvlavls cPpladsf[kykQ fga k vls H; Hkr fd, t kus dk fp=.k %

fcnq3 dh Q k; k dsrls ij l elpj psy ; g l fuf' pr djasfd dkbZHH efgyk vFlok cPpl t ls ; ku fga k irkMak l nes dk f'kdj gqk gk vFlok bl izdj dh fdl h Hh xrfof/k dk xolg cuk gk ml dk ifjp; fNikus dk l epr izkl fd, feuk Vylfot u ij u fn[k; k t k A ; ku fga k ds l Hh eylelavFlok , d seleyt t k fdl h efgyk ds Q fDrxr pfj= vFlok fut rk l sl af/kr gkrs gk mueaefgykvladsule mudsfp= vls vU; C ksvls t kudjh dks iz kjr vFlok i plj r ughafd; k t k xA bl h izdj cky 'kdk k vls cky vijklads eleyseailfMrlads ifjp; dk Hh [kyk k ugha fd; k t k xk vls mudk ifjp; fNikus ds fy, mudsfp= l adk fNikrs gq iz kjr fd; k t k xk vFlok mudh ekWZ dj nh t k xA

5 l dl , oauXurk %

l elpj psy ; g l fuf' pr djasfd osi#k vFlok efgyk dh uXurk dks ekWZ ds cxS fdl h Hh : i eainf'kr vFlok iz kjr ughadjaA psy ; ku f0; kdyki lavFlok ; ku fodkj vFlok cykrdlj ; k NMANM+t S s; ku fga k ds dr, l adsfp= vkn Hh inf'kr ughadja vls u gh uXurk vFlok i kulZkQh vFlok ; ku l adr djus okyh Hk'k ds bLreky dks inf'kr , oaid kjr djaA gkykd psyals ; g vi{k dHh ughadh t krh gSfd osuSrdrlonh vFlok fou; i wZvpj.k okyscuavls bl vkr fu; a.k dk mnas ; usrdrk dh Bclnkh djuk ughagS cfd bl dk mnas ; ; g l fuf' pr djuk gSfd cgn vkifrt ud vls [kot ud l lexh vls n"; fdl h Hh izdj l sil kjr ughagls ik A½

6 fut rk %

, d fu; e dsrls ij psy fdl h Hh l jr eafdl h Q fDr ds fut h t hou vFlok Q fDrxr eylelav ean[ky ughans l drt t c rd fd bl izdj ds iz kj.k ea Q kid vls Li"V l koZ fud fgr gks dh cr l kQ rls ij irk ughayx t krh gA bl l ak eaft l fl) kr dk ikyu l elpj psy l adk djuk gkrs gk ml ds eqkcd fdl h fut h LFku nLrot] fyf[kr l lexh VylQku ij gPZckrplr vls fdl h vU; izdj dh l lexh vius fgr ds fy, bLreky ugha dh t k l drA ml dk bLreky rHh fd; k t k l drk gS t c og t u fgr eagla gkykd bl cr dks vPNh rjg l sl e>k t krk gS fd igys l svuefr yus ds fl) kr dk ikyu djus ij l R rki jd l elpj fn[kuk l ho ughagkrl bl fy, ?kj rd t kus okys Q fDr; lavFlok vf/kdlj; l adk bLreky l elpj l dyu ds fy, fd; k t k l drk gS yfdu ml eaHh Q kid t u fgr dk igyw'kfey gkuk plg, A bl ds vyok vo; Lda; kuh ulckfyx l adseleyse a, d sfdl h Hh iz kj.k l sigyft l eamudh fut rk dk guu gkrs gk psy l adk dks ; Fkd ho ulckfyx l adsekrkfi rk vFlok LFku; vHhhd dh vuefr i dr djuk plg, A yfdu fut rk dh j[kr ds igywdks izsk dh vuefr ughafn, t kus dk vf/kdlj ugha l e> yuk plg, vls ; g cr l koZ fud ut j eajgus okys Q fDr; lavls l koZ fud Q fDr l adk l er l Hh Q fDr; laij ykxw gkrs gA Aj fn, x, i ho/kuladk ikyu djrs gq ; g cr mu l Hh Q fDr; l adkulckfyx cPplavls l af/k laij Hh ykxw gkrs gA

7 jkVtr l g{k dks [krj k %

, d hfdl h Hh 'knloyh vls ekufp= l ft ueaHkr vls Hkr dsl kefjd fgr l adk fp=.k fd; k x; k gk dk bLreky djrs l e; l Hh l elpj psy fof/k vls Hkr l jdkj ds dku l adseqlcd ea jh i dr fof'kV 'knloyh vls ekufp= l adk gh bLreky djaA Hkr ds {l= dk ekufp= fn[krs l e; ml ea mu vk/kdlj dn'kfunZ l adk ikyu fd; k t k xh t k l jdkjh nLrot l adk ea fn, x, gA½ l elpj

pšuy bl izlkj dsfdl h iz kj.k dh Hh vuqfr ughanæst l l svyxllooknh l æBu vls ml dsfgrla dks c<lok feyrk gks vFlok , d h l puk dk [kykl k gks t krk gks ft l l st u t hou vls jk'Vt; I gj{k dks [krjk gks t k A yfdu jk'Vt; I gj{k ds mYyaku dh ?kVukvævls jk'Vt; I gj{k eækt w [kfe; ka dk iz kj.k djukt u fgr eægsvls budsckjseal epkj fn[kus dks jk'Vt; I gj{k ij [krjk vkt kuk ughal e>k t kuk pfg, A

8 vaf'o'okl vls xkiuhr, l ank, kadks c<lok nus; k mudh odkyr djusl scpk tk %

I epkj pšuy , d h fdl h Hh l lexh dk iz kj.k ugha djæst ft l l s vaf'o'okl vFlok fdl h xkiuhr, l ank, dk fdl h Hh : i eæfgeleMu fd; k t krk gks bl izlkj dsfdl h Hh oxZdsckjseal epkj dk iz kj.k djrs l e; I epkj pšuy l dks l koZ fud l puk ½Ml Dyæj ½Hh t kjh djuk gks kl ft l l s ; g l fuf'pr gks l dsfd n'kZl bl izlkj dsfo'okl ka vFlok xrfof/k; ka eæfo'okl ugha djæsvls mudh udy Hh ugha djæsa bl fy, I epkj pšuy fdl h Hh byvkædd xrfof/kH Hw vls vkrk Q fDrxr vFlok l kft d i Fk vFlok l ekt l sgVdj Q ogkj dsckjseæf; k /kj. kvæ dks DrF; P ds : i eæiz kjr ugha djæsvls u gh mudkukVdh; : i krj.k djæsa t glaHh , d sekeyædk ft Ø fd; k t k xk l epkj pšuy ; j j kMj@fMl Dyæj@prkouh fn[kdj ; g l fuf'pr djæsf d bl izlkj dh vkrk vls ?kVukvæ dks n'kZl DrF; P u l e> yaD; k d ; sfdl h Q fDr dh rkdZl l ænukvæ dks pæw igpk l drh gæ

9 fLVæ vkvjsku %

funZkd fl) kr dsrls ij fLVæ vls fNisgq vfhk ku vFlok vkvjsku fdl h l epkj dFk dsckjsean'kZlæ dks l exzt kudkjh nus dsfy, fdl h l epkj pšuy dh vls l svære rjhdk gkus pfg, A l epkj pšuy fLVæ vkvjsku djus dsfy, fdl h Hh l yr eal Dl vls xæsrjhdædk l gjk ughayæsvls fdl h Hh fLVæ vkvjsku dh fjdævæ dsfy, mpr rjhdsds: i eæu'kys inkFkæ vls fu'prd inkFkæ vFlok fga kj H; Hr djus vls HæHæ dsfdl h Hh dk Zds ugha djæsa fLVæ vkvjsku igys crk x, vkr fu; æ.k ds fl) kræ l s Hh cæls jgæsvls l epkj pšuy ; g l fuf'pr djæsf d Åij crk x, fn'kfunZkdæseæfcd gh fLVæ vkvjsku Li"V vls Q kid t ufgr eæfd, t k æ l epkj pšuy , d cfu; k h fu; e dsrls ij ; g l fuf'pr djæsf d fLVæ vkvjsku ædk bl ræky fdl h izlkj ds vuqpr dk ZvFlok vki jk/kd dR; ds Li"V iækkikus dsfy, ek; e dsrls ij ghfd; k t k xk vls ekyd Qyt eæfn, x, n'; ææabl izlkj l st kucw dj dæZHh Qjcnv vFlok l æknu vkn ughafd; k t k xk ft l l s bueæcnyko vkt k, vFlok l R, xyr rjhds l slæus vk, vls l R, dk døy , d fgl l k gh inf'kæ gks l dæ

10 l ækku %

I Hh l epkj pšuy l Vdrk vls i {ki kr ghurk ds fl) kræ dsææfcd gh dæ djæsvls l fuf'pr djæsf d fdl h Hh izlkj ds iz kj.k eægZegRo i wZxyrh dsckjseæ t kudkjh nh t k, vls ml srgr gh iz kj.k dstfj; sl ghfd; k t k A l ækku bl izlkj l s iz kjr fd, t kus pfg, fd osn'kZlædk i; k r /; ku vdf'kæ dj l dævls mUæafNisgq : i eæghæiz kjr djuk pfg, A vU; fl) kræ dh gh rjg bl fl) kr dks Hh bl dsl æwZ: i eæns k t kuk pfg, egt 'kææææ ughææfcd Hkj r eæ l epkj iz kj.k m|ææ dh ifr" Bk dsl kFk fdl h Hh rjg dk l e>k k ughagkus ik, A



n' kZladh i frfdz k 1/4 QhMCSl 1/2%

l Hh l ekpj psy viuhosl kv ij mi Hh Drk v Flok n' kZladh i frfdz k ; kuh QhMCSl i Hr djus
dk i z/ku Hh dja bl ds vylok n' kZladh fo' ksk izlkj dh fdl h Hh f' kdk r dk mRj Hh fn; k
tk xkA ; fn fdl h l ekpj psy ds dkZ fo' ksk f' kdk r feyrh gsvl\$ og l R Hh i kZt kh g\$
rksog viusiz kj.k ds nls ku vFkZ inZij gh ml sLohdkj djxk vl\$ n' kZl dsl awZ: i lsvl\$
fu"i{k rjhdsl sml dk tok Hh nska ; fn dkZ n' kZl @fudk fdl h l ekpj psy ij iz kjr gq
fdl h fo' ksk l ekpj ls ijsku gk k g\$ rks psy n' kZl dsl awZ: i lsvl\$ fcuk fdl hi {ki kr ds
ml f' kdk r dk tok nska

1.4.2008

■■■ News Broadcasting Standards Regulations ■■■

1 Definitions

For purposes of these Regulations, the following terms shall have the following meanings :

- 1.1 "**Authority**" means the News Broadcasting Standards Authority of the News Broadcasters Association ("NBA") ;
- 1.2 "**Broadcast**" means any program, film, feature, news-item, news-report or any other matter that is transmitted or retransmitted by a broadcaster for viewing, and includes a cartoon, picture, photograph, ticker or advertisement that is transmitted or retransmitted by a broadcaster ;
- 1.3 "**Broadcaster**" means any association of persons or organization or corporate entity, who or which, owns, manages and/or controls a satellite or cable television channel that comprises exclusively news and current affairs content or news or current affairs capsules as part of its programming, and this term shall be deemed to include the editor ;

Provided that an association of persons or organization or corporate entity shall be deemed not to be a broadcaster for purposes of these Regulations if he or it is not a Member or Associate Member of the NBA.
- 1.4 "**Code of Conduct**" shall mean the Code of Ethics & Broadcasting Standards in relation to broadcasters and television journalists as framed by the NBA ;
- 1.5 "**Complainant**" means a person or association of persons or organization or corporate entity, who or which, makes a complaint to the Authority regarding a broadcaster in relation to, in respect of and/or arising from any matter which the Authority has jurisdiction to entertain, examine and decide under these Regulations;
- 1.6 "**NBA**" means the News Broadcasters Association ;
- 1.7 "**News Agency**" shall mean any organization whether described as an agency or otherwise, that collects, collates and/or disseminates news and/or other information on current affairs to broadcasters.
- 1.8 "**Television Journalist**" shall mean and shall include an editor, producer, anchor and/or any other person by whatever name called who is responsible for approving the content of a broadcast and shall include a stringer or a casual contributor.
- 1.9 In these Regulations the use of the word "he", "him" or "his" wherever appearing shall mean and include "she" or "her" as the case may be ; and the singular shall be deemed to mean and include the plural.

2 Composition of the News Broadcasting Standards Authority:

- 2.1 The Authority shall consist of a Chairperson being an eminent jurist and eight other Members nominated by the Board of NBA by a majority decision.
- 2.2 Members of the Authority shall comprise 4(four) eminent editors employed with a broadcaster, 4 (four) persons having special knowledge and/or practical experience in the field of law,

education, medicine, science, literature, public administration, consumer affairs, environment, human psychology and/or culture.

Provided that no person being a Member of the Authority shall participate in any adjudication relating to a dispute in which such person shall have any direct involvement or commercial interest or in which such Member shall be interested as an agent or representative of any broadcaster.

3 Term of Office of Chairperson and Members

3.1 The Chairperson and other Members shall hold office for a period of 2 (two) years ;

Provided that the Chairperson shall continue to hold office until the Authority is reconstituted in accordance with the provisions of the NBA rules or for a period of 6 (six) months whichever is earlier.

Provided also that where a person nominated as a Member of the Authority has a charge framed against him in relation to a serious criminal offence or is otherwise found unfit to hold office as Member of the Authority, the NBA may, by a decision of its Board remove such person from being Member and thereupon, such Member shall forthwith cease to be a Member of the Authority.

3.2 A Member nominated in his capacity of an eminent editor employed with a broadcaster shall cease to be a Member if he ceases to be editor employed with such broadcaster; and the concerned broadcaster shall have the option of nominating for the remaining period of the Member's term an alternate editor to fill the vacancy caused, within 15 days thereof, failing which the vacancy shall be filled in the manner as prescribed in clause 3.5 below.

3.3 A Member shall be deemed to have vacated his seat if he is, in the opinion of the Chairperson, absent without sufficient cause, from three consecutive meetings of the Authority.

3.4 The Chairperson may resign his office by giving notice in writing to the NBA, and any other Member may resign his office by giving notice in writing to the Chairperson, and upon such resignation being accepted by the NBA or by the Chairperson as the case may be, the Chairperson or the Member shall be deemed to have vacated his office.

3.5 Any vacancy arising as above or otherwise shall be filled, as soon as may be, by nomination in the same manner in which the Member vacating office was nominated and the Member so nominated shall hold office for the remaining period in which the Member in whose place he is nominated would have held office.

3.6 A Member retiring or whose membership otherwise ceases as above (except by reason of a warning, admonition, censure, disapproval, sanction and/or fine having been issued against him by the Authority and/or having been removed by the Authority under these Regulations) shall be eligible for re-nomination for not more than one additional term.

4 Terms of Service of Chairperson and Members

4.1 The Chairperson shall be paid such honorarium, and other Members shall receive such allowances and/or fees for attending the meetings of the Authority, as the NBA may in its General Body Meeting decide from time-to-time.

5 Meetings of the Authority

- 5.1 The Authority shall meet at least once in 2 (two) months, at such time/s and place/s in Delhi/ New Delhi as the Chairperson may in writing notify the Members at least 7 (seven) days before any scheduled meeting ; and shall observe the rules of procedure at the meetings as the Authority may prescribe ;
- 5.2 Quorum of such meetings shall be at least 5 (five) members, including the Chairperson and at least 2 (two) Members from the category of eminent persons and at least 2 (two) Members from the category of Editors.
- 5.3 No act or proceeding of the Authority shall be deemed to be invalid by reason merely of the existence of any vacancy in, or any defect in the constitution of the Authority.

6 Objects and functions of the Authority

- 6.1 The objects of the Authority shall include entertaining and deciding complaints against or in respect of broadcasters in so far as these relate to the content of any broadcast.
- 6.2 In discharging its functions as aforesaid the Authority shall act consistently with the following precepts :
 - 6.2.1 Maintaining and improving the standards of broadcast, and maintaining the independence of broadcasters, television journalists and/or news agencies ;
 - 6.2.2 Ensuring compliance by broadcasters, television journalists and news agencies with the Code of Conduct and adherence by the said persons to high professional standards;
 - 6.2.3 Ensuring the maintenance of high standards of public taste and fostering a due sense of both the rights and responsibilities of citizens;
 - 6.2.4 Fostering and encouraging the growth of a sense of responsibility and public service among all those engaged in and associated with the profession of television journalism and business of broadcasting ;
 - 6.2.5 Keeping under review and scrutiny any developments likely to or having the tendency to restrict the gathering, supply and dissemination of news of public interest and importance;
 - 6.2.6 Such other aspects as may be incidental, consequential, related and/or otherwise materially concerned with the above precepts.
- 6.3 The Authority shall perform its functions and exercise the powers vested in it under these Regulations only in relation to, and upon, the Members and Associate Members of NBA.

7 Powers of Authority

- 7.1 Where, on receipt of a complaint made to it or otherwise, the Authority has reason to believe that a broadcaster has violated or offended against the Code of Conduct, the Authority may, after giving the broadcaster concerned an opportunity of being heard, hold an inquiry in such manner as is provided by these Regulations and, if it is satisfied that it is necessary so to do, it may, for reasons to be recorded in writing, warn, admonish, censure, express disapproval against and/or impose a fine upon the broadcaster and or recommend to the concerned authority

for suspension/revocation of license of such broadcaster;

Provided that the fine imposed by the Authority shall not exceed Rs. 1,00,000/- (Rupees One Lac Only) and such fine shall be recovered from the concerned broadcaster;

Provided also that the Authority may not take cognizance of a complaint if, in the opinion of the Chairperson, there is no sufficient ground for holding an inquiry.

- 7.2 If the Authority is of the opinion that it is necessary or expedient in the public interest so to do, it may direct any broadcaster to cause to be published through a press release in such newspaper or other periodical and/or on such website, information relating to any inquiry conducted against the broadcaster as the Authority decides including the warning, admonition, censure, disapproval issued and/or fine imposed and any other particulars relating to the proceedings as the Authority thinks fit ; and the broadcaster shall comply with directions ;

Provided also that the Authority shall publish a summary of every inquiry conducted by it on its website and in its Annual Report and newsletter published from time to time ;

Provided that nothing in Regulation shall be deemed to empower the Authority to hold an inquiry into any matter in respect of which any proceeding is pending in a Court of law or other Tribunal or Statutory Authority.

- 7.3 For the purposes of adjudicating upon any complaint or holding any inquiry under these Regulations, the Authority shall have the power of :

7.3.1 summoning persons and examining them and requiring the production and inspection of documents;

7.3.2 receiving evidence ;

7.3.3 requisitioning any records or copies thereof from any broadcaster including in particular the footage (both edited and unedited) of any broadcast ;

Provided that nothing in these Regulations shall be deemed to empower the Authority to compel any broadcaster to disclose the source of any news or information broadcast or to be broadcast.

- 7.4 No suit or other legal proceeding shall lie against the Authority, the Chairperson or any Member/s thereof or any person acting under the direction of the Authority in respect of anything which is done or intended to be done in good faith under these Regulations.

- 7.5 No suit or other legal proceeding shall lie against any broadcaster in respect of the broadcast of any matter under or in compliance of the orders/directions of the Authority.

8 Procedure for dealing with Complaints

Contents of Complaint

- 8.1 Any complaint made to the Authority in respect of or against a broadcaster:

8.1.1 shall state the name and address of the broadcaster against which or against whom the complaint is preferred;

8.1.2 shall state the time of the broadcast alongwith the substance of the contents of the broadcast and/or the text of the broadcast complained of (if such text be available) and

the details of the misconduct complained of ;

- 8.1.3 shall also include such other particulars as are relevant to the subject-matter of the complaint;
- 8.1.4 shall state in what manner the broadcast violates or offends against the Code of Conduct and/or is otherwise objectionable ;
- 8.1.5 shall enclose a copy of the letter written by the complainant to the broadcaster drawing the attention of the broadcaster to the subject matter of the complaint stating the complainant's grievances alongwith reasons therefor together with a copy of the reply, if any, received by the complainant thereto;

Provided that a complaint shall be made to a broadcaster by a person aggrieved within a reasonable time not exceeding 7 (seven) days from the date of first broadcast;

Provided that it shall be incumbent upon the complainant to give to the broadcaster at least 7 (seven) days to respond to the complaint from the date of receipt thereof, failing which the Authority shall not entertain any complaint.

Provided also that any complaint made to a broadcaster under these Regulations shall be addressed to, and dealt with, by the Legal Head of the concerned broadcaster, whose specific designation, address and other correspondence details shall be available on the websites of the NBA and of the concerned broadcaster.

- 8.1.6 A complaint may be made in English or Hindi ; and if any documents in support thereof are in the vernacular, true translations thereof in English or Hindi must be filed alongwith the complaint.

Provided that the Authority shall not entertain any complaint unless before filing the complaint with the Authority, the complainant has made a complaint in writing to the concerned broadcaster as aforesaid; and the broadcaster has not responded or the complainant is not satisfied with or the complainant's grievance is not redressed, by such response.

- 8.2 A complaint shall be filed before the Authority within 14 (fourteen) days from the date of receipt of a response from the broadcaster, or, if the broadcaster does not respond, within 14 (fourteen) days from the date when the aforesaid period provided for the broadcaster to respond expires ;

Provided that if a complaint is presented after the expiration of the period provided therefor, the Authority may, if it is satisfied that the complainant has acted diligently and that the delay in filing the complaint within the prescribed period has been caused for reasons not of the complainant's making and/or for other sufficient cause, condone the delay and entertain a complaint ;

Provided that notwithstanding anything contained elsewhere in these Regulations, the Authority shall in writing inform any broadcaster to retain and preserve records of any broadcast that may be subject matter of a complaint, within 90 (ninety) days of first broadcast, failing which a broadcaster shall be under no obligation to retain or preserve such records.

- 8.3 In every case the Complainant shall place all relevant and material facts before the Authority;

- 8.4 The complainant shall, at the foot of the complaint, make and subscribe a declaration to the effect:
- 8.4.1 that the facts stated in the complaint are true and correct to the best of the complainant’s knowledge and belief ;
 - 8.4.2 that the complainant has placed all relevant facts before the Authority and has not concealed any material facts ;
 - 8.4.3 that no proceedings are pending in any Court of law or other Tribunal or Statutory Authority in respect of the subject matter complained of before the Authority ; and
 - 8.4.4 that the complainant shall inform the Authority forthwith if during the pendency of the inquiry before the Authority the matter alleged in the complaint becomes the subject-matter of any proceedings in a Court of law or other Tribunal or Statutory Authority.
- 8.5 Where a complainant does not comply with the requirements of these Regulations, the Chairperson may return the complaint by any mode of recorded delivery, asking the complainant to bring it in conformity with such requirements and re-present it within such time as the Authority may grant.
- 8.6 Where a complainant fails to comply with the requirements as aforesaid set-out by the Authority within the time so prescribed, the Chairperson may terminate proceedings in the matter ; and the Authority shall, at its next meeting, be apprised of such decision.
- 8.7 Not later than 14 (fourteen) days from the date of receipt of a complaint complete in all respects, under the directions of the Chairperson, a copy thereof shall be sent to the broadcaster against which the complaint has been made, along with a notice requiring the broadcaster to show cause why action should not be taken against it under these Regulations giving to the television channel a period of 14 (fourteen) days to respond to such show cause notice;
- Provided that in appropriate cases the Chairperson shall have the discretion to extend time for the issuance of notice and/or for response as aforesaid ;
- Provided further that the Chairperson may decide not to issue a notice to show cause to a broadcaster where, in his opinion, there is no sufficient ground for holding an inquiry ; and the Authority at its next meeting shall be apprised by the Chairperson of the reasons for his decision not to issue notice and the Authority may then pass such orders as it deems fit upon such complaint.
- 8.8 The notice so issued alongwith a complete copy of the complaint and all documents relied upon by the complainant, shall be sent to the broadcaster by any mode of recorded delivery, at the address/es furnished in the complaint.
- 8.9 Notice of the time, date and place of hearing shall be served upon the complainant as well as on the broadcaster and shall be sent to them by any mode of recorded delivery.
- 8.10 The broadcaster against which the complaint is made may, within 14 (fourteen) days from the date of service of the notice alongwith a complete copy of the complaint and all documents relied upon by the complainant or within such further time as may be granted by the Chairperson upon application in this behalf, submit a written statement to the Authority in reply to the complaint and send a copy of such written statement to the complainant by

any mode of recorded delivery.

- 8.11 After receipt of the complaint or written statement, the Chairperson may, if he considers necessary, call for any further information either from the complainant or the respondent broadcaster in order to clarify matters appearing in or arising from the complaint or written statement and in doing so, the Chairperson may call for such additional statements and/or documents as the Chairperson may consider necessary ; and all the statements and documents called for shall form part of the record and shall be placed before the Authority at the time of the inquiry.
- 8.12 The Authority may, after considering the complaint and the written statement, if it so desires, call for such additional particulars or documents relevant to the subject-matter of the complaint as it may consider necessary from both the parties or from either of them.
- 8.13 Where at any time in the course of the inquiry into the complaint it appears to the Authority that the subject-matter of the complaint is substantially the same as, or has been covered by, any former complaint dealt with by the Authority under these regulations, the Authority shall hear the complainant, if he desires to be heard and also if the Authority considers it necessary, the broadcaster and pass such orders or directions as it may consider necessary and the same shall be duly communicated to the parties.
- 8.14 If during any inquiry being conducted by the Authority the complainant fails to appear at any hearing without sufficient cause, the Authority may dismiss the complaint; and if the respondent broadcaster fails to appear at any hearing without sufficient cause, the Authority may proceed to decide the complaint ex parte as against the party so failing to appear, as the Authority may deem fit.

Provided however that if within 30 (thirty) days of dismissal of a complaint or the passing of any ex parte orders/directions, a party aggrieved thereby applies to the Authority to restore the complaint or set-aside the ex parte orders/directions so passed and shows sufficient cause for its previous non-appearance, the Authority may restore the complaint or set-aside the ex parte orders/directions and proceed further from that stage to decide the complaint.

- 8.15 At the inquiry before the Authority parties shall be entitled to adduce relevant evidence, oral and documentary, and make submissions in support of their contentions.
- 8.16 At the close of an inquiry the Authority shall record its findings upon the allegations contained in the complaint together with its reasons therefor and pass such orders and directions as provided under these Regulations as it may deem fit.
- 8.17 Every case shall be determined as per the majority view of the Members and the Chairperson's view shall have the same weightage as that of any Member.

Provided that no Member shall take part in the proceedings and/or decision of any complaint in which such Member has any direct involvement or commercial interest or in which such Member is interested as an agent or representative of any broadcaster and such Member shall opt-out of such proceedings.

Provided that if any Member or Members have to opt-out as aforesaid, the NBA shall recommend to the Chairperson 4 (four) names to fill-up such vacancy/ies and from the names so recommended, the Chairperson shall choose and nominate a substitute Member or Members to fill-up the vacancy/ies for a particular inquiry.

- 8.18 The orders / directions of the Authority shall be communicated in writing to the parties to the case and shall also be duly publicized as may be directed by the Authority, including on the NBA website, Annual Report and NBA newsletter.
- 8.19 In any inquiry under these Regulations a party to the proceedings may appear in person or be represented by Counsel or by a duly authorised representative.
- 8.20 The Authority shall have the power to regulate its own procedure in respect of any matter for which no provision or inadequate provision is made in these Regulations and shall also have the power in appropriate cases to hold inquiries in camera.
- 8.21 Notwithstanding anything contained elsewhere in these Regulations, any inquiry commenced under these Regulations shall be completed, as far as possible, within a period of 3 (three) months from the date of receipt of the complaint.
- 8.22 The Authority may suo motu initiate proceedings and issue notice or, as the case may be, take action in respect of any matter which falls within the mischief contemplated in these Regulations or relating to any matter falling within or arising from the Code of Conduct, and in such case all other procedures prescribed herein shall, mutatis mutandis, be followed as if such proceedings were a complaint.
- 8.23 All complaints decided by the Authority may be made publicly available by the Authority, including the name of the complainant. However, in the event a complainant has valid concerns relating to privacy issues in making a complaint, the Authority may in its absolute discretion, consider requests from the complainant for anonymity/confidentiality.

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1-2 ^iđ kj.k** ¼cMdkLV½dk vFZdkbZHH, đ k dk, Đel fQYe] Qhpj] l ekpj l lexđ l ekpj fj iWZ vFlok dkbZHH vU; l lexđ g\$ ft l dk iđ kj.k vFlok iđ kj.k in'kZ ds mnās; l sfd; k t krk gS vls bl ea dkWu] fi Dpj] Nk; k p=] fVdj vFlok foKki u 'Wfey g\$ ft l dk dkbZ iđ kj.k drkZ iđ kj.k vFlok iđ kj.k djrk gA

1-3 ^iđ kj.k drkZ* ¼cMdkLV½dk vFZQ; fDr; kadk, đ k l eg vFlok l đFk; k dkWZ v fudk g\$ t ks fdl h, đ smixg vFlok dcy Vsyfot u pšy dk ekfydu gdnkj gkrk g\$ ml dk izaku djrk gS vls @vFlok ml ij fu; a.k djrk g\$ ft l ij fl QZvls fl QZl ekpj vFlok l el kef; d fo"k; k ij vWfjr l kexz k vFlok ml dsdk; Zle ¼kxkfeax½dsfgL sdsrš ij l ekpj; k l el kef; d ?Wukv k ij vWfjr dk; Zle kadk iđ kj.k fd; k t krk gS vls iđ kj.k drkZ' kn eal á knd dks Hh l ffeyr fd; k gyk ekuk t kuk pfg; A

bl ea; g 'krZt v h gsfđ Q; fDr; kadk l eg vFlok l đFk vFlok dk iđ kj.k v fudk; dks dcy bgh fu; ekadkiyu djus dsfy, iđ kj.k drkZ g h ekuk t kl drk vxj og l eg vFlok l đFk vFlok fudk, uch, dk l nL; vFlok l g; kxh ¼ l kfl, V½ l nL; ugh gA

1-4 ^ulfr l šgrk** ¼dkM vWQ dMDV½dk vFZiđ kj.k drkZ v vls Vsyfot u i=đkj kadk dsfy, fu; ekadh l šgrk, oaiđ kj.k ekud g\$ ft l ga, uch, usr\$ kj fd; k gA

1-5 ^f' kdk rdrkZ* ¼dkysV½dk vFZQ; fDr vFlok Q; fDr; kadk l eg vFlok l đFk vFlok dkWZ v fudk g\$ t ks fdl h iđ kj.k drkZ ds ckjse a iđ/kdj.k ds l kaus f' kdk; r j [krk gA; g f' kdk; r fdl h, đ sfo"k; ds ckjse ags l drh g\$ ml l st v h gsk l drh gS vls @vFlok ml ds dkj.k mi t h gsk l drh g\$ ft l s Lohđkj dju\$ t k p djus vls bu fu; ekads rgr fu.đ; djus dk vf/kdj iđ/kdj.k ds ikl gA

1-6 ^, uch ** dk vFZU; w cMdkLVI Z, l kfl, 'ku gA

1-7 ^U; w, t đ l r* dk vFZ, đ k dkbZl a Bu g\$ ft l s, t đ h vFlok l febr ds rš ij iđ kj.k'kr fd; k vFlok ughafđ; k x; k gS vls t sl ekpj, d= djrk g\$ r\$ kj djrk gS vls @vFlok l ekpj vls @vFlok l el kef; d fo"k; k ij n vjh l pukv kadk iđ kj.k drkZ kadk iđ kj.k'kr djrk gA

1-8 ^Vsyfot u i=đkj** dk vFZl á knd] fuekZk, đj vls @vFlok fdl h Hh ule l siđkj k t kusokyk dkbZ, đ k Q; fDr gsk l t k iđ kj.k dh t kus okyh l lexđ dks ea y h nus ds fy, ft feokj gA; s l Hh yk bl nk; jse a' Wfey gsk vls v kdkfyd l oknkrk vFlok l v'xj Hh bl ea' Wfey fd, t k aA

1-9 bu l Hh fu; ekadka ^og** ^ml ** vFlok ^ml dk** 'Knladk mYs[k pgs fdl h Hh LFku ij fd; k t k] mueaefgyl k pđ 'Kn Lor%gh' Wfey gsk vls, dopu dks gh l a/kr ekeyl eac gopu Hh ekuk t k xA

2 l ekpj iʔ kj.k ekud iʔ/kdj.k dh l ʔpuk

2-1 iʔ/kdj.k ea, d v/; {k ʔps jil Zi½'kfeý glæ} t k iʔ; kr U k fon glæsvʃ muds l kfk vʔB vʃ; l nL; Hh glæ} ft Uga, uch, ds cM} jk cgeʔ ds fu. kZ l s u k f d r fd; k t k xʔA

2-2 iʔ/kdj.k ds l nL; k ea pj l nL; fdl h iʔ kj.k drʔ ds ikl l ʔj r iʔ; kr l á knd glæsvʃ k plj l nL; os glæst k sfd d k u w] f k [k] f p f d R l k fo k l u] l k g R;] t u iʔ k d u] m i H d r k e l e y l k i; k ʔj. k e k u o e u k o k l u vʃ @ v F l o k l ʔ - f r d s { k = e a f o ' k k K l u vʃ @ v F l o k Q, l o g k j d v u k o j [k r s g l a

bl ea; g 'kr Z H h t ʔ h g s f d iʔ/kdj.k d k l nL; cuus d s c n d k Z H h Q f d r f d l h, ʔ s f o o k n l s l a f / k r U k; d d k Z l g h e a f g l l k u g l a y s l d r k f t l e a m l Q f d r d h iʔ; {k l ʔ x u r k g l s v F l o k Q, l o l k; d f g r g l a v F l o k f t l e a o g l nL; f d l h iʔ kj.k d rʔ ds, t ʔ v F l o k iʔ r f u f / k d s: i e a t ʔ k g ʔ k g l a

3 v/; {k vFlok ps jil Zi vFlok l nL; k adk dk Zky

3-1 v/; {k ʔps jil Zi½ vʃ vʃ; l nL; k ds dk Zky dh vof/k nls o" k Z g l a

bl ea 'kr Z; g g s f d v/; {k ʔps jil Zi½ dk Zky i j k g l u s d s c n H h, uch, ds fu; e k e a m f y f [k r i ʔ o / k u l a d s e q f e d iʔ/kdj.k d s i q x B u g l u s r d v F l o k N g e g h u l a r d t k s v o f / k i g y s i y h g l s t k r h g s r d v i u s i n i j c u s j g l d r s g l a

bl ea 'kr Z; g g s f d ; f n iʔ/kdj.k ds l nL; ds rʃ ij u k e k d r Q f d r i j f d l h x ʔ h j v k i j k / k d - R; d s l a k e a v k i k i r; d j f n, t k r s g a v F l o k m l s iʔ/kdj.k ds l nL; ds rʃ ij d k e d j u s e a v { k e i k k t k r k g s r k s, uch, v i u s c M } d s f u. k Z d s t f j; s, ʔ s Q f d r d k l nL; i n l s g v k l d r k g s vʃ m l d s c n l s o g Q f d r iʔ/kdj.k ds l nL; i n i j d k e d j u k c a n d j n s k l a

3-2 fdl h iʔ kj.k drʔ ds ikl j k t x k j i k u s o k y s iʔ; kr l á knd @ f u e l z k d s rʃ ij iʔ/kdj.k d k l nL; cuus o k y k Q f d r b l i n l s g v k f n; k t k x k; f n o g m l iʔ kj.k d rʔ ds ikl l á knd @ f u e l z k d s rʃ ij d k e d j u k c a n d j n r k g s vʃ l a f / k r iʔ k j d d s ikl ; g f o d y i g l a k f d o g 15 f n u d s H r j m l l nL; d s ' k k d k Z k y d s f y; s f d l h o s f y i d l á knd d k m l d h t x g i j f u; ʔ r d j s vʃ, ʔ k u g l a g l u s i j b l f j D r r k d l s u l p s n h x; h / k j k 3-5 e a f u / k j z d h x; h iʔ; k d s v u d k j H j k t k s k l a

3-3 l nL; d k s v i u k i n m l l e; N k M a k i M a k; f n v/; {k ʔps jil Zi½ ds f o p j l s o g f e u k f d l h i; k r vʃ l a k k t u d d k j. k d s iʔ/kdj.k d h y x k r k j r h u c B d k e a v u q f l F k r j g k g l a

3-4 v/; {k ʔps jil Zi½, uch, d k s f y f [k r l ʔ u k n d j v i u s i n l s b l r l Q k n s l d r k g s vʃ d k b z vʃ; l nL; v/; {k ʔps jil Zi½ d k s f y f [k r l ʔ u k n d j v i u s i n l s b l r l Q k n s l d r k g s vʃ; f n, ʔ s b l r l Q s d k s, uch, v F l o k v/; {k ʔps jil Zi½} k j k l o h d j d j f y; k t k r k g s r k s v/; {k ʔps jil Zi½ v F l o k l nL; d k s v i u k i n N k M a k g l a

3-5 bl iʔ k j d s b l r l Q k l s [k y h g q i n k d k s f t r u h t Y n h g l l d s m r u h t Y n h m l h iʔ k j l s u k e k d u d s t f j; s H j k t k x k f t l iʔ k j l s b l r l Q k n s u s o k y s l nL; d k s u k e k d r f d; k x; k F k vʃ b l iʔ k j u k e r g ʔ k l nL; m r u h v o f / k r d g h i n i j d k e d j s k j f t r u h v o f / k d k d k Z k y m l l nL; d k c p k F H f t l u s b l r l Q k f n; k g l a

3-6 ,l k l nL; t k l o f u o r r g k j g k g s v f l o k Å i j f n , x , d l j . k a l s h u e a i f / k d j . k d h v l j l s m i j k r f u ; e l a d s r g r l n L ; d s f [k y l Q p r l o u h t l j h f d ; k t k u k n a m r f d ; k t k u k l d j l u e a t j l i f r c a k v l j @ v f l o k t e k z k y x k ; k t k u k ' k f e y u g h a g s v f l o k m l s i f / k d j . k } k j k g h i n l s u g h a g v k ; k t k j g k g s f t l d h l n L ; r k [k e g k j g h g s m l s , d l s v f / k d d k z i k y l a d s f y , f Q j u k e r u g h a f d ; k t k l d r k A

4 p s j i l z v l j l n L ; k a d h l o k d h ' k r z

i f / k d j . k d h c s d a e a v k u s d s f y , v / ; { k h p s j i l z 1 / 2 d k s o g j k f ' k v l j v l j l n L ; k a d s o g H r r s v l j @ v f l o k ' k y d f n , t k a s f t u d k Q s y k , u c h v i u s v l e l H k d h c s d e a l e ; & l e ; i j d j s k A

5- i f / k d j . k d h c s d a

5-1 i f / k d j . k d e l s d e n s e l g e a d e l s d e , d c s d d j s k l f t l d s l e ; v l j f n y h @ u b z f n y h e a c s d l f y d s c k j s e a v / ; { k h p s j i l z 1 / 2 d e l s d e 7 f n u i g y s l n L ; k a d s f y [k r r l j i j l f o r d j a s v l j b l c s d e a d k ; z l g h l s l a f / k r m u l H h f u ; e l a d k i k y u f d ; k t k x l f t U g a i f / k d j . k u s r ; f d ; k g s A

5-2 c s d d k d l j e d e l s d e 5 1 / 2 l p 1 / 2 l n L ; k a d h m i f l e f r l s i j k g l o c k l v l j b u i k p Q f d r ; k a e a p s j i l z H h ' k f e y g l o c k v l j d e l s d e n s l n L ; i d ; k r Q f d r o x z r f l k d e l s d e n s l n L ; l a k n d o x z l s g l a s A

5-3 i f / k d j . k d s f d l h H h d k ; z v f l o k i f o ; k d s i f / k d j . k d s l f o / k u e a f d l h [k e h ; k f d l h f j d r r k d s p y r s v o s k u g h a B g j k ; k t k l d r k A

6 i f / k d j . k d s m n a s ; v l j f o ; k d y k i

6-1 i f / k d j . k d s m n a s ; k a e a i z l j . k d r l z l a d s f [k y l Q ; k m u d s l a c a k e a m u f ' k d k ; r l a d s l o h d k j d j u k v l j f u . l z n a k ' k f e y g l o c k l f t u d k l a c a k i z l j . k d h f d l h l l e x h l s g l a s A

6-2 t s k i g y s d g k x ; k g s i f / k d j . k g e s k f u e f y f [k r c k r a d s / ; k u e a j [k r s g q g h v i u s d k ; k a d s f u c v l j k d j s k %

6-2-1 i z l j . k d s e k u d l a d s c u k , j [k u k v l j m u e a l q k j d j u k v l j i z l j . k d r l z l a V s y l f o t u i = d k j a v l j @ v f l o k l o k n l f e f r ; k a d h l o r a r k c u k , j [k u k A

6-2-2 ; g l f u f ' p r d j u k f d l H h i z l j . k d r l z l a V s y l f o t u i = d k j v l j l o k n l f e f r ; k a v l o k j l a g r k d k i k y u d j a v l j m p p Q , l o l k f ; d e k u d l a d k H h i k y u d j a

6-2-3 l k o z f u d f g r d s m p p e k u d l a d k i k y u l f u f ' p r d j u k v l j u k x f j d l a d s v f / k d j a v l j n k f ; r o l a d s l a c a k e a t l x : d r k c < k u k A

6-2-4 V s y l f o t u i = d k j r k d s Q o l k v l j i z l j . k d s d k j k c k j l s t o l s ; k m l e a l a y u l H h Q f d r ; k a d s c h p f t f e n k j h v l j t u l o k d h H h o u k d l s e t e w d j u k v l j m l s c < k u s d s f y , i f j r d j u k A



6-2-5 t u fgr vls egro dsl ekpj k dsl xzj vki frZvls forj. k ij ifrcak yxkus dh fdl h Hh gjdr vFlok xfrfof/k dh fuxjuh djuk vls ml dh t l p djukA

6-2-6 , d svU; igywt ksmij kDr flFlfr; kadsfy, egfoi wZgsl drsgs mul sl af/kr gsl drs gs vls @vFlok ft udk mul s dbZl j kclj gsl drk gs

6-3 i f/kdj. k døy , u ch , dsl nL; k vFlok l gk d ¼ l kl , V½ l nL; k ij ; k mudsl rak eagh vi us dk k dk fucVlj k vFlok bu fu; eadsrgr ml sfn; sx; svf/kdj k dk bLreky dj l drk gs

7 i f/kdj. k ds vf/kdj

7-1 ; fn i f/kdj. k ds ikl fdl hrjg dh f' kdk r dh t krh gsvFlok i f/kdj. k ds ikl ; g ekuus ds i; k r dkj. k gks gsfd fdl h i z kj. kdrZ us vlpkj l fgrk dk mYyaku fd; k gs vFlok ml dh voekuuk dh gsrk i f/kdj. k l af/kr i z kj. kdrZ dks l qobZdk mfpr ekik nus ds ckn fu; ead snk; jseajgrsg ekeys dh t l p djok l drk gsvls ; fn og bl ckr l sl arV gkrk gSfd , d k djuk vlo'; d gs rks i f/kdj. k ml i z kj. kdrZ dks fyf[kr prkous ns l drk gs ml dh HRL Zik dj l drk gs ml ij ifrcak yxk l drk gs ml ds f[kyQ vl gefr Q Dr dj l drk gsvls @vFlok i z kj. kdrZ ij t ekZk Hh yxk l drk gsvls @vFlok l af/kr vf/kdj; k l s ml i z kj. kdrZ dk ybl d fuyfcr@jnn djus dh fl Qkj' k Hh dj l drk gs

bl ea' krZ; g gSfd i f/kdj. k 1]00]000 ¼ d yk[k½#i; sl svf/kd jk' k dk t ekZk ughadj l drk gs t ekZs dh bl jk' k dks l af/kr i z kj. kdrZ l sol yk t k xkA

bl ea; g Hh 'krZgSfd i f/kdj. k, d h fdl h Hh f' kdk r ij l Kku ughays l drk gs ft l ds cks ea v/; {k ½ps jil Z½, d k l kprsgafd t l p dsfy, i; k r v/klj ughngA

7-2 ; fn i f/kdj. k, d keurk gSfd t ufgr ea, d kfd; k t luk t: jh gs rks og fdl h Hh i z kj. kdrZ dsf[kyQ gsjght l sl af/kr t kudkj h i l foKfr dsek'; e l s, d sl ekpj i = vFlok vU; izk kula vls @vFlok ocl lbV ij izk' kr djus dsfy, fdl h Hh i z kj. kdrZ dks funZk ns l drk gs bl dk Zlgh ea i f/kdj. k ds fu. k dseqkcd prkous HRL Zik ifrcak uka jh vls @vFlok t ekZk Hh 'kfey gsl drk gs i z kj. kdrZ dks bu funZk k dk ikyu djuk gskA

bl ea; g 'krZ Hh 'kfey gSfd i f/kdj. k fdl h Hh i z kj dh t l p dh l f[kr fj i kVZvi uh ocl lbV ij vls viuh l kykuk fj i kVZ ea vls l e; & l e; ij izk' kr gkus oks U; w yVj ea izk' kr djskA

bl ea; g 'krZ Hh 'kfey gSfd dbZHh fu; e&dkw i f/kdj. k dks, d sfdl h ekeys eadk Zlgh djus; k ml ds l rak ea t l p djus dk vf/kdj ughans l drk gs ft l ds l rak ea fdl h fof/kd U; k ky; vFlok vU; U; k k/kdj. k vFlok l oskud i f/kdj. k eadk Zlgh yfcr gs

7-3 fdl h Hh f' kdk r dk fui Vlj k djus vFlok bu fu; eadsrgr fdl h i z kj dh t l p djus dsfy, i f/kdj. k ds ikl fuEu vf/kdj gks%

7-3-1 fdl h Hh Q fDr dks cykuk vls ml l siWrkN djuk vls nLrkt isk djus dh ekx djuk rFlk mudk fujh k k djukA

7-3-2 i z k k ekxuk

7-3-3 fdl h Hh i z kj. kdrZ l sfdl h Hh i z kj dsnLrkt vFlok mudh i fr ekxuk ft l ea fdl h

fo'kk ið kj.k dh x§ l á knr v§ l á knr Qyt 'kfeý g§

bl ea; g Hh 'krZ'kfeý gSfd dkkZHH fu; e & dluw ið/kdj.k dksog vf/kdj ughans
l drk ft l dst fj; sið/kdj.k fdl h Hh ið kj.kdrkZl sið kjr gq vFlok gkusokysfdl h
l ekpj vFlok l puk ds l kr dk [kyk k djusdsfy, ck; djA

7-4 bu fu; eadsrgr vPNsbjns l sfd; st kusokysfdl h Hh dke dsfy, ið/kdj.k ds funZkads
rgr dkkZHH dke fd, t kusij ij ið/kdj.k ml dspsjil Z; kfdl h vÜ; l nL; dsf[kykQ
u rskdkZ; kfpdknk j dh tkl drh gsv§ u gh fdl h vÜ; izlj dh dluwh dk Zkgh dh tkl
l drh g§

7-5 ið/kdj.k ds vns k@fu; eadk ikyu djusdsfy, fdl hl kexh dk ið kj.k fd, t kusij fdl h
Hh ið kj.kdrkZdsf[kykQ fdl h izlj dh; kfpdknk j ughadh tkl drh v§ u gh fdl h izlj
dh dluwh dk Zkgh dh tkl drh g§

8 f'kdk; radsfui Vks dh i fØ; k

f'kdk; r dh l kexh

8-1 fdl h ið kj.kdrkZ ds l aak ea vFlok ml dsf[kykQ ið/kdj.k ds ikl dh t kusokyh fdl h Hh
f'kdk; r ea%

8-1-1 ml ið kj.kdrkZ ds ule v§ irs dk Li "V mYy§k gkuk pfg,] ft l dsf[kykQ f'kdk; r
dh tkl jgh g§

8-1-2 ft l ið kj.k dsl aak eaf'kdk; r dh tkl jgh g§ ml ds ið kj.k dsl e; dk mYy§k gkuk
pfg, v§ ið kj.k dh l kexh dk l kj v§@vFlok ml dk fyf[kr l kj ¼ fn bl izlj dk
fyf[kr l kj miyCk gsl drk g§v§ ml eafd, x, xyr dk Zdsckj seaLi "V r§ ij
crk k t kuk pfg, A

8-1-3 f'kdk; r ds fo"k v§ ml dh l kexh dsl aHZeae gRoi wZvÜ; l Hh izlj dh t kudlj h
Hh 'kfeý gkuk pfg, A

8-1-4 bl crk dk Li "V mYy§k gkuk pfg, fd ið kj.k eafd l izlj l svk pj l grk dk
mYy§ku fd; k x; k v§@vFlok ið kjr dh xbZ l kexh fdl izlj l svk frt ud FkA

8-1-5 f'kdk; rdrkZ ds ml i= dh i fr Hh gkuk pfg,] t k ml us ið kj.kdrkZ ds Hk k gsv§
ml ea ið kj.kdrkZ dk /; ku ml fo"k dh v§ vkf'kZ fd; k x; k g§ ft l l sf'kdk; rdrkZ
dks i Hk igph gsv§ l kfk gh ml ds l aak ea l a/kr i{k dh v§ l sf'kdk; rdrkZ ds
ikl vk mRj ¼ fn dkkZmRj fn; k t krk g§ ft l eadkj.k dk Li "V mYy§k fd; k x; k
g§ dh i fr Hh l yXu dh t kuh pfg, A

bl ea; g Hh 'krZt Qh gSfd i fM r Q fDr dsl epr vof/k ds vanj] t ksf d igys ið kj.k
ds 7 ¼ kr½fnu l svf/kd ughag§ ið kj.kdrkZ ds l e{k f'kdk; r djuh i MxkA

bl ea; g Hh 'krZt Qh gSfd f'kdk; rdrkZ dh v§ l sið kj.kdrkZ ds ml dk i= feyus
ds de l s de 7 ¼ kr½fnu ds Hh rj f'kdk; r dk t clo nus dk l e; fn; k t kuk pfg,
v§ vxj ,d kughagk r rsið/kdj.k bl izlj dh f'kdk; r dks Lohdkj ugha djskA

bl ea; g Hh 'krZt Qh gSfd bu fu; eadsvaxZ fdl h ið kj.kdrkZ ds l e{k dh t kusokyh

- 8-5 ;fn f'kdk r eamijDr l Hh crlavš t : jrka dk /; ku ughaj [k t krk gš vFlok ml eal Hh mfyf[kr l lexh ughanh xbZgš rks psjil ži bl f'kdk r dls okil dj l drsgš bl dsl kfk gh og f'kdk rdrkZl scpsgq l Hh rF; vš vło'; d l lexh dsl kfk f'kdk r dls ml vof/k ds Hhrj nckjk isk djus dsfy, dg l drsgš t k vof/k i f/kdj.k r; djrk gš
- 8-6 ;fn fdl hf'kdk r ear; l e; ds Hhrj mu l Hh t : jrka; k l lexh dls ijk ughafd; k t krk gš t k l e; i f/kdj.k usfn; k gš rks psjil ži bl ekeys eapy jgh dk žkgh dls fdl h Hh l e; [kr dj l drsgš vš viuh vxyh cšd eai f/kdj.k dls bl fu. ž dsckjseal epr dj l drsgš
- 8-7 l Hh izlj l siyh f'kdk r i hr glas ds 14 ½ plšg ½ fnu ds Hhrj gh psjil ži ds fun ž h ds rgr ml dh i fr ml i ž kj.k drkZ ds ikl Ht nhtk xh ft l dsf [kykQ f'kdk r dh xbZgš bl dsl kfk i ž kj.k drkZ ds ukšVI Hh t kjh fd; k t k xh ft l eaml l si w k t k xk fd ml dsf [kykQ mi jDr fu; eads rgr dk ž bZD; kau dh t k A l kfk gh ukšVI t kjh fd, t kus ds ckn Vy/fot u psy dkt ok n s dsfy, 14 ½ plšg ½ fnu dk l e; Hh fn; k t k xk
bl ea; g Hh 'krZgšfd mi; epr ekeys eapsjil ži ds ikl ukšVI t kjh djus vFlok ml dkt ok fn, t kus dh vof/k c<kus dk ijk vf/kdj gš
bl ds vylok; g Hh 'krZgšfd psjil ži dls; fn , d kyxrk gšfd f'kdk r eafn, x, rF; t k p dsfy, mi; epr vFlok l epr vk/kj ughacukr gš rks og fdl h i ž kj.k drkZ dsf [kykQ dkj.k crkvs ukšVI ugha t kjh djus dk Hh Qš yk dj l drsgš , d h gkyr eai f/kdj.k dh vxyh cšd eapsjil ži ukšVI t kjh ugha djus ds vius Qš ys ds i h Nsjgs dkj.k al sl nL; k dks voxr dj k as vš ; fn , d s eai f/kdj.k dls dkj.k mi; epr yxrs gš rks og bl l ak eavkšk t kjh dj l drk gš
- 8-8 bl izlj f'kdk r dh l awzi fr vš f'kdk rdrkZ dh vš l sišk fd, x, l Hh nLrkt k dh i fr dsl kfk t kjh fd; k x; k ukšVI i ž kj.k drkZ ds f'kdk r eafn, x, irs vFlok i r k i j bl izlj l si f'kr fd; k t k xh ft l dk j d k WZ nt Zfd; k t krk gš
- 8-9 l qobZ ds l e;] rkh [k vš LFku ds ckjseal epr l puk f'kdk rdrkZ vš i ž kj.k drkZ ds nh t k xh vš bl l ak eai = vFlok ukšVI mlgafdl h Hh izlj l scrk x, i r k i j Ht fn; k t k xk
- 8-10 ft l i ž kj.k drkZ dsf [kykQ f'kdk r dh xbZgš ml sf'kdk r dh l awzi fr vš f'kdk rdrkZ } j k Ht s x, l Hh izlj ds nLrkt k dh i fr dsl kfk ukšVI t kjh fd, t kus ds 14 ½ plšg ½ fnu dh vof/k ds Hhrj vFlok bl l ak eafdl h izlj dk i f k ž ki = fn, t kus ij psjil ži } j k nh xbZ vof/k ds Hhrj gh f'kdk r dkt ok i f/kdj.k ds ikl fyf [kr c; ku ds: i eanuk gš k vš bl fyf [kr c; ku dh , d i fr fdl h Hh izlj l sf'kdk rdrkZ ds ikl Hh vfuok Z rš ij igokuh gš k A
- 8-11 f'kdk r vFlok f'kdk r ds mRj eafyf [kr c; ku i hr djus ds ckn psjil ži dls; fn vło'; d yxrk gš rks og f'kdk rdrkZ vFlok f'kdk r dkt ok n s okys i ž kj.k drkZ l s vš vf/kd t kudkj h eš l drsgš rkd f'kdk r eafn, t kjgs vFlok fyf [kr t ok ds dkj.k mBs ekeys k dsiyh rjg Li "V fd; k t k l ds vš , d k djrs l e; psjil ži dls; fn vło'; d yxrk gš rks og fdl h Hh i {k l s vfrj Dr c; ku vš @vFlok nLrkt k dh Hh eš dkj l drsgš , d h l yr eaišk fd, x, l Hh izlj ds c; ku vš nLrkt fj d k WZ dk fgLl k cu t k as vš t k p ds l e; mlgai f/kdj.k dsl k eus išk fd; k t k xk



- 8-12 f'kdk r vls fyf[kr c; kuladk ijk t k t k yus ds ckn ; fn iH/kdj.k dks vlo'; d yxrk g\$ rks og viuh vlo'; drk ds vuq kj fdl h , d i{k vFlok nks i {kals og vfrfjDr t kudlj h ekæ l drk g\$ t k f'kdk r ds fo"k ; k ml dh l lexh dsl nHZeaiH ixd vls egRoivZgla
- 8-13 fdl h Hh f'kdk r dh t l p djus ds nls ku fdl h Hh l e ; ; fn iH/kdj.k dks , d k egl w gkrk gSfd f'kdk r eafn; k x; k fo"k ; dk Qh gn rd ogh g\$ t k iH/kdj.k dsl leus igys Ht h x; h f'kdk r eafn; k x; k Fk vls bu fu; eadsrgr ml f'kdk r dh l qobZdh xbZFHj rks iH/kdj.k f'kdk r drkZdh bPNk gaus ij ml dk i{k l qsk vls ; fn [lp iH/kdj.k dks t : jh yxrk g\$ rks og i d kj.k drkZdk i{k Hh l qsk vls ml ds ckn vlo'; d egl w gaus ij vksk vFlok funZk t kjh djsk vls mu l Hh vksk la vls funZk ds cksj se al af/kr i {k dsl edpr rjhdsl sl fpr dj fn; k t k xA
- 8-14 iH/kdj.k }kjk dh t k jgh t l p ds nls ku ; fn f'kdk r drkZfcuk fdl h l arkt ud vls i; kr dj.k dsl qobZds l e; vuq fLFkr jgrk g\$ rks iH/kdj.k f'kdk r dls rgr [kjt dj l drk gSvls ; fn l qobZds nls ku fcuk fdl h l arkt ud vls i; kr dj.k ds i d kj.k drkZvuq fLFkr jgrk g\$ rks iH/kdj.k dks t k Hh mpr yxrk g\$ ml ds vuq kj og mi fLFkr ughagkus okys i{k ds i frdy ml f'kdk r dk QS yk , drjQk ds : i ead j l drk gA
- gkykd bl ea; g Hh 'krZgSfd fdl h Hh f'kdk r dks [kjt fd; k t krk gSvFlok ml dsl arkt ea, drjQk vksk @funZk t kjh fd, t krs g\$ rks ml gat kjh fd, t kus ds 30 rhl fnu ds Hkrj ml l si Hkr for gaus oky i{k iH/kdj.k ds i k i Hkr ki = nk[ky djrk g\$ ft l eaf'kdk r dh fQj l qobZdjus vFlok ml ds cksj se at kjh fd, x, , drjQk vksk @funZk ds [kjt fd, t kus dh fourh dh t krh gSvls og i{k l qobZds nls ku vuq fLFkr jgus dk dj.k Hh crkrk g\$ rks iH/kdj.k f'kdk r dks nckjk Lohdj dj l drk gSvFlok , drjQk vksk @funZk ds [kjt dj l drk gSvls ml ekeys dks t gal s NkMk x; k ogal svks dh dk; Zlgh dj l drk gA
- 8-15 iH/kdj.k dsl leust l p ds nls ku l Hh l af/kr i {k dks egRoivZvls i k ixd iek k els [kd vFlok fyf[kr : i l si sk djus vls viuh f'kdk r vFlok rdZds l eFkZ eavU; nLrkt nus dk ijk vf/kdj gA
- 8-16 fdl h Hh t l p dsl ektr gaus ij iH/kdj.k f'kdk r eafn, x, l Hh vjki la ds cksj ea viuh [kkt chu vls fu.kZ rFk ml ds iHns ekt w l Hh dj.k. la ds nLrkt ds : i ea nt Z djsk vls ; fn bu funZk ds rgr ml s Bhd yxrk g\$ rks bl l arkt ea vksk vls funZk Hh t kjh djskA
- 8-17 fdl h Hh ekeys dk QS yk l nL; ladschp cger l sgh fd; k t k xk vls ps jil Zi ds nifVdsk dks Hh mruh gh egRrk nh t k xj ft ruh fdl h Hh l nL; ds nifVdsk dks nh t krh gA
- bl ea; g 'krZHh t qh gSfd dkbZHh l nL; , d h fdl h Hh f'kdk r ij gaus okyh dk; Zlgh vls @vFlok fu.kZ eafgl k ughays l drk g\$ ft l eaml l nL; dh fdl h Hh iZkj dh iZ {k l gYurk vFlok Q kol k; d fgr gSvFlok ft l ea og l nL; fdl h i d kj.k drkZds, t v vFlok i fruf/k ds : i ead n fnyplih j [krk gSvls , d h gkyr eaml l nL; dks ijh dk; Zlgh l s ny gh jguk gskA
- bl ea; g Hh 'krZt qh gSfd vxj dkbZ l nL; vFlok , d l svf/kd l nL; mijkr dj.k. kals dk; Zlgh l scgj gks g\$ rks , u ch, ml fjDrk vFlok fjDrk vksk ds Hjus ds fy; sps jil Zi dks plj ule l q; sk vls ps jil Zi ml [kkt t l p dks ijk djus ds fy; sbu plj ule ea l s

- , d ; k vf/kd uleka dks i yd l nL; @l nL; ka ds : lk ea euklr djska
- 8-18 i f/kdj.k ds vns k@funZka ds djs eafdl h Hh ekeys l st ysl Hh i {ka dks fyf[kr : i l s l fpr djuk gsk vkf i f/kdj.k ds funZka ds vuq kj , uch dh ocl kbV l kyuk fji WZvlf , uch U wyVj l er fofku rjhdal sbl dh l koZ fud t kudkj h Hh nh t k xA
- 8-19 bu fu; eka ds rgr gkus okyh fdl h Hh t kp eadk; Zlgh l sl af/kr dkbZ Hh i {k Q fDrxr : i l si sk gsl drk gSvFlok ml dk odhy ml ds i frfuf/k ds : i eavk l drk gSvFlok i wZ; k vf/k-r i frfuf/k vk l drk gA
- 8-20 i f/kdj.k ds ikl fdl h Hh , d sekeys dsl ak eavi uh dk; Zlgh dks fu; fer djus dk vf/kdj gsk ft l ds fy, bu fu; eka dkbZ Hh i ho/ku ughafd; k x; k gSvFlok l epr i ho/ku ugha fd; k x; k gSvlf i f/kdj.k ds ikl fdl h fo'kk ekeyseacm dejs ds Hjrj Hh t kp djus dk ijk vf/kdj gskA
- 8-21 bu fu; eka ea 'kfe y fd; sx; si ho/ku ka ds clot w bu fu; eka ds rgr 'kq dh x; h dkbZ Hh t kp f'kd; r i kr gkudh rkjh k l \$ t glard l ho gsl d \$ 3 1/2 ru 1/2 eghus dh vof/k ds Hjrj i jh djuh gskA
- 8-22 i f/kdj.k fdl h Hh , d sekeys ea Lor% l Kku ydj dk; Zlgh 'kq dj l drk gSvlf ukVl t kjh dj l drk gSvlf dkj ZkbZ dj l drk g\$ ft l ekeysea, d k dkbZ dnk kj fd; k t krk g\$ t k ml ds fu; eka ds nk; js eavrk gSvFlok vlpkj l agrk l sl af/kr fdl h fu; e ; k i ho/ku ds nk; js eavrk gSvlf bl izlj dsekeyseal Hh izlj dh dk; Zlgh dks bl izlj l sfd; k t kuk pfg,] ft l izlj l sfdl h f'kd; r eafd; k t krk gA
- 8-23 i f/kdj.k l Hh f'kd; r ka ds l ak eafn; sx; sfu. k ka ds f'kd; r drkZ dsuke dsl kfk l koZ fud dj l drk gA gkykd vxj f'kd; r drkZ ds ikl f'kd; r nt Zdjus dsl ak eafdl h eqns ij fdl h rjg dh xki ur; rk j [kus dk dkbZ l epr dj . k gS rks i f/kdj . k dks f'kd; r drkZ ds xki ur; rk@ule xpr j [kus ds vuqj k ij fopkj djus dk ijk foosdk/kdj gskA

ey l dj.k 1.4.2008

l ak/kr l dj.k 16.6.2008, 8.8.2008, 30.9.2008, 16.1.2009 vlf 20.7.2010

Guidelines For Telecast of News During Emergency Situations

1. All telecast of news relating to armed conflict, internal disturbance, communal violence, public disorder, crime and other similar situations should be tested on the touchstone of “public interest”.
2. The media has the responsibility to disseminate information which is factually accurate and objective.
3. No live reporting should be made that facilitates publicity of any terrorist or militant outfit or its ideology or tends to evoke sympathy for the perpetrators or glamorizes them or their cause or advances the illegal agenda or objectives of the perpetrators.
4. In live reporting of hostage situations or rescue operations, no details of identity, number and status of hostages should be telecast or information given of pending rescue operations or regarding the number of security personnel involved or the methods employed by them.
5. Media should avoid:
 - a) Live contact with the victims or security personnel or other technical personnel involved or the perpetrators during the course of the incident.
 - b) Unnecessary repeated or continuous broadcast of archival footage that may tend to reagituate the mind of the viewers. Archival footage, if shown, should clearly indicate “file”. The date and time be given when feasible.
6. The dead should be treated with dignity and their visuals should not be shown. Special care should be taken in the broadcast of any distressing visuals and graphics showing grief and emotional scenes of victims and relatives which could cause distress to children and families.

These are broad Guidelines and are not meant to be exhaustive.

December 18, 2008

||| vki kr fLFkr; kaeal ekpj iz kj.k dsfy, ||| ekxzf' kZk

- 1- l 'k= l 2kZ, vkrjd minz] l kznk; d fga k v'kr] vijkk vs bl rjg dsnwjsgkyr l s l af/kr [kjka dsl Hh rjg dsiz kj.k dskt ufgrb dh dl kvh ij ij [k t luk plfg, A
 - 2- elfM; k dh t oknqh gSfd yskard igpus okyh l puk fu"i {k vs rF; Red gla
 - 3- vkradon ; k vkradonh l xBu dks < lok nsus oky ykbo iz kj.k ughagluk plfg, A , d h [kja u fn [k aft l l svkradonh ; k vkradon dk efgeMu gkrk gk vs ml dsfy, yskaeal glufr i sk gla
 - 4- ykbo iz kj.k ds njs ku cakdadh igpku] mudh l d ; k ; k fLFkr ds ckjs ea ugha crluk plfg, A cplo ea t vs l g {k cy ka dh l d ; k mudh j. kulfr vs vfh; ku dh fLFkr dsk Hh t kgj ugha djuk plfg, A
 - 5- bu plt kalsijgt dj&
- v½ elfM; k ?kvuk ds njs ku i hMf] l g {k cy] vfh; ku l st vskla; k vkradon; kads l kfk ykbo ckrphr l scpa
- vkzn' kZka dsk fopfy r djus okyh igkuh rLohj ka dk cot g ckj&ckj iz kj.k u dja igkus n' ; IQkbyß fy [kdj fn [k t k av] l ho gsrks rkh [k vs l e; Hh fy [ka
- 6- eèrdk l Eku djrsgg mudh rLohj afn [kus l scpa i hMf vs ifjt ukadsekre vs Hoq {k ka dh, d h rLohj ka; k xkQd dsk fn [kusea [kd l lo/kuh cjraft ul sn' kZl fopfyr gkl drs ga
- vki kr fLFkr; kaeal [kjka ds pulo ds fy, ; s ekxzfunk cuk x, ga yfdu bl s l a wZu l e>k t k A

18 fnl aj] 2008

||| Specific Guidelines Covering Reportage |||

In furtherance of the principles of self-regulation as contained in NBA's Code of Ethics & Broadcasting Standards, the following Guidelines set-out specific standards which are to be adhered to by member-broadcasters.

Fundamental Standards

All reporting must be done keeping in view the following supervening criteria:

- A. All news reporting must be done in “public interest”.
- B. Reporting should not sensationalise or create panic, distress or undue fear among viewers.
- C. ‘Content’ of matter broadcast should not be shown out of ‘context’.
- D. Subjects which promote horror, supernatural, superstition, occultism, exorcism, divination, and the paranormal should be avoided.
- E. Broadcasters should exercise care and objectivity in featuring activities, beliefs, practices, or views of any racial or religious group in their content to prevent any negative impact thereof.
- F. “Reconstruction” of events, when shown, should be clearly so marked, and to be consistent with these Guidelines.
- G. Broadcasters should eschew unhealthy competition that may lead to deterioration of broadcasting standards.

1. Accuracy

- 1.1 Information should be gathered first-hand from more than one source, if possible.
- 1.2 Reports received from news-agencies should be attributed and where possible be verified.
- 1.3 Allegations should be reported accurately as made.
- 1.4 Use of archival material should be clearly labeled “file” and preferably also state date and time of initial broadcast.
- 1.5 Errors of fact should be corrected at the earliest, giving sufficient prominence to the broadcast of the correct version of fact(s).
- 1.6 Facts should be clearly distinguishable from, and not be mixed-up with, opinion, analysis and comment.

2. Impartiality, Neutrality & Fairness

- 2.1 For balanced reportage, broadcasters should remain neutral and ensure that diverse views are covered in their reporting, especially on a controversial subject, without giving undue prominence to any particular view.
- 2.2 In editing content, broadcasters should ensure that there is no distortion of the facts and events being reported or of the views expressed.
- 2.3 Broadcasters should not use information or pictures obtained through misrepresentation or

deception. (For Sting Operation guidelines see separate section below)

3. Law & Order, Crime & Violence

- 3.1 Content should not glamorize or sensationalize crime or condone criminal actions, including suicide.
- 3.2 Content should not depict techniques of crime that may tempt imitation, especially with reference to terrorism and suicide.
- 3.3 Reports on crime should not amount to prejudging or pre-deciding a matter that is, or is likely to be, sub judice.
- 3.4 No publicity should be given to the accused or witnesses that may interfere in the administration of justice or be prejudicial to a fair trial.
- 3.5 Identities of victims should not be disclosed in cases of sexual crimes and violence on women and children.
- 3.6 The dead must be treated with respect. Close-ups of dead or mutilated bodies should not be shown.
- 3.7 Violence must not be depicted solely for its own sake, or for its gratuitous exploitation or to pander to sadistic or other perverted tastes. Scenes with excessive violence or suffering such as close-up shots of persons being subject to brutality, torture or being killed and visual depiction of such matter should be avoided.
- 3.8 Broadcasters should not glamorize or in any way promote individuals, groups or organizations that employ or advocate the use of violence or engage in criminal / nefarious activity. Hooliganism, vandalism and all forms of delinquency should not be shown in favorable light.
- 3.9 Live broadcast of sensitive and distressing material without prior scrutiny by senior editorial personnel should be avoided.

4. Good Taste & Decency, Sex & Nudity

- 4.1 In selecting content, broadcasters should abide by current norms and mores of decency and taste, in visuals, language and behaviour, keeping in mind the context in which any visuals, language or behaviour occurs, including the broadcast time, type of content, target audience, use of parental advisories, cautions and content classification.
- 4.2 Content that contains violent or sexual material, crude, offensive, or coarse language or other content likely to disturb or offend even a reasonable adult viewer should be avoided.
- 4.3 Subjects dealing with incest and sexual abuse, especially of children, must be handled with extreme care and sensitivity.
- 4.4 Combination of violence and sexuality designed in a manner that titillates should not be shown.
- 4.5 Coverage of killings, including terrorist attacks, executions and assassinations, should not be explicit or prolonged.

5. Privacy

- 5.1 Broadcasters should exercise discretion and sensitivity when reporting on distressing situations, on grief and bereavement.
- 5.2 Persons should not be featured in content in a manner that denigrates or discriminates against sections of the community on account of race, age, disability, sex, sexual orientation, occupation, religion, cultural or political beliefs.
- 5.3 Content that would cause unwarranted distress to surviving family members, including by showing archival footage, should be avoided.
- 5.4 No information relating to the location of a person's home or family should be disclosed without permission from the concerned person.
- 5.5 Surreptitious recording of any person or event should only be made without committing any illegality and if editorially justified.
- 5.6 Interviews of the injured, victims or grieving persons should be conducted only with prior consent of the persons or where applicable their guardian.

6. National Security

- 6.1 Broadcasters should not disclose confidential information of operations involving national security.
- 6.2 Broadcasters should use due discretion in reporting on operational methods used by perpetrators of serious offences against the State during the occurrence of the event.
- 6.3 Live interviews with perpetrators should not be aired.
- 6.4 Reporting of events which erodes public confidence in the capacity of national institutions meant to protect them should be avoided during the occurrence of the event.
- 6.5 Broadcasters should not reveal technical details of operations, to prevent information relating to strategies and operations of security agencies becoming known to the perpetrators.

7. Supernatural, Occultism & Paranormal

- 7.1 Subjects promoting horror, supernatural, superstition, occultism, exorcism, divination, and the paranormal, which may be frightening to children should be avoided.
- 7.2 Belief in superstition, occultism, exorcism, divination and the paranormal should not be promoted.

8. Children's Interests

- 8.1 Broadcasters should not screen content that would disturb or alarm children or tend to have a deleterious effect on their psyche during their normally accepted viewing times.
- 8.2 At other times, broadcasters should use appropriate parental advisories, cautions and content classification. Content relating to or containing anti-social behaviour, domestic friction, drug-use, smoking, alcohol-use, graphic violence, menacing or horrifying imagery, sexual material, crude, offensive or coarse language or other content that is likely to disturb, alarm or otherwise affect the psyche of, or cause distress to, children should be avoided.

9. Racial & Religious Harmony

- 9.1 Racial and religious stereotyping should be avoided.
- 9.2 Caution should be exercised in reporting content which denigrates or is likely to offend the sensitivities of any racial or religious group or that may create religious intolerance or disharmony.

10. Sting Operations

- 10.1 Sting operations should only be conducted in “public interest” and when no other means is available to obtain the requisite information, without any illegality or inducement and subject to the legitimate right to privacy.
- 10.2 Broadcasters should resort to sting operations only if editorially justified, for exposing wrongdoing, particularly of the public facets of people in public life.
- 10.3 No sting operation should be conducted except with the concurrence of the person overall in-charge of editorial function; and the Managing Director and/or the Chief Executive Officer of the broadcaster should also be kept fully informed of any sting operation.
- 10.4 Sting operations should be so conducted as to obtain “evidence” of an offence but not to induce “commission” of an offence.

February 10, 2009



Wukvadh fjikVZ djus ds l aak ea fof' k'V fn' k funZk

U; w+cMdkLVI Z, l kfl , 'ku ¼u ch , ½viuh vlpkj l agrk , oaiZ kj.k ekudk ea fufgr vkRefu; eu dsfl } krla ds vuq i fuEufyf[kr fn' kfunZk , oafof' k'V ekunM t kjh djrk gSft udk ikyu l nL; cMdkLVI Z} kjk fd; k t luk gA

eyHw ekud

- l Hh [kcjadh fjikVZ fuEufyf[kr ekunMla dks /; ku eaj [kdj dh t kuh pfg; %
- d- [kcjadh l Hh fjikVZ ^t ugr** eagkuh pfg; A
- [k fjikVZ , d h gkuh pfg; s ft l l s l ul uh vFlok n' kZla ea cot g Mj] ?kcjgV ; k fprk ugha QS;A
- x- iZ kjr dh t kusokyh ^l kefxz ka dks ^l aHZ l s ijs ugha gkuk pfg; A
- ?k H;] vykdd 'kDr] vako' okl] ra&ea , oat k&Vkus >M&Qml] peRdkjd fl f) ; k bZojRo dh iHr vls i jykdd ckrk dks c<kok nsis okys fo" k ka l sijgt djuk pfg; A
- M- cMdkLVI Z dks fdl h ulyh ; k /kfeZl l eg dh xrfof/k k ekl rkvk i Fkva vFlok fopjka dks iZ kjr djus dekeys eal ko/kuh , oafu"i {krk cjruh pfg; } s rkd fdl h ij mudk udj kRed i Hho u iM;A
- p- ?Wukvadh dk ^ukV; : i krj.k* ½j d iVd' ku ½fn [k; s t kus ij bl s Li"V : i l s ^ukV; : i krj* fy [k t luk pfg; s vls ; g fn' kfunZk ds vuq kj gh gkuk pfg; A
- N- cMdkLVI Z dks oS h vuqpr ; k vLokLF; dj i frLi /WZ djus l s cpuk pfg; s ft l l s cMdkLVx Lrj eafxj koV vkus dk [krjk gks A

1+ rF; kRedrk

- 1-1 vxj l Hho gsrks , d l puk , d l k l svf/kd l krlal siZ; {k; kl h/ksrks ij gkl y dj ml dh i q'V dh t kuh pfg; A
- 1-2 l okn l febr; ka l siHr fjikVZ ds ekeys ea , t d h dk mYys k djuk pfg; s vls l Hho gkus ij l ekpjka dh i q'V vius Lrj ij Hh dj yuh pfg; A
- 1-3 vjki ka dks Bhd ml h rjg l sfji WZfd; k t luk pfg; s ft l rjg l sosyxk; sx; s gka
- 1-4 ij kuh Qyt ½kdk boy l kex ½ dk blReky djrs l e; ml ij Li"V : i l s ^Qkby** fy [k t luk pfg; s vls ml ds l Fk ml dsey iZ kj.k dh frfk , oal e; dk Hh mYys k ; Fkd Hho fd; k t luk pfg; A
- 1-5 dkZrF; kRed xyrh gkus ij t Yn l st Yn ml dk l qkj fd; k t luk pfg; s rFk l gh fd; sx; s rF; @rF; ka dks iZ qrk l siZ kjr fd; k t luk pfg; A
- 1-6 rF; ka dks fopjka fo' ysk ka , oafVi.f.k ka ds l Fk feykuk ugha pfg; s cfYd mlgavyx l s Li"V : i l s fn [kuk pfg; A

2- fu”i {krk} rVLFkrk vls Li”Vrk

- 2-1 l arfyf fjikvZ dsfy; s cMdkLVI Zds fu”i {k jguk pfg; svls ; g l fur” pr djuk pfg; sfd mudh fjikvZ ea [kk dj fooknLin fo”k; k ds ekeys ea fdl h [kk fopkj dks vfrfjDr egRo fn; scx\$ fofHü i {k ds fopkj k ds ‘kfe y fd; k t k; s A
- 2-2 l kexz k ds l a knu ds nls ku cMdkLVI Zds; g l fur” pr djuk pfg; sfd rF; k rFk fj i kZ dh t k jgh ?kVukv k vFlok Q, Dr fd; s x; s fopkj k ea fdl h rjg dh N M N M + ugh dh t k; s A
- 2-3 cMdkLVI Zds vu fpr rjhd s l s vFlok /k k l s i Hr dh x; h l p uok vFlok rLohj k dk bLrky ugh djuk pfg; s A VLVx vkijs ku l s l a f/kr fn’ kfunZ k ds fy; s vyx l s ulps fn; s x; s Hkx dks n f k

3- dkkk vG Q oLFk vijlek vG fga k

- 3-1 iz kjr dh t kus okyh l lexh dst fj; s vij k k dks u rks efge k Mr fd; k t kuk pfg; s vFlok u gh ml s l ul uh [k t cuk; k t kuk pfg; s A l Fk gh ml l lexh dk iz kj. k bl iz kj fd; k t k; \$ ft l l s v k RegR; k l fgr re k vki jk/ k d R; k ds fdl h iz kj dh Lohk; Z k u fey l d A
- 3-2 iz kjr dh t kus okyh l lexh ea vij k k [kk dj vkr adok vls v k RegR; k dh mu rdud k o. k u ugha fd; k t kuk pfg; s ft udh udy dh t k l drh g A
- 3-3 vij k k l s l a f/kr ekey k dh fjikvZ i wZg ; Dr ugha g k u pfg, vls u gh viuh vls l s d k Z fu” d” Z fudkyst kus pfg, [kk dj rc] t c ekey k ü; k ky; ds v/ku g A
- 3-4 fdl h v f k; Dr ; k xolg ds i {k dk bl iz kj i p j ugha fd; k t kuk pfg; s ft l l s ü; k i f Ø; k ea g Lr {k g l drk g s vFlok fu” i {k l qok Zeack/ k m R ü g k h g s A
- 3-5 ; k u vij k k v l s e fgy k v k, oac P p k ds f [ky Q fga k ds ekeys ea i f M r k dh i g p k u mt k x j ugha dh t k u h pfg; s A
- 3-6 e r Q fDr; k ds l Eku fn; k t kuk pfg; s A e r d k; k {kr & fo {kr ‘k o k ds c g r fudV l s fy; s x; s fp= Dykt vi ½ ugha fn [k; s t kus pfg; s A
- 3-7 fga k dh ?kVukv k dks fl QZ fga k fn [k u s fdl h Hh iz kj ml s c < lok ns i j & i M k vls fod r ekuf l drk ds i p j ds fy, ugha fn [k u k pfg, A , d h ?kVuk aft uea c g r v f/ k d fga k g k , d s Q fDr] ft uds l k Fk c c Z Q ogkj fd; k t k j g k g k d j r k dh t k j g h g k ft udh g R; k dh t k j g h g k mudh r Lohj a fudV l s Dykt + vi ½ fn [k u s l s cpuk pfg, A
- 3-8 cMdkLVI Zds fdl h Hh rjg l s mu Q fDr; k l e g l a vFlok l x B u k d s x l s o k f b r ; k i p k j r ugha djuk pfg; s t k s fga k djrs g a vFlok fga k dh odkyr djrs g a vFlok t k s vki j k/ k d @ ?k k Lin x r f o f/ k k a e a ‘k f e y g a x M k n i z mi n o vFlok vij k k ds v l; d l e k a d s bl rjg l s ugha fn [k; k t kuk pfg; \$ ft l l s ml ds i {k dk l e f k u g k k i z h r g A
- 3-9 ofj”B l a k ndh; delZ } k j k t k p & i M r k y ds c x \$ l o n s i’ k y v l s f o p f y r d j u s o k y h l k e f x z k a dk y l b o i z k j. k ugha fd; k t kuk pfg; s A

4- l k e k t d ‘k y h u r k l D l , o a u X u r k

- 4-1 cMdkLVI Zds /; k u j [k u k pfg, fd og fdl l e; fdl rjg dh l lexh iz kjr dj jgs g a v l s l k e k; r l s i j c M d k L V l l e x h d k p u k o d j r s l e; l k e k t d v l p j] e; k z k v l a v l s e k u n d l a d k i k y u d j u k p f g, A f d l i z k j d h l l e x h f d l i z k j d s n’ k z l a d s f y, m f p r g s v l s f d u



n'kzhd dsfy, vuqpr] bl dk /; ku j [krsqg iz kj.k dk l e; r; djuk plfg,] l kfk gh bl h ds vuq lk iz kj.k dh fo" k; oLrh Hk'k vls rLohj l adk puo fd; k t kuk plfg, A

4-2 o\$ h l lexh l s ijgt fd; k t kuk plfg; s ft l ea fga k vFlok l Dl l aak h l lexh gk ft l ea vijjido] vKled vFlok vHnz Hk'k vFlok , d h vU l lexh dk bLreky fd; k x; k gk ft l l s food' h y o; Ld Hh fopfyr gk l drk gS; k vgr egl w dj l drk gSA

4-3 ; ku vijj/kavls ; ku 'kSk kj [kl rls ij cPhadsl kfk gkusokys, d s' kSk k l sl a/kr l ekplj l adsl aak ea vR; f/ld l lo/kuh , oal onu' h yrk cjrur plfg; A

4-4 mRt uk iSk djus okyh fga k , oadled r k l s ; Dr l lexh ughafn [k; h t kuh plfg; A

4-5 vkradokh gey} gR; k rFk nARed djZbZ ds rgr fdl h ds ekj s t kus dh ?kVuk l adk Li "V : i l svls foLrj l sughafn [k; k t kuk plfg, A

5- fut rk

5-1 cMdkVI Z dks =kl ni wZ l Fkr; k ihMk vls 'kcd vkn dh fjikVZ ds ekeys ea food , oa l onu' h yrk dk bLreky djuk plfg; A

5-2 fdl h l lexh ea fdl h Q fDr ; k l enk; dks bl rjg ughafn [k; k t kuk plfg; s t ks uLy] me} fody l arkh l Dl | l Dl l aak h iofr; k iSk /eZ l adfr vFlok jkt ulfrd eki; rkv l adk dj. k ml sl ekt l svyx Fyx djrk gk; k mudh l lekt d Nfo dks efyu djrk gk A

5-3 o\$ h l lexh vls o\$ h igkuh rLohj a 1/2 vdk boy Qyt 1/2 ughafn kjr dh t kuh plfg; s ft l l s er Q fDr dst l for cps ifjt ul adk vuqpr ihMk igp A

5-4 l a/kr Q fDr dh vuqfr ds cx} fdl h Q fDr ds ?kj vFlok ifjokj ds irs l sl a/kr fdl h Hh l puk dks mt kxj ughafn; k t kuk plfg; A

5-5 fdl h Q fDr ; k fdl h ?kVuk dh xpr rjhdsl sjdkMk doy rHh djuh plfg; s t c , d k djuk U; k fo#) ughafn vls l a kndh; n"V l s, d k djuk t k t gk A

5-6 ?k yk grigr l vls ihMk Q fDr; l adsl k krdkj doy rHh fy; s t kus plfg; s t c os Q fDr vFlok mudsvfHh od bl dsfy, l ger gk A

6- jkVh; l g{kk

6-1 cMdkVI Z dks jkVh; l g{kk l st vsvfH; kul adkjZb; l adscj seaxki ur; l puk l adk [kykl k ughafn djuk plfg; A

6-2 cMdkVI Z dks nsk ds f[kyQ xkhj vijj/k djus okys vkradokn; k vls "M; a-dkj; k } kjk bLreky fd; s t kus okys rjhd adk ds cjs ea dh t kus okyh fjikVZ ds nsk ku food dk bLreky djuk plfg; A

6-3 vkradokn; k "M; a-dkj; l adsl k krdkj dk ylbo iz kj.k ughafn; k t kuk plfg; A

6-4 fdl h vkradokh ?kVuk ; k , d h vU; cMh fga d ?kVuk l adk nsk ku bl izkj fjikVZ ughafn t kuh plfg,] ft l l st urk dk fo'okl mu l aFk v l i j l smBrk gk ft u ij t urk dh l g{kk dh ft Eenjh gSA

6-5 cMdkVI Z dks l g{kk cy l adsvfH; kul l sl a/kr rdudh C; k} l g{kk , t al ; l adsvfH; kul, oa mudh j. kulfr; l l sl a/kr l puk, amt kxj ughafn djuk plfg; s D; kcd , d k djus l s "M; a-dkj; k dks ykfk fey l drk gk A

7- vykšdd] ra&ea , oaijyškdd

- 7-1 Hk] vykšdd 'kDr] vako'okl] ra&ea] t k&Vkuš Hw Hxkus vſ nšh 'kDr; k fl f) ; k bZojRo i Hr gkusdsnk&vſ ijYkšdd fo" k kavkn dks<ok nusokyh oš h l kexz kaiž kjr ughadjuh pſg; sft ul scPpka&Mj i šik gsl drk gš
- 7-2 vako'okl] t k&Vkuš Hw Hxkuš nšh 'kDr; kavſ ijyškdd jgL; kavkn l sl aš/kr ekš; rkvla dks<ok ughafn; k t kuk pſg; š

8- cky fgr

- 8-1 cMdkLVI Zds, š sle; ij t c cPpsvke rſ ij Vyſfot u nškrsgš oš h l kexz k&dk iž k. k ughadjuk pſg; sft ul scPpsfopfyr ; k Hk Hr gsk t k, avFlok mudseukoKku ij gſfudkj d vlj iMš
- 8-2 vſ l e; ij , š h l kexz k&dk iž k. k djus ij cMdkLVI Zds ekš&fi rk ds fy; s l eſpr l ylg] pr&ofu; k, oafok, ds izlj 'oxlžlj. kždk Li"V : i l smYš k djuk pſg; š l ekt fojšk h ō ogkj ?kysw>xMš elnd nž, k&sl ou /k&ku 'kjc l ou fg& k cjb; kavFlok Hk, log n"; k; k fo" k, k vi fj i Do] vſOled ; k Hnah Hk'k vFlok oš h vſ l l exh ughafn [kuk pſg; sft l l scPpsfopfyr gsl drsgš Hk, Hr gsk drsgš; k mudseukoKku ij xgjk vlj iMš l drk gš; k mſgaekuf l d l nek igp l drk gš

9- uLyh , oa/kfeZl l nHko

- 9-1 uLyh , oa/kfeZl dBeſyki u l st ō h l kexz k&l scpuk pſg; š
- 9-2 , š s fo" k, k&dh fj i kVš& ea vR; ō l ko/kuh cjr h t kuh pſg.] ft ul s fdl h uLy ; k /kfeZl l eg dh l onukv& dks Bš igp l drh gš mudh Nfo efyu gsk l drh gsk ; k ml l s /kfeZl vl fg". kpk ; k ošul; Qšy l drk gš

10- flVx vkijsku

- 10-1 flVx vkijsku ^t ufgr** eadoy rHh fd; st kus pſg; st c t : jh l p&uk dks gkl y djus ds fy; s d k&Zvſ j kLrk ughgsk rFk ; g d k&Zxš dkuwh rjrdk viuk, scxš] fdl h dks izy&ku fn; s cxš fd; k t kuk pſg, vſ bl nšku fut rk ds ošHud vf/kdj k&dk /; ku j [k t kuk pſg; š
- 10-2 cMdkLVI Zds doy rHh flVx vkijsku dk l gſk yuk pſg; st c , š k djuk l ā kndr; nſ"V l smſpr gsk rFk fdl h xyr d& dks vſ [k& rſ ij l kož fud t hou l st ō h ō fDr; k&dh l Pp&Z dks mt kxj djuk gš
- 10-3 d k&ZHh flVx vkijsku l ā kndr; i z&dk dh l gefr y&dj gh fd; k t kuk pſg; s vſ cMdkLVx d&i uh ds iz&ak funš kd vFlok eſ; dk, Zlj h vf/kdj h dks Hh l Hh flVx vkijsku ds cſj seai vž l ſpr fd; k t kuk pſg; š
- 10-4 flVx vkijsku fdl h vij k k dsl &ak eal cw t ō kus ds fy; sfd; k t kuk pſg; su fd fdl h dks izy&ku n&dj ^vij k k djuš ds fy, mdl k, k t k s A

10 Qojh] 2009

November 27, 2008

All Editors of NBA

Important Advisory

As you are all aware, the Bombay terrorist strikes are a matter of grave concern to the entire nation bordering on a matter of national security. At the same time this unprecedented episode requires to be covered by all members as part of their bounden duty as news journalists.

However, considering the extremely precarious situation Editors/Members are advised that it is vital that no coverage be made which would in any way affect the operations being conducted by the security agencies to control this situation or that would endanger the safety of persons who are involved in the terror attacks.

Accordingly, as a measure of self-restraint and self regulation and to demonstrate our sense of responsibility all Editors/Members are requested to ensure not to cover this episode in any manner that may tend to interfere in the operations of the security agencies or impede the terrorists being brought to justice or endanger the lives of persons who are in the midst of the terror attacks.

We emphasise that this advisory be taken with the utmost seriousness since these are matters which are far above the other interests of any broadcaster.

18.3.09

All Members & Editors of NBA

Kasab Trial

We have been informed by Ministry of Information & Broadcasting, that the Ministry of Home Affairs has information that some of our Member channels propose to run programmes /news reports comprising the interrogation/confession of Kasab, the terrorist arrested in connection with the Mumbai terror attack.

Please be advised that in Writ Petition (Civil) No7368 of 2008 titled Act Now for Harmony and Democracy and Another vs. UOI & others, the Delhi High Court is seized of a similar issue challenging a print media report where the interrogation/confession of an accused after the Batla House encounter in September 2008 was reported. In the said proceedings the High Court has expressed displeasure on the subject news report. The NBA has intervened in the said writ petition and has been called upon to assist in addressing the media related issues that arise in the proceedings.

Member channels will note that any programme/news report containing the text or details relating to Kasab's interrogation/ confessions are likely to invite similar action as above apart from being in violation of the Code of Ethics & Broadcasting Standards & Guidelines issued by the NBA from time to time. Most importantly any such programmes /news reports may be prejudicial to national interest; may interfere with the course of justice and may therefore also amount to contempt of court.

Accordingly member channels are hereby advised to desist from running any programme/news reports containing the text or details or any other similar material relating to Kasab.

21.7.09

All Editors of NBA

Kasab Trial

In the true spirit of self regulation, we are glad to note that Ashutosh has brought to our knowledge that a tape is floating in the market claiming to have interrogation of Ajmal Kasab with a price tag & requesting his "peers" to desist from using the tape.

While Ashutosh's mail would be the sounding board for all of you , we would however like to draw you attention to the Advisory dated 18.3.09 requesting all Editors to desist from running any programme/news reports containing the text or details or any other similar material relating to Kasab. A copy of the said Advisory is attached once again for your reference.

You are requested to kindly take a note of the same.

October 27, 2009

All Editors of NBA

Coverage of Delhi - Bhubaneswar Rajdhani Express held Hostage

Your attention is drawn to Rule 6 of Specific Guidelines Covering Reportage dated 10.2.09 which relates to covering of incidents which impinges on issues of national Security. The same is reproduced below:

6. National Security

- 6.1 Broadcasters should not disclose confidential information of operations involving national security.
- 6.2 Broadcasters should use due discretion in reporting on operational methods used by perpetrators of serious offences against the State during the occurrence of the event.
- 6.3 Live interviews with perpetrators should not be aired.
- 6.4 Reporting of events which erodes public confidence in the capacity of national institutions meant to protect them should be avoided during the occurrence of the event.
- 6.5 Broadcasters should not reveal technical details of operations, to prevent information relating to strategies and operations of security agencies becoming known to the perpetrators.

We are drawing your attention the above Guideline in the context of the ongoing coverage by all news channels of the Delhi – Bhubhaneshwar Rajdhani Express being held hostage near Jhargram just a few hours ago with over 1200 passengers on board, in regard to which we have also received communications from the Ministry of Information & Broadcasting calling upon our Members to exercise restraint.

In view of the above, you are advised to kindly bear in mind the foregoing self adopted guidelines both in letter & spirit in regard to reportage of the incident.

November 5, 2009

All Editors of NBA

Programmes /Coverage of 26/11 Mumbai Terror Attacks – 1st Anniversary – Advisory

Member news channels would be in the process of making programmes/reports on the first anniversary of the terror attacks that took place on 26/11 in Mumbai last year killing innocent people.

As you are all aware, the Mumbai terrorist attacks were a matter of grave concern to the entire nation on a matter of National Security. At the same time the anniversary of this unprecedented episode requires to be covered by all Members as part of their bounden duty as news journalists.

However, considering the extremely sensitive nature of the terror attacks and also of the matter being sub-judice, Editors/Members are advised that all programmes/reports relating to the terror attacks be made bearing in mind the “Emergency Guidelines & the Specific Guidelines relating to Reportage” dated 18.12.08 & 10.2.09 respectively that were issued by the NBA, copies of which are attached for your ready reference.

All telecast of programmes/reports relating to 26/11 terror attack should be tested on the touchstone of “public interest” to avoid any conflict therewith.

We emphasise that this advisory be taken for compliance with the utmost seriousness.

September 8, 2009

All Editors of NBA

We are forwarding a mail received from Jt. Commissioner of Police (Law and Order), Mumbai, which is self-explanatory.

We request you to kindly bear in mind the contents of this mail while taking your editorial decisions on the subject matter.

Regards,
Annie Joseph
Secretary General, NBA

"Mumbai Police" <police.mumbai@gmail.com> said:
----- Forwarded message -----

From: Mumbai Police <police.mumbai@gmail.com>

Date: 7 Sep 2009 19:09

Subject:

To: nba@nbanewdelhi.com

Cc: nbanewdelhi@gmail.com

Dear Ma'm

It is reliably learnt that Shri. Nitin Gadkari, MLC, BJP, during his press conference in Mumbai, has distributed certain CD's to the press correspondents for broadcasting through the news channels. The CD's pertain to the recent communal violence in Miraj, district Sangli of Maharashtra. In view of the fact that the situation in Miraj and neighbouring districts is still volatile, the broadcasting of the CD's is likely to influence the communal situation in Maharashtra and in other parts of the country as well.

It is therefore kindly requested that the Members of your esteemed organization be intimated accordingly and requested not to air the said CD. as distributed by Shri. Nitin Gadkari.

Thanking You,

From,

Jt. Commissioner of Police (Law and Order),
O/o. Commissioner of Police, Mumbai Opp. Crawford Market,
D.N. Road, Mumbai - 400 001
Tel. 022-22620826 / 022-22613552 Fax 022-22621835

January 16, 2010

All Editors of NBA

Showing Mr. Jyoti Basu former Chief Minister of West Bengal in Comatose condition

At the Authority meeting held yesterday, the Authority considered the following letter received from Prof. Dipankar Gupta, Member NBA Authority which is reproduced below:

“...it was very distressing to see the number of times our member TV channels repeatedly broadcast Jyoti Basu being taken around in a comatose state with tubes and masks all over him.

We had decided not to take away the dignity of dead people, but the rationale behind this was to allow those who are helpless to retain their sense of self respect on all occasions, even when it seems so tempting to put out on the air waves. Jyoti Basu was always a man who held himself with great pride throughout his long career. He inspired awe and respect. To show him prostrate with tubes through his open mouth is surely a sign of a total lack of consideration. I would like to ask those who okayed this broadcast, would they like others to see them if they are ever in the condition that Jyoti Basu is now?

Why have our Member TV channels not appreciated the thought behind the earlier decision to give dignity to the dead. We should perhaps add "to the dead and dying." When Ted Kennedy died they did not show him being wheeled around in a helpless condition.

Will the message ever go home to our fellow Members in the NBA? Are we exerting ourselves in vain? I am happy we are getting ahead with promos, etc., but the mindset has to change from within. How many injunctions are we going to issue before the thought settles in the consciousness of our TV journalists that good journalism is neither sensationalism nor pandering to base voyeuristic urges...”.

The Authority was of the unanimous view that Editors of NBA may be advised not to use the said visual henceforth. To ensure compliance please circulate the same to all concerned in the Editorial / Production teams as Mr. Jyoti Basu is in a critical condition.

June 30, 2010

All Editors of NBA

Reporting of Kashmir issue and Amarnath Yatra

As you are all aware the NBA has Specific Guidelines Covering Reportage and also a set of Guidelines for Telecast of News During Emergency Situations (copies of both are attached), which our Members are obliged to follow.

The coverage of Kashmir issue in the past few days, including the Amarnath Yatra, appears to involve a situation which requires sensitive handling of coverage and may require additional caution.

We therefore, wish to remind our esteemed Editors to carefully bear in mind the Guidelines attached so as to be within the parameters of responsible and cautious reporting.

In particular it has been noticed that archival material is being telecast without being clearly labelled “file” which omission must be avoided in view of our Guidelines.

This specific Guideline is reproduced below:

1. Accuracy

1.4. Use of archival material should be clearly labelled “file” and preferably also state date & time of initial broadcast

Proxy Form

News Broadcasters Association
Regd. Off: 101-103, Paramount Tower,
C-17 Community Center, Janakpuri,
New Delhi - 110 058

I _____ being a Member of the above named Association, representing _____ (Corporate Entity) do hereby appoint Mr./Ms _____ R/o _____ or failing him/her Mr./Ms. _____ R/o _____ as my proxy to vote for me on my behalf at the 3rd Annual General Meeting of the Association to be held on Wednesday, the 15th September, 2010, at 12.00 noon at Maharani Hall, The Claridges, 12 Aurangzeb Road, New Delhi - 110011 and at any adjournment thereof.

Signed this _____ day of _____ 2010

Signature of Member Representative _____

Name of Broadcaster _____

15 Paise
revenue
stamp

Note : In order to be effective & valid, the proxy form must be received by the Association at its Registered Office not less than 48 hours before the commencement of the Meeting.

Attendance Slip

News Broadcasters Association
Regd. Off: 101-103, Paramount Tower,
C-17 Community Center, Janakpuri,
New Delhi - 110 058

(To be filled in BLOCK LETTERS)

Name of the Member Representative _____

Name of the Proxy _____

(To be filled in if proxy form has been duly deposited with the Association)

I hereby record my presence at the 3rd Annual General Meeting of the News Broadcasters Association held on Wednesday, the 15th day of September, 2010, at Maharani Hall, The Claridges, 12 Aurangzeb Road, New Delhi - 110011.

Signature of Member Representative / Proxy
(To be signed at the time of handing over this slip)

(Please fill attendance slip and hand it over at the entrance of the Meeting Hall)

Chairperson & Members on the News Broadcasting Standards Authority



Justice J. S. Verma
(Former Chief Justice of India)
Chairperson

Members Representing Eminent Persons



Chokila Iyer



Dipankar Gupta



Kiran Karnik



Nitin Desai

Members Representing Editors



Milind Khandekar



Satish K. Singh



Sonia Singh



Vinod Kapri



News Broadcasters Association
Registered Office: 101-103, Paramount Tower
C-17 Community Center, Janakpuri
New Delhi - 110 058
Email: nba@nbanewdelhi.com
Website: www.nbanewdelhi.com