

No.3105/199/2013-BC.III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110 001

Dated: 29th July, 2016

To

All TV Channels

Subject : Implementation of the recommendations of the Bezbaruah's Committee Report on the concerns of the people of North-East living in other parts of the country.

Sir/Madam,

I am directed to state that Bezbaruah's Committee Report has given some recommendations on the concerns of the people of North-East living in other parts of the country. Of these, following recommendations specifically pertain to private satellite TV channels:

- i) It is important for the media to reach out to put North East on the National centre stage. Prime coverage should be given to the North East Region in the media.
- ii) In National events like the Republic Day, commentators should cover the event in the most effective way of presenting the North East.
- iii) As Bollywood plays such a prominent role in forming images in minds of people, use North East locales for Bollywood pictures should be encouraged. Such incentives may also encourage popular serials in TVs to look at the North East even to include North East stories in such serials.
- iv) Media should be careful while covering race related cases in order to prevent escalation of tension leading to increase of such incidents and they should rather be agents of tension diffusion.

2. It is requested that the aforesaid recommendations may be considered by all TV channels, particularly senior editors and the top management, News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF) and Association of Regional Television Broadcasters of India (ARTBI) for appropriate action. An outcome of the action taken may be intimated to the Ministry.

3. This has the approval of Joint Secretary (B-1).

Yours faithfully,



(SOMVIR SINGH)
Under Secretary (BC.II)
Tele # 23386819

Copy to:

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri Uday Shankar, President, Broadcast Content Complaints Council (BCCC), C/o The Indian Broadcasting Foundation, B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.
3. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi – 110065.
4. PMS w.r.t. ID No.P-11011/5/2013-PPC (PMS) dated 9.10.2014 & P-11011/2/2013-PPC/PMS (Pt-I) dated 25.5.2016.