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# Self regulate TV channels: Soni

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Oct. 28: The Union information and broadcasting minister Ambika Soni on Wednesday, favoured a self-regulatory mechanism to monitor content on television channels that does not violate the existing norms.

Speaking at the sidelines of a function to commemorate the 50th anniversary of Directorate of Field Publici-

ty, Soni stated: "The self-regulatory system, to which the broadcasters are also giving importance, should be so effective that the ministry does not have to send notices again and again."

"We don't want to issue notices, but can't help it. I feel self regulation is possible by media houses and they are doing it also. Thus, for addressing all these issues, we are trying to come out with an indepen-

dent regulator or a mechanism," she said.

The ministers comments come as the I&B ministry has over the past few weeks issued show cause notices to several channels over alleged violation of existing broadcasting norms.

The official sources stated that the I&B ministry has so far issued about 268 notices to various channels.

Last week while interacting with business leaders,

the minister also said that her ministry was against issuing notices to television channels.

Speaking at the function she assured employees of resolving their issues, including shortage of manpower and infrastructure.

"What you (employees of the directorate) are doing cannot be done by any media in creating awareness about government schemes and programmes," she said.