



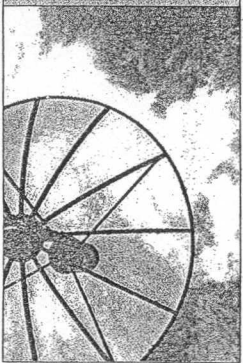
# I&B min likely to decide on content code, broadcast Bill in two months

## Broadcast regulatory body and an alternate TV rating agency among issues to be addressed

Ashish Sinha

content code, the broadcast Bill and setting up a separate broadcast regulatory body are among several key issues that will be addressed by the ministry of information and broadcasting (I&B) within the next two months. The I&B ministry has put in place a two-month time frame to evolve a broader consensus on all matters, including the formation of an alternate TV measurement system according to the recommendations of the broadcast regulator. Trial and discussions on accepting new applications for setting up TV channels.

- ### Action plan
- Two-month time frame put in place to evolve a broad consensus on all key matters
  - Code for all broadcasters drafted at the initiative of the I&B and the I&B ministry
  - The broadcast Bill, once enacted, will govern the media and entertainment space
  - Separate regulator for broadcast may get positive nod from broadcasters and stakeholders



"We do not want to use words like 'code', 'regulation' or 'guidelines' while discussing various important issues before the ministry. I want a response from every stakeholder including resident welfare associations, NGOs and others on all issues... We will see progress on several of these issues by May when I plan to update Parliament," I&B minister Ambika Soni said.

Also on the agenda is the contentious issue of nurturing support for the broadcast Bill, a piece of legislation that once enacted will govern the media and entertainment space. First initiated in 1997, the broadcast Bill, in its various forms, has been opposed by various stakeholders. "We have adopted a transparent approach on every issue. All stakeholders will be consulted on all key issues," said Soni. The setting up of a separate regulator for the broadcast sector is also on the agenda and is expected to get a positive nod from broadcasters and other stakeholders, according to industry sources.

# DD could take a leaf out of Kerala village realty show

## M Sarita Varma

A stacks are cleared for India's first village development realty show, *Green Kerala Express*. Doordarshan is toying with ideas to hold a pan India show along the same lines. As many as 150 Kerala villages have taken the plunge to grab the Rs 1-crore crown for the best development-savvy panchayat, investing first in a short film entry.

In tune with the show's frugality, agility and sylvan energy, evangelism, the humble bicycle is the motif for *Green Kerala Express*. "The self-attested entry film is not all," says Sajan Gopalan, assistant director, DD-Kerala. He is in charge of the realty show experiment. "Anchors for the show will scour the contestant villages to bring in every tidbit of relevant information to TV audiences and the jury of experts. Mind you, on bicycles," he adds.

- ### New Ventures
- 150 Kerala villages are vying for Rs 1-crore crown for the best development-savvy panchayat
  - Anchors will scour villages to bring in tidbits of relevant information to TV audiences
  - Kerala's ideas to map new strides in community health, environment, sensitiveness, etc
  - Centre for Imaging Technology and Suchitwa Mission are collaborating with DD-Kerala
  - Expert panel and technical jury raise queries to village councils for a span of 20 minutes

The Kerala show has set adrenaline sloshing around in top echelons of Doordarshan and the ministry of panchayat raj. After getting the necessary feedback on the show, a realty show project dovetailing the best facets of villages across the country is likely to be initiated. "However, this policy ferment is yet to take a definite shape, a senior DD official said. While in Kerala, the key idea is to map the new strides in sectors like community health, environment sensitiveness, food production, water management and agro-forestry, priorities will be different for different states. This means that the selection procedure has to be region-specific.

Anticipating a potential geographical scale-up of the development realty show, *Green Kerala Express* has set up a national jury comprising Planning Commission members Mihir Shah and three Ramon Magsaysay Award winners — Aruna Roy, Rajendra Singh and P Sahasrabudhe. "The national jury will take an occasional studied peek just to ensure that the selection process can be fine-tuned to zero on the most vibrant village council," says K Mohan Kumar, director, Centre for Imaging Technology (C-DIT), which is collaborating with DD-Kerala in its initiative, along with state Suchitwa Mission and the state ministry of local bodies.

In international development news websites, the programme has revved up debates on community-oriented game shows, comparing *Green Kerala Express* with popular western solo TV competitors like *Project Runway* and *American Idol*. The magazine section of site www.rastocomm.com wonders if a similar show would "translate well to the US".

Meanwhile, the shoot for the first episode of the realty show was inaugurated on Monday. "Expert panel and technical jury raise queries to village council for 20 minutes, based on the submitted videos. An SMS poll would be open for audiences. After shortlisting 15 from 150 councils, the jury will visit the villages before winners are announced," says Mohan Kumar. The 100-show show will be aired from March 1 to July 31.

For all its grassroots dreams, DD-Kerala knows its market eyeballs enough to flourish a dazzling star force to launch its product. The three-member expert jury for *Green Kerala Express* include KP Kannan (former director, Centre for Development Studies), Vineta Meanon (faculty at the Kannur University), and South Indian movie actor Padmapriya. Interestingly, it is the "grassroots" factor that has her hooked to the country's first village realty show, said Padmapriya, a PhD student in panchayati raj development.

### TOP 5 SHOWS ON HINDI FECS

(Week of February 22-28, 2010)

Programme	STAR Plus	TVR (per cent)	Programme	Colors	TVR (per cent)	Programme	Zee TV	TVR (per cent)	Programme	Sony Entertainment TV	TVR (per cent)	Programme	NDTV Imagine	TVR (per cent)
1	Yeh Rishta Kya Kahlata Hai	7.50	Uttaran	5.80	Paaptra Rishha	6.30	C.I.D.	3.30	Rohini Durlhanjya Le Jovngana	2.00				
2	Bidaiyi	6.50	Na Aarna Se Des Laado	5.10	Jhansi Ki Rani	4.30	Comedy Circus - Mahasagar	2.20	Bandini	1.60				
3	Beheneh	4.20	Balka Yashu	4.70	12/24 Karo Baah	4.00	Adah-4	1.60	Devi	1.60				
4	Saai Ki Laadli Beho	3.40	Laagi Tujiye Lagan	3.70	Chhoti Bahu	3.90	CID Special Bureau	1.40	Shanti Shingnapur Kathayen	1.50				
5	Sajan Char Jaana Hai	3.30	HFF Aab Purn Ki Ghazab Kahani	3.70	Yahan Mein Char Char Kheli	3.80	Prem Ki Naiya Comedy Ke Bharosa	1.40	Do Harso Ka Doda	1.40				