

Respected Sir

We are sending here our suggestions as under-

Standard of Quality of Service

(Duration of Advertisement In Television Channels)

(Amendment) Regulations, 2012

(---Of 2012)

1 Short Title, extent and commencement- These regulations may be called the "Standards of Quality of Service (Duration of Advertisement in Television Channels) (Amendment) Regulation 2012 (---of 2012"

2. For regulation 3 of the standards of Quality of service (Duration of Advertisement in Television Channels) Regulation 2012 (15, of 2012 dated 14th May 2012 (here in after referred to as the principal Regulation). the following namely-

:3 Duration of Advertisement in a clock hour- No broadcaster shall, in its broadcast of a programme, carry advertisement exceeding ten minutes in a clock hour to entertain the programme.

3. Regulation 4 of the principal regulation as shall be deleted and after Chapter II the noted below chapter shall be inserted, Namely--

CHAPTER III

MISCELLANEOUS

4, Power of the Authority to Intervene- The Authority may, from time to time issue such order, of direction may review after a fixed duration i.e. one month as it may deem fit to ensure compliance of the provisions of these regulations.

5. Reporting Requirements- Every broadcaster shall, within 15 days from the end of the month, submit to authority in a format specified by the authority, the details of advertisements carried in its channel and first such report shall be furnished to the authority. for the month ending on the 31st Dec 2012 by the 15th Jan. 2013,.

Note- Because short time of reporting effectively to control the broadcaster)

We hope you will find the same in order

You are also requested to please send us the Hard copy of the Paper as you were sending past time to send you all papers and consultations views timely

With regards

Padam Mohan Mishra

Secretary

Upbhokta Sanrakchha & Kalyan Samiti

Kanpur-Nagar

Member CAG TRAT