

Scheduled Castes and Scheduled Tribes quota-be teachers or students-in these institutions has not been filled. The Government should fill up their quota.

KUMARI SELJA: It is always our continuous effort to fill up the Scheduled Castes and Scheduled Tribes quota, and we do fill it. If at all there is any shortage in this regard, the Government will take action to fill it up. With regard to particular incident to which the hon. Member has referred to, I have no information at present, however, I would send the required information to him in writing. So far as the wastage of machines is concerned, it is always our effort to make optimum utilization of these machines. In fact there is no IIT in Pilani.

SHRI GEORGE FERNANDES: Mr. Speaker, Sir, 1500 students get admission in IIT every year. It is a five year course and the Government has to spend about Rs.25 lakh to Rs.30 lakh on each student. 70 percent of the total students, after passing the course, go abroad and only 10 percent out of them return. This is all calculated information. The Government does not have even a single penny for the poor and the budgetary allocation for this is being reduced every year. That money also goes abroad. Thus about Rs.200 crore to Rs.300 crore go abroad in the form of students who get education in these IITs. I would like to know from the hon. Minister whether the Government is ready to enact a law so that the students who pass from IITs are restrained from going abroad at least for 10 to 20 years. It is upto the Government as to what duration it fixes for this purpose. I do not say that students should be deprived of an opportunity to study abroad. If somebody goes, he will have to execute a bond. He will be eligible to go abroad only when he repays the money spent on his education, Is the Government prepared to do so in the interest

of the country as well as the students?

KUMARI SELJA: About the specific proposal given by the hon. Minister there is no such proposal under the consideration of the Government for the present. The hon. Members will certainly agree with me that the students who get education from these IITs and go abroad, can come back whenever they want if they want to return to India. They do come and make a significant contribution in the development of the country.

SHRI GEORGE FERNANDES: Mr. Speaker, Sir, this is no reply. About Rs.200 to Rs.300 crore of the country are drained out to America. Do we spend our country's money and prepare students only to send to America? Mr. Speaker, Sir, this is the greatest crime being committed against our people. This is not proper reply given by the hon. Minister in this regard.

[Translation]

Advertisements of Consumer Products

*4. **SHRI SURENDRA PAL PATHAK**
Will the Minister of CIVIL SUPPLIES CONSUMER AFFAIRS AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the Government propose to take initiative in the interest of consumers to probe into the authenticity of claims made in respect of consumer products through advertisements in the public media;

(b) if so, the details thereof; and

(c) the action proposed to be taken by the Government against the manufacturer if their products do not measure up to the claims made in such advertisements?

[English]

THE MINISTER OF CIVIL SUPPLIES, CONSUMER AFFAIRS AND PUBLIC DISTRIBUTION (SHRI A.K.ANTONY): (a) to (c). A statement is placed on the Table of the House.

STATEMENT

(a) to (c). The subject matter falls within the purview of a number of enactments like the Monopolies and Restrictive Trade Practices Act, 1969, the Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954, the Consumer Protection Act, 1986 and the Code for Commercial Advertising.

Under the Consumer Protection Act, 1986 and the Monopolies and Restrictive Trade Practices Act, making a misleading claim or a false representation falls within the definition of an 'unfair trade practice' against which a consumer can file a complaint and get redressal.

The Ministry of Information and Broadcasting has formulated a Code for commercial Advertising to regulate advertisements through the Doordarshan and the All India Radio under which these organisations are empowered to ask for evidence to substantiate the claims made by advertisers.

The Ministry of Civil Supplies, Consumer Affairs and Public Distribution is also supporting projects undertaken by voluntary organisations on "comparative testing" of consumer products. Comparative testing is a process by which consumer products of various manufacturers are tested and graded against specific parameters of quality and performance including claims made. Such findings are then disseminated to consumers

to enable them to make the correct choice.

[Translation]

SHRI SURENDRA PAL PATHAK: Mr. Speaker, Sir, I would like to know the number of cases which have been probed for authenticity of claims made in the respective advertisements in respect of consumer products during the last two years under various laws referred to in the reply and what has been the outcome?

What action has been taken against the people who make unauthentic claims through advertisements?

[English]

SHRI A.K.ANTONY: As I stated in the answer, this subject matter comes under the various administrative Ministries.

Regarding consumer affairs, as per the Act, the consumers and the consumer organisations can go to the consumer redressal machinery and get the redressal to the grievances. All the other things are handled by the various other Ministries. In fact, the major part of the question is handled by the Information and Broadcasting Ministry and they alone can give the answer to this question.

[Translation]

SHRI SURENDRA PAL PATHAK: Sir, what are the main points of the code of conduct formulated by the Ministry of Information and Broadcasting for commercial advertisements to regulate the advertisements being made through Doordarshan and A.I.R.? Is any written agreement entered into for the observance of that code of conduct?

[English]

SHRI A.K.ANTONY: This can be answered only by the I & B Ministry. Please put up the question to the I & B Ministry.

SHRI RAM KAPSE: Hon. Speaker, Sir, as far as consumers' protection is concerned, what are the views of the Ministry handling the consumers' protection portfolio about these advertisements? As far as consumers' protection is concerned, what are the proposals with you regarding wrong advertisements?

MR. SPEAKER: We do not ask for the opinion on the floor of the House.

SHRI RAM KAPSE: As far as this matter goes, what would be the proposal of the Ministry? I wanted to know from the hon. Minister whether he is going to protect the consumers' interest against these advertisements. How are you going to do it?

SHRI A.K.ANTONY: The Government also is conscious about this kind of exploitation of the consumers. That is why, in the Consumers Protection Act we have made provision for the redressal of these kinds of grievances. Apart from that, all the other things are handled by the Information and Broadcasting Ministry. Whenever we get complaints from the consumers we are taking up with the concerned Ministries and they are handling these matters.

SHRI RAM KAPSE: Is there a new Act envisaged?

SHRIMATI MALINI BHATTACHARJYA: Last year, in this Parliament a Bill was passed called the Infant Food (Milk Substitutes) Act. One purpose of that Act was to promote home made weaning foods which are cheap and at the same time,

equally or more nutritious than the tinned foods, baby foods and weaning foods. I would like to know from the Minister whether the Minister is aware that a number of infant food companies are advertising their products in such a way as to discourage the use of home made weaning food and whether in advertisement of tinned food like Saralac, they are trying to propagate the idea that babies not taking Saralac are more prone to sickness and less active thereby discouraging the use of home made weaning foods. This seems to be in direct contravention of the Act that was passed in Parliament. I would like to know what the Government proposes to do in this regard.

SHRI A.K.ANTONY: The Government is aware of this kind of exploitation. That is why, the Ministry of Health and Family Welfare is taking action under the Drugs and Cosmetics Act whenever there is a complaint regarding that.

SHRIMATI MALINI BHATTACHARJYA: There have been complaints.

SHRI A.K.ANTONY: Whenever the complaints are received in the Ministry of Health and Family Welfare, they are taking action under the Act concerning their Ministry.

[Translation]

PROF. RASA SINGH RAWAT: Mr. Speaker, Sir, through you I would like to inform the Government that the only purpose of advertisement being made through Doordarshan and A.I.R. in respect of consumer products is to increase the optional and luxury needs in place of essential needs by propagating consumerism. Sir, that is why I would like to know from the hon. Minister as to what steps are proposed to be taken by the Government with a view to doing away

with the exploitation of consumers through these advertisements?

MR.SPEAKER: This question was first put up by Shri Kapse.

PROF.RASA SINGH RAWAT: Mr.Speaker, Sir, the hon.Minister has stated that some voluntary organisations have been entrusted with the work of conducting a comparative test of consumer products. I would like to know the names of those voluntary organisations and the details of projects launched by them in this regard.

[English]

SHRI A.K.ANTONY: Sir, recently some of the voluntary organisations have started conducting comparative tests. The Government is also helping them. One consumer organisation conducted a comparative test on color TVs and another consumer organisation conducted a comparative test on electric bulbs. Since electric bulbs are included in the compulsory certification scheme of BIS, it has been requested to take action against those manufacturers who failed to fulfil the quality standards.

[Translation]

SHRI DILEEP SINGH BHURIA: Mr.Speaker, Sir, the Government as well as the society admit that taking alcohol and smoking are injurious to health and this malady is spreading over the whole country. Glamourous advertisements are telecast by Doordarshan showing people consuming these items and enjoying.

MR.SPEAKER: Are the advertisements of alcohol and cigarette also telecast?

SHRI DILEEP SINGH BHURIA: Yes, these are telecast on Doordarshan.

SHRI RAM VILAS PASWAN: Now, such advertisements are widely telecast on Zee T.V.

SHRI DILEEP SINGH BHURIA: When the Government and the society are well aware of their bad impact and this disease is spreading like cancer throughout the country, why does not the Government impose a ban on such things when such a provision is available?

[English]

SHRI A.K.ANTONY: I will convey your views to the Information and Broadcasting Minister. *(interruption)*

[Translation]

SHRI RAJVEER SINGH: Mr.Speaker, Sir, the hon.Minister is trying to evade the question. You may give protection to ensure a proper reply.

[English]

SHRI A.K.ANTONY: A major part of this subject is covered by the Ministry of Information and Broadcasting. This code is administered by the Information and Broadcasting Ministry. Please understand my difficulty.

MR.SPEAKER: Mr.Minister, I think, you have heard the views of the Members. You will consider them with your colleagues.