

Proposal to increase the Commercial Content in T.V. Programme

234. SHRI K. MALLANNA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are taking steps to encourage public and private sector organisations to take up sponsored programmes on television to help the opening up of a second channel;

(b) whether Government have accepted the proposal to increase the commercial content in T.V. programme;

(c) if so, the details thereof; and

(d) whether Government have sought foreign Government's collaboration in the field of colour television?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI KUMUDBEN JOSHI): (a) Some proposals for the production of programmes by public and private sector organisations for sponsorship on TV have been received. These are being considered. The question of opening a second channel is not necessarily linked with telecast of sponsored programmes.

(b) and (c). The commercials are accepted keeping in view the availability of required facilities, studio time, and equipment etc. Due to constraints on each T. V. Centre's production capacity, it is not possible to increase the commercial content for the present. Efforts are, however being made to augment the existing facilities at TV centres so that more commercials could be accepted.

(d) No, Sir.

Financial and other Commitments on Production of a Film on 'Gandhiji'

235. DR. VASANT KUMAR PANDIT:

SHRI SATYANARAYAN JATIYA:

SHRI C. CHINNASWAMY:

SHRI S. B. SIDNAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have finally permitted a foreign producer, Sir Richard Attenborough to produce a historical film on the life of Mahatma Gandhi—the Father of the Nation;

(b) if so, the final commitments with regard to (i) financial commitments, (ii) Loans, (iii) Commissions, (iv) contributions from Indian public sector, film producers' organisations, private banking, institutions etc.;

(c) the financial involvement and commitment of the foreign currency in producing the above Film;

(d) what other rights, conditions and counter checks have been agreed to authenticate the life of Mahatma Gandhi;

(e) what liberty or latitude in twisting the history or personalities or events of Mahatma Gandhi on historical facts has been allowed to Lord Attenborough in the production of the above film; and

(f) whether Government are aware of very strong criticism and opposition by Gandhians, historians, literary persons etc. to this move?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI KUMUDBEN M. JOSHI): (a) Yes, Sir.

(b) Financial participation by India in the production will be limited to Rs. 5 crores; with a possible overcall