

THE MINISTER OF LABOUR AND REHABILITATION : (SHRI VEERENDRA PATIL) : (a) to (c) The information is being collected and will be placed on the Table of the House.

फरूखाबाद के दूरदर्शन बूस्टर केन्द्र की स्थापना किया जाना

3546. श्री दयाराम शाक्य : क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि क्या सरकार इस तथ्य को ध्यान में रखते हुए कि जो जिला आलू के उत्पादन में सर्वोच्च हो और आलू का निर्यात संपूर्ण देश में तथा विदेशों को करता हो तथा हथकरघों, हाथ की ऊपाई के कपड़ों और सिले सिलाए वस्त्रों का विदेशों को निर्यात करके करोड़ों रुपए की विदेशी मुद्रा अर्जित करता है, फरूखाबाद में दूरदर्शन बूस्टर केन्द्र की स्थापना करेगी ?

सूचना और प्रसारण मंत्रालय में तथा संसदीय कार्य विभाग में उप-मंत्री (श्री मलिनकार्जुन) : छठी योजना अवधि के दौरान फरूखाबाद में अल्पशक्ति वाला एक दूरदर्शन ट्रांसमीटर स्थापित करने का निर्णय लिया है।

Guidelines For Radio Advertisement

3547. SHRI SATISH AGARWAL : will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the names of advertisers, titles, radio time each advertisement featuring the soft drinks, Goldspot, Limca, Rasika, Campa Cola, Appela Campa, Thril Sprint, Tripp, Cola Lite Campa Orange, Funday, Tingler and Double Seven (77) commercially broadcast on Delhi, Bombay, Calcutta and Madras, Akashwani Stations since 1 January, 1983

alongwith the dates and broadcast time of each advertisements also the revenue earned from each advertisement ;

(b) whether any guidelines are followed before accepting such radio advertisements and how is it ensured that each cigarette advertisement specifies danger to health from smoking; and

(c) whether any recording of soft drink advertisement are kept, if so, the names and address of each officer in whose custody they are kept ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING AND IN THE DEPARTMENT OF PARLIAMENTARY AFFAIRS (SHRI MALLIKARJUN) : (a) The details of the advertisements featuring soft drinks, namely, Limca, Rasika, Appela, Tripp and Campa Orange and broadcast on Delhi, Bombay, Calcutta and Madras Akashvani Stations during the period 1-1-1983 to 30-6-1983 are given in the enclosed statement.

No advertisement of soft drinks, namely, Gold Spot, Campa Cola, Campa, Thril, Sprint, Cola Lite, Funday, Tingler and Double Seven (77) have been broadcast during this period.

(b) Yes Sir. The AIR Commercial Code contains elaborate guidelines. These are scrupulously followed before accepting such advertisements over AIR.

Advertisements of cigarettes and tobacco products are not permitted over AIR.

(c) The recordings of all advertisements including those of soft drinks are kept in the libraries of the respective CBS Centres. These recordings are not kept in the personal custody of any CBS official.