

Limiting Advertisement Pages in Magazines

135. DR. A.U. AZMI :
SHRI MANOHAR LAL SAINI :

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

(a) whether Government are aware that magazines carry more advertisements than reading material such as 'India Today' and 'Manohar Kahania' carry 156 and 125 pages respectively, in all and out of them 77 and 75 pages respectively are exclusively for advertisements thereby leaving a small number of reading pages ;

(b) whether it is not an exploitation of the readers and is there no restriction on the minimum number of pages ;

(c) the steps Government propose to take to ensure that the limit of reading pages is fixed in the magazines and the advertisements are restricted to only 10 per cent of the pages in a magazine so as to enable the readers to make full use of the money spent by them on the purchase of magazines and for the magazine owners to fully justify their capability ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING AND IN THE DEPARTMENT OF PARLIAMENTARY AFFAIRS (SHRI MALLIKARJUN) :
(a) to (c). Yes, Sir. It has been observed that some magazines carry more advertisement space than reading space. However, the efforts made by the Government in the past to regulate it by way of enacting legislation failed because Supreme Court struck them down. The Second Press Commission have made certain recommendations in this behalf. These are being considered further by the Government.

Expansion of T.V. in Orissa

136. SHRI CHINTAMANI JENA :
SHRI GIRIDHAR GOMANGO :
SHRI RASABEHARI BEHERA :

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

(a) the percentage of population covered by the TV transmission in Orissa at present ;

(b) whether there is any proposal to instal community television sets in Orissa in near future ;

(c) if so, the number of community television sets to be installed and the names of the districts likely to be covered ;

(d) the percentage of population likely to be covered after that ;

(e) whether it has been urged to the Central Government to expand transmission in Orissa State to cover majority of the population ; and

(f) if so, the reaction of Government thereon ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING AND IN THE DEPARTMENT OF PARLIAMENTARY AFFAIRS (SHRI MALLIKARJUN) :

(a) About 9%.

(b) and (c). 375 Direct Reception Sets are under installation in electrified villages in the districts of Bolangir and Dhenkanal apart from the existing VHF sets in Sambalpur District.

(d) Percentage of Population expected to be covered at the end of VI Plan in Orissa State with the implementation of High Power TV Transmitter at Cuttack and 3 Low Power Transmitters at Rourkela, Berhampur and Koraput is 53.5%.

(e) and (f). Yes, Sir. As a part of our efforts to expand television network, it has already been decided to instal a H.P.T. at Cuttack and 3 LPTs at Rourkela, Berhampur and Koraput during the 6th Plan Period.