

**Vividh Bharati Commercial Station for  
Visakhapatnam**

4598. SHRI K.A. SWAMI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the reasons why Vividh Bharati commercial station was not sanctioned for AIR Visakhapatnam ;

(b) whether it is a fact that small and less important places were given priority-over Visakhapatnam in installing low-power T.V., Vividh Bharati and P.I.B. office ; and

(c) whether his Ministry has any guide-lines in this regards ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING AND IN THE DEPARTMENT OF PARLIAMENTARY AFFAIRS (SHRI MILLIKARJUN) : (a) With the introduction of commercials on the primary channel, the entire network of primary channel carries commercials to a very limited extent. Visakhapatnam is one of the stations on the primary channel of AIR. Commercials will gradually be extended to more programme chunks on the primary channel and advertisers will be able to avail of the facility of booking commercial advertisements on the Visakhapatnam Station.

(b) It is not a fact that small and less important places than Visakhapatnam were given priority in installing low power T.V. station, Vividh Bharati and P.I.B. office. Under the special plan for T.V. expansion, a high power T.V. transmitter would be installed at Visakhapatnam which would be commissioned during 1984-85. Due to financial constraints, it is not possible, for the present, to set up a new office of PIB at Visakhapatnam. Visakhapatnam is already on the primary channel of AIR and the entire net-work of primary channel carries commercials.

(c) In the setting up of a commercial AIR centre, the revenue earning potential has to be worked out first. Information relating to size of the population in the service area, nature and extent of commercial activity and cost of living index are also taken up for evaluation.

Concentration of newspapers, facility of communication, regional coverage etc. are factors, which are, among others, taken into consideration in opening new P.I.B. offices.

**Replacement of Present Trunk Telephone Exchanges**

4599. SHRI K. LAKKAPPA : Will the Minister of COMMUNICATIONS be pleased to state :

(a) whether the present Trunk Telephone Exchanges in the country are proposed to be replaced by new sophisticated electronic exchanges ;

(b) if so, whether the required equipment will be produced indigenously or acquired from abroad ; and

(c) when the change-over is expected to be brought about ?

THE DEPUTY MINISTER IN THE MINISTRY OF COMMUNICATIONS (SHRI VIJAY N. PATIL) : (a) No, Sir.

(b) Does not arise.

(c) Does not arise.

राजस्थान के कोटा और झालावाड़  
जिलों में सार्वजनिक  
टेलीफोन केन्द्र

4600. श्री चतुर्भुज : क्या संचार मंत्री यह बताने की कृपा करेंगे कि :