

- The quality of teaching has suffered in some places where there has been excessive preoccupation with literacy skills alone.
- Progress of literacy has been rather slow in urban areas.

The reasons for weaknesses are that the educational infrastructure and voluntary support are inadequate.

(c) The steps taken to strengthen the programme include time-bound action plan for uncovered districts of some States; greater involvement of Panchayati Raj Institutions, community and voluntary organisations; reinforcement of linkages between literacy programmes and other development programmes.

[*Translation*]

National Games

1761. SHRI KANTILAL BHURIA : Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether there is any proposal under consideration of the Union Government for organising National Games in Madhya Pradesh;

(b) if so, the details thereof; and

(c) the number of districts in which coaching centres have been set up during the year 1997-98?

THE MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (KUMARI UMA BHARATI): (a) and (b) No, Sir. There is no proposal under consideration of the Union Government for organising National Games in Madhya Pradesh. However, the Indian Olympic Association (IOA), which is the apex body for deciding the venue for the National Games, has allotted the 6th National Games to the Madhya Pradesh Olympic Association to be held at Bhopal in 1999.

(c) No new District Coaching Centres have been set up during the year 1997-98.

[*English*]

Liquor Advertisements on T.V. Channels

1762. SHRI K.S. RAO :
SHRI VIJAY SANKESHWAR :

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

(a) whether there is any proposal to impose a ban on the liquor advertisements and obscenity in different T.V. channels beamed in the country;

(b) if so, the details thereof;

(c) whether the Government have held consultations with the various T.V. channel authorities in the country in this regard;

(d) if so, the details thereof and their reactions thereto; and

(e) the measures proposed to be taken to implement the proposed ban?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF COMMUNICATIONS (SHRIMATI SUSHMA SWARAJ) : (a) and (b) There is a proposal at a formative stage to bring in some regulation on the liquor advertisements on satellite channels. Doordarshan and All India Radio Code does not permit such advertisements.

(c) Yes, Sir.

(d) and (e) The satellite channel operators expressed their willingness to come forward with a self regulated code. They also shared Government's concern on this issue. The details of such a self regulated code are being worked out.

F.M. Channel of A.I.R. at Vijayawada

1763. SHRI P. UPENDRA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there has been a demand for an additional 10-KW FM Channel of All India Radio at Vijayawada;

(b) whether the programmes aired by Vijayawada Station are not audible in many districts of coastal Andhra Pradesh; and

(c) if so, the time by which the additional channel of AIR is likely to be set up there?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF COMMUNICATIONS (SHRIMATI SUSHMA SWARAJ) : (a) Yes, Sir.

(b) Most of the coastal areas of Andhra Pradesh are covered by 100 KW MW Transmitter at Vijayawada. The