

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3567
ANSWERED ON:12.12.2002
SOFT DRINKS ON DOORDARSHAN
C. SREENVAASAN;PUTTASWAMY GOWDA

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

- (a) the total revenue generated by the Doordarshan / Prasar Bharati from advertisements and particularly from the advertisements of soft drinks during the last three years, year-wise, brand- wise;
- (b) whether the Prasar Bharati has also given broad coverage to the health hazards that soft drinks can cause a number of serious ailments;
- (c) if so, the details thereof and reasons therefor; and
- (d) the steps taken by the Government to spread awareness among the general the masses against the soft drinks through electronic media?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

- (a): Prasar Bharati has informed that product-wise revenue figures are not maintained by Doordarshan.
- (b): No Sir.
- (c): Question does not arise.
- (d): Ministry of Health and Family Welfare has informed that some studies on the consumption patterns in developed countries have indicated that excessive consumption of soft drinks and lesser or non-consumption of milk, fruits and vegetables` juices leads to health problems. No such study has been carried out in India. The situation in India is very different as per capita consumption of soft drinks is negligible.