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Title : Need to give preference to the local producers for programmes telecast on Kashir Channel in Jammu and Kashmir.

CHAUDHARY LAL SINGH (UDHAMPUR): Kashir Channel in Jammu and Kashmir has been launched with great fanfare with an intention to promote the true culture of Jammu and Kashmir. Besides this, it was intended to create interest in the local population towards this channel who were otherwise busy in watching misleading programme sponsored by Pakistan Television. I wish to point out that after the launch of this Kashir Channel, local producers of Jammu and Kashmir who can depict the real picture of culture of Jammu and Kashmir are being kept away from this channel and producers from Mumbai and Delhi who are not even accustomed with the culture of Jammu and Kashmir are being awarded this work and as a result thereof the local producers are being deprived of their legitimate and natural right to produce programmes on this channel. The sole object and purpose of launching this channel is being defeated even after spending crores of rupees for this purpose.

These local producers of Jammu and Kashmir, though talented, qualified and experienced, cannot complete with the infrastructure available with the producers of Bollywood and New Delhi. If the present criteria is allowed to be carried on, majority of work will be awarded to big production houses of Mumbai and New Delhi and producers of Jammu and Kashmir who have the vast experience, who are fully accustomed with the subject and who can depict the clear picture of the culture of Jammu and Kashmir and are almost jobless since last several years, would be on the verge of starvation.

I urge upon the Government to pay serious attention to this and only local producers may be allowed to produce programmes on this channel.