

the hon. Minister the number of Employment Exchanges in the country having more than one lakh applicants on their live registers which have been included in the scheme for computerisation during the Seventh Five Year Plan and the expenditure involved in installing computers in one Employment Exchange? Will this amount of Rs. 35 lakhs suffice for computerisation of all the Employment Exchanges in the country?

**SHRI T. ANJIAH :** It is difficult to instal computers in all the Exchanges. The amount of Rs. 35 lakhs has been allocated to computerise 56 Employment Exchanges which have more than one lakh applicants on their live register. Each Exchange will require Rs. 2 lakhs for this purpose and it will be our endeavour to extend this scheme further. Half of the expenditure will be borne by the State Government and half by the Centre.

**SHRI BANWARI LAL PUROHIT :** According to the reply given by the hon. Minister the amount is very meagre. At the rate of Rs. 2 lakhs each, 56 Exchanges will require an amount of Rs. 1 crore 12 lakhs. Even if you take half of that, it would require Rs. 56 lakhs. The amount of Rs. 35 lakhs, therefore, is too less. It is a good scheme and everyone should welcome it. With computerisation, irregularities and corruption in Employment Exchanges will come to an end. My suggestion is that the Employment Exchanges having more than 10,000 applicants should also be considered for computerisation; you may ask for funds for this purpose. The Prime Minister himself wants it.

**MR. SPEAKER :** You are supposed not to deliver a lecture, but to put a question.

**SHRI BANWARI LAL PUROHIT :** Will the hon. Minister consider computerisation of Employment Exchanges having more than 10,000 applicants?

**SHRI T. ANJIAH :** We shall take it up with the Planning Commission.

**MR. SPEAKER :** It will be given a sympathetic consideration.

*[English]*

**SHRI D. N. REDDY :** Sir, whether the hon. Minister is aware of many irregularities committed in the employment exchanges in different States? If so, whether the Government would change the method of recruitment followed at present, and permit the candidates for taking up appointment, if they are registered themselves in the employment exchange, instead of insisting that the employment exchange should sponsor the candidates to the various employment agencies?

*[Translation]*

**SHRI T. ANJIAH :** I have made clear the entire policy in my papers; the hon. Members should know it. A lot of cooperation is required on the part of State Government in strengthening the Employment Exchanges because State Government is the authority to implement it.

*[English]*

#### Protection of consumers from false advertisements

199. **SHRI P. R. KUMARAMANGALAM :** Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether three liquor manufacturing companies advertise their brands of liquor through advertisements for their soda-waters bearing the same as those of their liquors;

(b) whether Government have received complains from Consumer Organisations in this connection; and

(c) whether the above matters are proposed to be taken over by the Standards Advertising Council of India set up by Government?

**THE MINISTER OF STATE OF THE  
MINISTRY OF INFORMATION AND  
BROADCASTING (SHRI V.N. GADGIL)**

(a) No. Sir, Such advertisements are not accepted by Doordarshan.

(b) None has been received in the recent past.

(c) Does not arise.

**SHRI P.R. KUMARAMANGALAM :** Mr. Speaker, Sir, the reply of the hon. Minister, I think, is evasive, to say the least. The question is not posed only with regard to advertisements in Doordarshan but it is regarding the advertisements in general. I am quite certain that the hon. Minister is aware of this type of advertisements. I suppose, he sees newspapers and other magazines etc. whether certain liquor manufacturing concerns advertise their brands of liquors through advertisements for their soda-waters bearing the same name as those of liquors. It is not liquor alone that matters in regard to advertisements, Mr. Speaker, Sir. This is misued in advertisements and consumers are exploited. I, therefor, expect the Minister to gave a categorical answer to part (a) of my Question. I do not want to repeat part(a) and waste the time of the House.

So far as part (b) is concerned, he has mentioned in his reply, "None has been received in the recent past". On this I want a clear answer because the Minister has stated that none has been received in the recent past. He might as well say whether any complaint has been received at all. If no complaints have been received, it is very good.

**SHRI V.N. GADGIL :** I was not trying to be evasive. I know the hon. Member is very intelligent. I, therefore, expected that his question was confined to Doordashan because over advertisements which come in private newspapers we have no control; the State Government can take action under the relevant Act if anything wrong or abscent or other kind of advertisements are published by newspapers. I thought his

question was directed against AIR and Doordarshan and, therefore, I replied like that. With regard to complaints, earlier there were complaints-I cannot recollect the exact time. But, thereafter, the advertisement guidelines were revised and now the guidelines provide that AIR and Doordarshan will not directly or indirectly advertise cigarettes or liquor. That is why I have said 'in the recent past'. With regard to advertisements in the newspapers, the appropriate authorities to be approached are the State Government.

**SHRI. P.R. KUMARAMANGALAM :** My second supplementary is this. Do the Standards Advertising Council of India have any jurisdiction over advertisements made in private newspapers and magazines?

**SHRI V.N. GADGIL :** Frankly speaking, I do not know whether they have jurisdiction. I have confined myself to AIR and Doordarshan.

**SHRI SHANTARAM NAIK :** May I know whether Government examines the statements which are made in the advertisement material, whether the truth behind that statement can be examined or ascertained by the Government ?

**SHRI V.N. GADGIL :** The AIR and Doordarshan go by the guidelines which are issued for advertisements, and whenever we have a doubt about the truth or otherwise, we try to find out. For example, recently, as you know, a complaint was made that pan-masala was harmful to health. The appropriate authority, we thought, to be approached was the Ministry of Health. We approached them. That is why in the last Session I said that I could not reply unless I asked the relevant authority. Now the Ministry of Health have stated that it is not harmful to health and, therefore, we are not banning. In spite of that, I have received complaints that pan-masala is harmful to health. We are trying to examine.

**Master Plan of Delhi**

200. **SHRI KAMAL NATH :** Will the Minister of UREAN DEVELOPMENT be pleased to state :