

LOK SABHA DEBATES

LOK SABHA

Statement

Monday, March 9, 1987, Phalguna 18,
1908 (Saka)

The Lok Sabha met at Eleven of the
Clock.

[MR. SPEAKER in the Chair]

ORAL ANSWERS TO QUESTIONS

(English)

Telecast of TV Serials

*163. DR. B.L. SAILESH : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) The Government's policy regarding telecast of various serials on the Television network;

(b) the total income netted by Doordarshan from the various serials during 1986-87 (upto 1 February, (1987);

(c) the impact on the advertisement revenue as a result of rise in the tariff for prime time and other slots;

(d) the number of serials under consideration for allotment of time; and

(e) whether any pre-screening of all such serials is done to check their suitability and adaptability to the present social needs from various angles, if so, in what manner?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR (SHRI P.A. SANGMA) : (a) to (e). A Statement is given below :

(a) Government's Policy is to screen serials which provide wholesome entertainment and are socially relevant.

(b) Doordarshan earned revenue amounting to Rs. 3,64,35,000 00 on telecast of serials from April 1986 to 31st January, 1987.

(c) Since the revised rates have come into affect only from 1.3.87, it is too early to make an assesment of its impact on the advertisement revenue.

(d) At present, nine serials are under consideration for allotment of time.

(e) Yes, Sir. In accordance with the revised guidelines made operative from 18th July, 1986, the proposals received for telecast of serials are classified into specific categories on the basis of their subject matter and placed before a high ranking Selection Committee (which includes non-official members also) for its consideration. The applicant is required to submit the following details :

1. Overall story line/concept;
2. Synopsis of 1 to 13 episodes;
3. Detailed script of the first episod;
4. Particulars of production team- Director, Cameraman, Script writer, proposed cast, etc.

The Selection Committee, on the basis of the information furnished, approves the concept/idea in the first instance in appropriate cases, the number depending upon Doordarshan's requirement over a period of time in the relevant category. The producer is thereafter required to produce a pilot which is previewed by the Selection Committee before according its final approval to the serial. After approval of the pilot, the Procedure is asked to go

ahead with the production and find a suitable sponsor. The serial when completed is, however, previewed at the appropriate level before actual telecast.

[Translation]

DR. B.L. SHAILESH : I want to know from the hon. Minister whether keeping in view the social condition in our country, should it not be the policy of Doordarshan that its programmes are not only entertaining but also educative and meaningful? Is it not its duty to telecast programmes which are meant for the uplift of the backward classes and to inculcate among the illiterates in the rural areas.

[English]

MR. SPEAKER : Do not go at the speed of Rajdhani Express. Please go slowly.

[Translation]

DR. B.L. SHAILESH : Keeping in view the social conditions in our country, should it not be the policy of Doordarshan that its programmes are not only entertaining but also educative and meaningful? Is it not its duty to prepare such programmes which would help in the upliftment of the backward classes, in instilling confidence among the illiterates in the rural areas, in bringing awareness among the women and in inculcating the spirit of nationalism in the children? If the hon. Minister agrees with it, he may kindly inform us as to how many such serials have been prepared or are likely to be prepared and whether they have been allotted the slot in the prime time.

[English]

MR. SPEAKER : One thing I will warn you. No reading of supplementaries. You are an intelligent youngman. Come well prepared.

PROF. MADHU DANDAVATE : You are allowed to read the writings on the wall.

SHRI P.A. SANGMA : I entirely agree with the views expressed by the hon.

Member that while showing serials on the national network, we must convey to the nation a meaningful message as the hon. Member has put it. This has always been the effort on the part of the Government.

As far as the number of serials is concerned, from 1.5.1985 to 7.5.1985, there were 1675 applicants, out of which 191 have been approved at the concept stage and nine serials have been approved in totality; these are in the pipeline and would be coming.

[Translation]

DR. B.L. SHAILESH : What is the policy of the Government about the number of episodes for a particular serial? As an illustration, 'Buniyaad', a typical Bombay film serial has been running for 10-12 months and more than 50 episodes have already been telecast. On the other hand, not more than 10-12 episodes are shown of other serials in spite of their being of a very good quality. What is the educative quality in 'Buniyaad', for which it is going on for so long?

[English]

SHRI P.A. SANGMA : According to the policy of the Government, the serials have been categorised in various ways. Mainly, there are three categories—fiction, non-fiction and special. Depending upon the nature of the serial, we have categories like soap-opera with 52 episodes, serials based on long novels with 26 episodes, other serials of fiction with 13 episodes and mini-serials with less than 13 episodes.

SHRI SHANTARAM NAIK : At present one serial by name 'Subah' is being shown on drug addiction. Several episodes of this serial which have been shown so far, instead of curbing the menace of drug addiction showed where charas would be available, how students could get hold of it, what impressions they would get after drug addiction and so on. All these things are shown in a very prominent manner rather than their mal-effects. I would like to know whether you are going to review the episodes which have been shown and also the future episodes available with the

Doordarshan so as to see that the serial 'Subah' is not going to be the 'Sham' for our young generation.

PROF. MADHU DANDAVATE : Did you check up where the drugs were available ?

SHRI P.A. SANGMA : It is the opinion or impression of the hon. member of Parliament. There are mixed reactions from the viewers on each serial. But we do constantly review the serials and each episode is actually previewed by the Selection Committee before it is put on the screen.

MR. SPEAKER : In your opinion, is it to the contrary ?

[Translation]

SHRI ARIF MOHAMMAD KHAN : Mr. Speaker, Sir, according to the figures of the Government, Doordarshan covers 70 per cent population. 70 per cent people of this country view the Television programmes and our intention is to encourage our traditional values through programmes and serials telecast on this powerful medium. Sir, some of the serials, for example the serial 'Subah' mentioned by an hon. Member earlier, project the culture of our students and youths studying only in elite schools and colleges like the Doon and St. Stephens. But it cannot be the culture of our schools in villages and small towns. I want to urge the hon. Minister through you to constitute another committee for the review of such serials. Such programmes, which project values a fundamentally different from Indian culture and Indian values and are only imported values should not be encouraged by Doordarshan. Will the hon. Minister consider my suggestion ?

SHRI RAM SINGH YADAV : Sir, by taking the names of certain educational institutions, he is casting aspersion against them.

SHRI ARIF MOHAMMAD KHAN : I have not cast aspersion against any institution. I have only said that the schools in which the children of the elite class study have this sort of culture.

The question of casting aspersion does not arise.

SHRI RAM SINGH YADAV : Still it is not proper to pass remark against the culture of these schools.

MR. SPEAKER : No point of order. Actually it is wrong to have dual system of education.

[English]

SHRI P.A. SANGMA : Sir, about the serial to which the hon. member has referred, in fact our feedback shows that it is quite popular. But I think, the hon. member has a point. But it is very difficult to cater to the tastes of the viewers if the same degree, whether it be for rural viewers or urban viewers. It is very difficult and the hon. member must distinguish it.

PROF. MADHU DANDAVATE : What about the Doon School ?

New Distribution Policy for Steel

*164. **SHRI PRATAPRAO B. BHOSALE :** Will the Minister of STEEL AND MINES be pleased to state :

(a) whether a new steel distribution policy has been introduced;

(b) if so, the objectives in view; and

(c) since when it has been made effective ?

THE MINISTER OF STEEL AND MINES (SHRI K.C. PANT) : (a) to (c). A Statement is given below.

Statement

(a) Yes, Sir.

(b) The objectives of the distribution guidelines are :

—To ensure timely fulfilment of the requirements of the consumers, in particular of the priority sectors of the economy from indigenous production and through timely clearance for import, where necessary;