

11. Advertisements shall not contain disparaging or derogatory references to another product or service.

12. Imitation likely to mislead viewers shall be avoided.

13. Visual and verbal representation of actual and comparative prices and costs shall be accurate and shall not mislead on account of undue emphasis or distortion.

14. Testimonials must be genuine and used in a manner not to mislead the viewers. Advertisers or Advertising Agencies must be prepared to produce evidence in support of their claims.

15. The picture and the audible matter of the advertisement shall not be excessively 'loud'. This is to ensure that between the programme and the advertisement there is a smooth change over avoiding jerkiness or shock to the viewers.

16. No advertisement of any kind of jewellery or precious stones shall be accepted

17. Information to consumers in matters of weight, quality or prices of products where given shall be accurate.

18. Advertisements indicating prices comparisons or reductions must comply with relevant laws.

Working of comprehensive Crop Insurance Scheme

*3, SHRI RAM BAHADUR SINGH: Will the Minister of AGRICULTURE be pleased to state:

(a) whether the High Powered Committee set-up to undertake an indepth and critical review of the functioning of the Comprehensive Crop Insurance Scheme has submitted its report;

(b) if so, what policy changes have been suggested by the Committee to improve

the future functioning of the Scheme; and

(c) what are the other main recommendations of this Committee?

THE MINISTER OF AGRICULTURE (DR. G.S. DHILLON): (a) No, Sir.

(b) and (c). Does not arise.

Telecast of Advertisements before "Ramayana" Serial

*4. SHRI RAM PYARE PANIKA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the serial 'Ramayana' is telecast on Sundays between 9.30 a.m. and 10.15 a.m.;

(b) whether considerable portion of the allotted time for this popular serial is devoted to advertisements;

(c) whether Government propose to reduce the number of the advertisements; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI A. K. PANJA): (a) Yes, Sir. The time is allotted for the serial is between 9.30 a.m. and 10.15 a.m.

(b) No, Sir.

(c) and (d). Since the duration of the allotted time for the serial has not been reduced to accommodate advertisements, the number of advertisements presently being telecast is not proposed to be reduced.

New Consumer Price Index

*5. SHRI INDRAJIT GUPTA:
SHRI C. JANGA REDDY:

Will the Minister of LABOUR be pleased to state: