

LOK SABHA DEBATES

905

LOK SABHA

Monday, March 27, 1987/Chaitra 6,
1889 (Saka).

The Lok Sabha met at Eleven of the
Clock.

[MR. SPEAKER in the Chair]

MEMBERS SWORN

Shri B. N. Singh (Hazaribagh)
Shrimati Vijaya Raje (Chatra)
Shrimati Lalita Raja Laxmi (Dhan-
bad)
Shri Humayun Kabir (Basirhat).

ORAL ANSWERS TO QUESTIONS

Commercial Broadcasts in A.I.R.

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*56. Shri Sezhiyan:
Shri C. C. Desai:
Shri Yashpal Singh:
Shri Bibhuti Mishra:
Shri K. N. Tiwary:

Will the Minister of Information
and Broadcasting be pleased to state:

(a) whether Government have
taken any decision on the introduc-
tion of commercial advertisements in
the All India Radio;

(b) if so, the details thereof; and

(c) the revenue expected there-
from?

The Minister of Information and
Broadcasting (Shri K. K. Shah): (a)
Yes, Sir. Government have taken a
decision in principle to introduce
limited commercial advertisements
over the All India Radio.

906

(b) and (c). The implications are
being studied in detail. It is not
possible to assess the expected finan-
cial revenue at this stage.

Shri Sezhiyan: Since the Govern-
ment has now come to the conclusion
that they will include commercial
broadcasts on A.I.R., I would like to
know whether it will be confined only
to *Vividh Bharati*, as recommended
by the Chanda Committee, or it will
cover even other programmes.

Shri K. K. Shah: The recommen-
dation is not only in respect of *Vividh
Bharati* but also on the Rural Pro-
gramme and the External Services
Programme and it will be as recom-
mended in all these services.

Shri Sezhiyan: Regarding the
organisational changes, the Chanda
Committee, in Para 736 of their
Report, say:

"We do not consider that their
piecemeal treatment, without an
institutional change, would sub-
serve the purpose we have in
view or enable A.I.R. to take its
place amongst other broadcasting
organisations which, combining
independence and social respon-
sibility, contribute so richly to
the communities they serve."

That means, they wanted that the
A.I.R. should be made a Corporation
before these changes are introduced.
I want to know whether the Govern-
ment has taken any specific decision
on this point of converting the A.I.R.
into a Corporation as in the case of
B.B.C. and other services.

Shri K. K. Shah: It is under con-
sideration.