

## LOK SABHA DEBATES

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### 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.

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(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.

**श्री बलराम सिंह :** (देहरादून) : इस के लिए कोई आचार संहिता कायम की गई है या जो भी खया देगा उसी का ऐडवटाइजमेंट शुरू कर देंगे।

**Shri K. K. Shah:** A Code of Conduct has already been prepared and has been approved.

**श्री क० ना० तिवारी (बेतिया):** क्या यह सही है कि समाचार पत्रों को इस कार्यालय ऐडवटाइजमेंट से बाटा होगा और इसीलिए यह अभी तक इन्ट्रोड्यूस नहीं किया गया है? यदि हाँ, तो अब इस संबंध में क्या विचार है और सरकार कौन सा कदम उठाने जा रही है?

**Shri K. K. Shah:** To what extent the newspapers will be affected is being considered and after the total impact is known, a decision will be taken.

**Shri P. Venkatasubbaiah:** The hon. Minister, while replying to the supplementary, said that there would be a thorough reorganization of the All India Radio. If that is so, may I know whether the Minister is aware of the fact that especially in rural programmes where agricultural production schemes are discussed, sufficient attention has not been given to educate the farmers in the modern types of agricultural production and, if that is so, may I know whether any effective steps will be taken when the Minister takes up the entire reorganisation of the All India Radio?

**Shri K. K. Shah:** Some steps have already been taken and others are under consideration.

**Shri Chintaman Panigrahi:** The question has already been answered by the hon. Minister to the Press three days ago in Bombay, knowing fully well that the question has been

set for answer here today. May I know how far is it in keeping with the rules of procedure of this House that he has already answered this question outside to the Press?

**Mr. Speaker:** Mr. Hem Barua:

**Shri Hem Barua:** The name 'All India Radio' was given by the alien rulers and this name 'All India Radio' is an anachronism in the context of our Independence. In view of that, may I know whether our Government propose to change the name of All India Radio to 'Radio India' as they have the world over?

**Shri K. K. Shah:** It is a suggestion for consideration.

#### Expansion of T.V.

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\*57. **Dr. Karnal Singh:**  
**Shri C. C. Desai:**

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

(a) whether proposals to expand the T.V. unit in Delhi and setting up of T.V. units at Bombay, Calcutta, Madras and Kanpur have been finalised;

(b) if so, the state of implementation thereof; and

(c) whether any foreign collaboration has been accepted by Government for the expansion of the television system in the country?

**The Minister of Information and Broadcasting (Shri K. K. Shah):** (a) Yes, Sir.

(b) The proposals to expand the TV Unit in Delhi and setting up of TV Units at Bombay, Calcutta, Madras and Kanpur have been finalised in the Draft Fourth Five Year Plan in consultation with the Planning Commission. Financial sanction has not yet been received.

(c) No foreign collaboration for the expansion of TV in India has so far been accepted. Messrs. Bharat