

[30 July, 2002]

RAJYA SABHA

(b) if so, the main demands of the Forum and the action taken thereon;

(c) whether a number of letters from the Forum has been received by Prasar Bharati Management in which they sought time to meet the Chairman of the Board; and

(d) if so, the action taken in this regard and whether her Ministry would intervene in this matter?

**THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ):** (a) and (b) Yes, Sir. Prasar Bharati has informed that the demands mentioned in the Memoranda of the United Forum of Prasar Bharati employees include, *inter alia*, grant of upgraded pay scales on the same basis as it was granted to Programme/Engineering cadres, grant of benefits under ACP scheme etc. Action has been taken by the Prasar Bharati as per the merits of each demand. After interministerial consultation, it has not been found feasible to accept the demand for upgraded pay scales. The grant of benefits under ACP scheme is a continuous process and is being implemented by Prasar Bharati in accordance with the eligibility conditions.

(c) No, Sir.

(d) Does not arise.

**Public interest advertisement slots on DD**

**1277. SHRI RAJKUMAR DHOOT:** Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the advertisement slots of public interest on DD have declined;

(b) if so, the reasons therefor;

(c) the percentage of monthly advertisement slots of public interest as compared to commercial advertisements; and

(d) the steps taken to emphasise the need to control population and family welfare through Delhi Doordarshan?

**THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ):** (a) No, Sir.

(b) Does not arise.

(c) Prasar Bharti has informed that on an average, public service advertising is in the range of 5 to 10% of the total commercial advertising time on Doordarshan. In addition, Doordarshan telecasts large number of messages and spots free of cost, in public interest, which are not considered as advertisements e.g. spots/messages relating to pulse polio campaigns, conservation, health, AIDS etc.

(d) Prasar Bharti has informed that Doordarshan has been telecasting a large number of programmes in different formats including short duration spots to convey emphatically the message of population control and family welfare in all its channels.

**Violation of rules by Cable Operators in Rohini, Delhi**

1278. SHRIMATI GURCHARAN KAUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the cable T.V. Operator operating from C-12/86, Sector 3, in Rohini, Delhi is registered, if so, the details thereof;

(b) whether this service provider is serving a large number of households but the number of connections reported by it is very small thereby making illegal profit at the expense of poor consumers;

(c) the factual position in this regard;

(d) the remedies available under the Act/Rules for checking such under-reporting; and

(e) the action proposed against the said operator for violation of the norms?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The Ministry of Information and Broadcasting does not maintain any record of names/number of cable operators registered under Cable Television Networks (Regulation) Act, 1995 or the number of subscribers serviced by them. As per information provided by the Office of Chief Post Master General, Delhi Circle, Deptt. of Posts, no cable operator has been registered at the address C-12/86, Sector-3 Rohini, Delhi-85, as per the records of Ashok Vihar HPO, under whose jurisdiction this address falls.