

(b) if so, what stringent action Government propose to take against such commercial advertising companies, who are violating even the minimum code of ethics;

(c) by when suitable legislation to check this rising unethical trend is likely to be brought before Parliament; and

(d) if not, what are the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) and (b) As per existing Doordarshan's Advertisement Code, no advertisement is permitted which interalia, glorifies violence of obscenity or projects a derogatory image of woman. Indian satellite channels, which have been given permission to uplink from India are also required to adhere to the same code. Encrypted foreign satellite channels when transmitted through cable television networks, are required to adhere to the advertisement code prescribed under Cable Television Networks (Regulation) Act, 1995 which also prohibits carriage of advertisements interalia, glorifying violence or obscenity or projecting derogatory image of women. Enforcement of these provisions of the said Act lies with the local authorities of respective State Government.

(c) and (d) The Government proposes to bring before the Parliament comprehensive legislation which will, interalia, provide for regulatory mechanism for various aspects of Broadcasting. However, the exact details are yet to be finalised and no time frame can be indicated for the same yet.

#### **Restructuring of work Force Deployment by Air and Doordarshan**

4485. SHRI NILOTPAL BASU : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the All India Radio and Doordarshan authorities are undertaken certain exercises to restructure the work force deployment;

(b) if so, the details thereof;

(c) whether this exercise is involving a comparison in the number of work force in these Organisations and those in private television channels;

(d) if so, the basis and details thereof;

(e) whether it is fair to conduct a work study involving such big Organisation internally or should it be done by independent public Organisation like administrative Staff College, Hyderabad;

(f) if so, the details thereof; and

(g) if not, the reasons thereof ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) and (b) Yes, Sir. Prasara Bharati is redeploying and readjusting the existing staff so that all its Studios and Installations become fully operational.

(c) No, Sir.

(d) Does not arise.

(e) to (g) Prasara Bharati has been advised to conduct a systematic study by some outside expert agency in due course of time to determine the optimum staffing norms for All India Radio and Doordarshan.

#### **Ban on Liquor Advertisement**

†4486. SHRI BACHANI LEKHRAJ : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that Government have imposed a ban on the advertisement of liquor,

(b) whether it is also a fact that liquor is being publicised from behind the curtain;

(c) whether Government are going to take any action after conducting an inquiry in this regard;

(d) if so, by when; and

(e) if not, the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) All

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†Original Notice of the Question was received in Hindi.