

(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

†Original Notice of the Question was received in Hindi.

India Radio and Doordarshan have their Code of Commercial Advertisements, which, *inter alia*, prohibit broadcast of advertisements on liquor. These Media Units therefore do not broadcast any advertisement on liquor. However, the programmes of foreign satellite channels are uplinked from outside the country and, therefore, do not presently fall within the ambit of the Indian Laws, unless decoders are made necessary for their reception. The Government has initiated steps to suitably amend the Cable Law to ensure that all free-to-air channels also conform to the prescribed Programme and Advertisement Codes under the Cable Law.

As regards the Press, since the newspapers are in the private sector, the Government does not interfere with their working. However, the Director of Advertising and Visual Publicity has its Advertisement Policy which *inter alia* provides that such advertisements which offend the socially accepted norms of public morals would not be issued to newspapers. Further, the Press Council of India has, through several of its adjudication, laid down that newspapers/periodicals should not publish anything, which is obscene, vulgar or offensive to public taste. This includes advertisements containing what is unlawful or contrary to good taste or journalistic ethics or propriety. Besides, a Code of Conduct in the form of 'Advertisements-Ethics and Code of Medical Standards' has been formulated by the Indian Newspaper Society for guidance of its members in matters relating to advertisements.

(b) No, Sir.

(c) to (e) Do not arise.

Uplinking Facilities for Private T. V. Channels

4487. SHRIVIJAY J. DARDA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government have received proposals for uplinking facilities for private TV channels;

(b) if so, the details of proposals received for various major cities;

(c) the details of final decision taken thereon and procedure adopted in final award of the deals;

(d) the details of revenue likely to be available from such city-wise bids finalized/awarded with the names of the parties and terms and conditions;