

regarding the progressive use of Hindi in Official work by the Ministry from its various Section|Media Units. In addition to the above, inspections of the various demia units are also carried out periodically to have an on-the-spot assessment with regard to the use of Hindi in Official work. Thus, ail possible efforts are being made by the Ministry to promote the use of Hindi in Official work.

Film Division Library

3429. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of films available with the Films Division in their library;

(b) what efforts have been made by Government to give wide publicity so that greater revenue can be generated through the sale of these films; and

(c) if so, the details thereof; and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRE OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) The number of films available in the Filnts Division's library is 7986.

(b) and (c) The Films Division brings out catalogues of films and circulates them in order to promote sales. The Division has transferred many films on video cassettes which are on sale at the Division's headquarters at Bombay and its various branch offices. A memorandum of understanding has been entered into with the National Film Development Corporation Ltd. (NFDC) for telecast of the Division's films on Doordarshan. The NFDC has also been authorised to sell the Division's films abroad. The Division participates in various international film festivals. In addition, the Division organises Bombay International Film Festival for documentary, short and animation films once in two years. These measures publicise the Division's films and generate revenue. The

Division has also a scheme for "creation of marketing and sales promtion cell" for implementation during the VIII Plan period.

Alternate telecast of Network Programme

3430. SHRIMATI ANANDIBEN JETHABHAI PATEL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(e) whether any suggestion have also telecast the national and network programme alternatively from Delhi and Bombay to make entertainment programmes more attractive;

(b) if so, the details thereof;

(c) whether any proposal has been received by Government and the action taken thereon; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) No, Sir.

(b) Does not arise.

(c) No, Sir.

(d) Does not arise.

Quality of Doordarshan programmes

3431. SHRI KRISHNA KUMAR BIRLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the quality of the programmes being shown on Doordarshan has fallen considerably;

(b) if so, whether there is still widespread flow of foreign TV network in the country; and

(c) if so, what steps Government propose to take to check the flow of foreign TV network in the country?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): No, Sir.

(b) The number of foreign channels is increasing.

(c) There is no such proposal. However, Doordarshan is constantly striving to provide a wholesome fare of programming at the national and regional levels in order to cater to the needs, sustain the interest, of the widest cross section of its viewers.

**Audience Research Unit of
Doordarshan**

3432. SHRI SIBTEY RAZI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan Audience Research Unit has conducted some Television Ratings of different programmes telecast on DD-1 and DD-2 channels every week;

(b) if so, the details thereof with objectives;

(c) whether such research benefits the TV viewers in any way;

(d) if so, the details thereof;

(e) whether any suggestion have also been received from the TV viewers during such research study; and

(f) if so, the details thereof with measures to be taken to implement the same?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes, Sir.

(b) Weekly reports are obtained from panels set up for the purpose in 14 metro cities in respect of various programmes telecast by Doordarshan.

(c) Yes, Sir.

(d) It informs the viewers about the viewing pattern of the various programmes telecast by Doordarshan during a particular week.

(e) Yes, Sir.

(f) In the system only the details of actual viewing are collected. Doordarshan gets an enormous amount of opinion/suggestions of the viewing public in respect of its programmes mainly through letters received by it and also through comments appearing in the press, which is taken note of by the producers.

**Promotion of local languages on
Doordarshan and Akashwani**

3433. SHRI SATISH PRADHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are really interested to promote local languages through Doordarshan and Akashwani;

(b) how many local languages and which local languages are used for giving news;

(c) whether correspondents have been appointed for regional languages in Doordarshan and Akashwani;

(d) if so, the details thereof;

(e) whether Government have decided to abolish some other posts of correspondents at any of the station;

(f) if so, the details thereof; and

(g) whether Government have decided to shift some of the posts of correspondents from one station to another station?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes, Sir.

(b) The details are enclosed. (See below).

(c) and (d) No correspondent is appointed on linguistic basis.

(e) and (f) While 9 posts of AIR Correspondents have been abolished, Doordarshan has abolished 5 posts of TV News Correspondents 4 posts of TV Assistant News Correspondents.

(g) The Headquarters of Correspondents of Doordarshan are shifted at times keeping in view the requirements of different Doordarshan Kendras.