

(c) and (d) All India Radio and Doordarshan ensure that these codes are not violated in the advertisements broadcast/telecast by them.

Statement

All India Radio Code

Advertising and Children

18. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.

19. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.

Doordarshan Code

Advertising and Children

22. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.

23. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.

24. Any advertisement which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted, e.g. playing in the middle of the road, leaning dangerously out of a window, playing with match boxes and other goods which can cause accidents.

25. Children shall not be shown begging or in an undignified or indecent manner.

Position of Sibsagar Radio Station in Assam

1290. SHRI BHADRESHWAR GOHAIN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) what is the present position of the proposed Low Power Radio Station at Sibsagar in Assam;

(b) whether the Construction work has since been started; and

(c) by when the same is likely to be inaugurated ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) to (c) There is no proposal for setting up of any Low Power Radio Station at Sibsagar in Assam.

Low Power T. V. Centre at Sonari

1291. SHRI BHADRESHWAR GOHAIN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government have decided to set up a low power T.V. Centre at Sonari; and

(b) if so, what are the details in this regard ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) No, Sir.

(b) Does not arise.

Augmentation of capacity of AIR's Solapur Station

1292. SHRI SUSHILKUMAR SAMBHARAO SHINDE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the All India Radio Station at Solapur in Maharashtra is meeting the demands of the citizens of Solapur and neighbouring places.

(b) whether any survey has been conducted by the All India Radio to augment the capacity of its Solapur Station;

(c) if so, the details thereof; and

(d) if not, whether Government would consider conducting such a survey in the near future ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) The 1 KW MW local Radio Station at Solapur is serving the purpose for which it has been established.

(b) to (d) The power of the transmitter is considered adequate for local radio station and no field strength survey has been conducted. There is also no proposal to augment the power of the existing transmitter as there is no frequency assignment beyond 1 KW MW power for Solapur under International Telecommunication Union Plan.

Coverage of entire Maharashtra by Second Channel of Doordarshan

1293. SHRI SUSHILKUMAR SAMBHARAO SHINDE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government are considering a proposal for coverage of the entire State of Maharashtra under the Second Channel of Doordarshan;

(b) if so, what steps Government propose to take to serve the Western Maharashtra like Solapur and other areas; and

(c) what are the details thereof ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) to (c) The VIII Plan proposals of Doordarshan do not include provisions for the introduction of "Second Channel" service of Doordarshan from any Doordarshan Kendra in the country. However, with a view to meet variegated requirements of the viewers in the metropolitan city a "second channel" service is already in operation at Bombay since May,

1985. Besides, a satellite-derived regional TV service is also in operation in the State of Maharashtra since August, 1986.

Construction of Chalchitra Academy

1294. SHRI V. RAJESHWAR RAO : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the Chalchitra Academy has been constituted;

(b) if so, what is Government's managerial and financial involvement in the said Academy; and

(c) what are the main activities of the Academy ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) No, Sir.

(b) and (c) Do not arise.

Grants to Children's Film Society of India

1295. SHRI V. RAJESHWAR RAO : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) what were the total grants given to the Children's Film Society of India during the last three years;

(b) what was the non-grant revenue of the C.F.S.I. during these years; and

(c) what is the total number of films produced by the C.F.S.I. during this period and the estimated number of children who have viewed them ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) Total grant of Rs. 3,98,00,209 was released to the National Film Centre of Children and Young people (previously known as Children Film Society of India) during the last three financial years.

(b) The revenue/income earned by the society during the last three financial years was Rs. 2,06,86,715.