

Madam, subtitling facilities have not been developed by Doordarshan. We are now conceptualising detailed schemes for developing such facilities. Such equipment is not in use anywhere in the country in the Doordarshan network.

**SHRI RAOOF VALIULLAH:** You have not answered my question. What are the professional broadcast standards?

**SHRI S. KRISHNA KUMAR:** I have answered the question. These are character generators. There is no professional standard as such...

**SHRI RAOOF VALIULLAH:** Not pertaining to the character generator only. You have said that the equipment did not conform to professional broadcast standards. I would like to know, what are the professional broadcast standards.

**SHRI S. KRISHNA KUMAR:** We stick to the answer. These are in a state of development and they do not satisfy the standards required by us. Standards are not laid down specifically. But the resolution of the characters the speed with which characters can be produced etc. were not satisfactory.

#### Setting up of a TV Transmitter at Fazilka

\*283. **SHRI PUTTAPAGA RADHA-KRISHNA:**

**SHRI PAWAN KUMAR BANSAL:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is a proposal under Government's consideration to set up a ten KW High Power TV

\*The question was actually asked on the floor of the House by Shri Pawan Kumar Bansal.

Transmission Centre at Fazilka in Punjab; if so, what is the present stage of the proposal and by when it is likely to be commissioned;

(b) whether land for this purpose has been acquired; if so, what are the details thereof;

(c) whether it is a fact that Doordarshan Programmes are not received in the border areas of the country, particularly in Punjab, and that Pakistani Television Programmes are more popular there than those of Doordarshan; and

(d) if so, whether Government propose to expedite the setting up of the proposed TV Transmission Centre at Fazilka and also what steps have been taken to strengthen Doordarshan network there and to introduce popular programmes, in order to check the cultural invasion of Pakistani Television?

**THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI S. KRISHNA KUMAR):** (a) to (d) A Statement is laid on the Table of the House.

#### Statement

(a) and (b) The scheme for the establishment of a high power (10 KW) TV transmitter at Fazilka in Punjab has been recently added to the Seventh Plan of Doordarshan. Site for this transmitter has not yet been identified. The normal lead time for completion of projects of this nature is about three years after commencement of works at the site.

(c) No, Sir. Domestic TV service is available in large parts of the border areas in the country including those in Punjab. It is, however, a fact that foreign TV signals are also received in some parts of the border areas. On the other hand, there are also reports that people living on the other side of the border watch Indian TV programmes.

(d) While due priority would be accorded to the completion of this project, the installation and commissioning of the transmitter is dependent upon the annual allocation of plan resources. availability of the required equipment and infrastural facilities. Improveemnt of TV programme is a continuous process and Doordarshan is always taking steps in this direction.

**SHRI PAWAN KUMAR BANSAL:** Madam Deputy Chairman, I acknowledge the significant expansion of the Doordarshan network. But it is also a fact that the Pakistani TV programmes particularly, the Punjabi programmes are immensely popular with the people on this side of the border. The reply to part (c) of the question reflects complacency on our part at a time when the Pakistan has chosen TV programmes as a means to ominously contribute to the disturbed situation in Punjab. I would like to know whether the Government has made any assessment of the impact of the Pakistani programmes on the Indian people. If so, what are the details thereof? Also, I would like to know whether the Government propose to associate intellectuals and other people from different walks of life to devise programmes which could have greater acceptance amongst our people than the programmes of the Pakistani TV.

**THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H.K.L. BHAGAT):** Madam, I would like to assure the hon. Member that there is no complacency or sense of complacency on our part.

Secondly, we have decided to give attention to Punjab, both in terms of hardware and in terms of software. The Secretary of the Ministry has also come to Punjab recently. Loosely I can say, I cannot say on the basis of any research, I have heard it that their

dramas are better. We are going to give a lot of importance to Jalandhar Doordarshan and the suggestion of the hon. Member is a welcome suggestion that eminent people from Punjab, writers and other people who can be useful should be associated. We will certainly associate them in making and improving our programmes. So far as our people in Punjab are concerned, I do not accept that they are being influenced by the Pakistani programmes, wherever somewhere they come, but the fact of the matter is that we do need to improve our programmes further and we shall make all possible efforts, and on an emergency basis we are taking steps so that our programmes are further improved.

**SHRI PAWAN KUMAR BANSAL:** I would like to know, what are the further expansion programmes for areas other than Punjab, for instance, the border areas of Rajasthan and Gujarat?

**SHRI H.K.L. BHAGAT:** Well, I might tell, if you want details I have got them with me and I can send them to you. At present, I believe if I am not wrong, over 250 transmitters are working. By the completion of the Seventh Five Year Plan scheme we would have 421 of different categories and types. Beyond this also, I am exploring the possibility of getting some more revenues for equipment. A meeting has already been held with public sector undertaking who are making transmitters. Our effort is that apart from achieving the target of the Seventh Five Year Plan scheme, it should be expedited. Certain further developments have taken place and the emphasis is on the border areas, hilly areas, tribal areas and other areas which are not covered so far.

**श्री दरबारा सिंह :** फाजिल्का का ग्राम प्रयतिटी देंगे ?

**SHRI H.K.L. BHAGAT:** Fazilka is certainly on our priority list.

श्री राम चन्द्र विकल : जैसा कि अन्य सदस्यों ने कहा सीमावर्ती राज्य अरुणाचल प्रदेश में चीन का रेडियों सुना जाता है यह आज के समाचार पत्र में आया है। मैं मंत्री महोदय से जानना चाहता हूँ कि क्या वे सीमावर्ती राज्यों के लिये प्रभावी और अच्छे कार्यक्रम बनायेंगे ताकि उन देशों में हमारे प्रोग्राम सुन जा सकें ? यहाँ तो उल्टा हो रहा है।

SHRI KAMAL MORARKA: Madam Deputy Chairman, my specific question to the...

श्री राम चन्द्र विकल : महोदया, मेरे सवाल के जबाब का क्या हुआ ? मंत्री जी जबाब देना चाहते हैं आपने (व्यवधान...) चीन के बारे में समाचार पत्रों में आया है इसलिये क्या सीमावर्ती राज्यों के लिये आप प्रभावी कार्यक्रम बनायेंगे ?

SHRI H.K.L. BHAGAT: Madam, I have seen the press report today. I shall certainly verify the fact. Secondly, sometimes in the border areas, in regard to the programmes of the neighbouring country—even in one or two cases in Jammu and Kashmir—the matter was taken up by international organisations. So matters are taken up at the appropriate level and other effective steps can be taken, whether it is border with China or with Pakistan in Rajasthan or elsewhere, in the North-East or anywhere. We are considering the possible steps that we should take effectively for our programmes to be seen by our people. We want our programmes to be seen by our people. We do not aim our programmes at others. We have some External Services in the radio. But we are trying as much as possible, subject to availability of equipment etc. We are giving it priority so that our programmes and our systems in the border areas are strengthened.

SHRI KAMAL MORARKA: Madam, it is widely known that we have 250 transmitters in the country and our

TV network has expanded. But the specific question raised in this question, with which I agree, is that Pakistani TV serials are much more popular. Now unless we can counteract and make our serials also popular, we will not be able to have the desired impact on the Pakistani population. It is widely known that our population prefers to see the Pakistan TV rather than our TV, not for any other reason but because their programmes are more interesting. Unless we take some specific action to make better serials and to have our transmitters located strategically, when Pakistan is doing the same, we will not have the desired results. I would like to know from the hon. Minister whether we have any special programmes for the border areas—(i) to put transmitters and (ii) to improve the quality of our serials.

SHRI H. K. L. BHAGAT: Now I just like to tell the hon. Member, number one, that I do not accept his contention that Pakistani TV and Pakistani serials are better than ours and our people view them more. It is not so. As I said, loosely some impression was given that their dramas have some appeal. I say it both in regard to hardware and software, and I repeat it and I want to assure the hon. Member in no uncertain terms that in regard to the border areas, our programmes and our serial should be further improved and our hardware should also be strengthened. We are giving it priority attention to take necessary steps. We have already discussed it and we are going to take some steps. Wherever we want to put high power transmitter, we will do it subject to availability. We are discussing it and we will take all possible steps so that our serials are also seen. Let me tell you this. I saw some press reports—I am not telling that way from any authentic document—that some of our serials are being seen in other countries even in Pakistan. "Ramayana", I am told, was seen in Pakis-

tan. Some other serials have been exchanged also with some other countries. The Indian culture is so rich, so attractive and India is such a country that Indian serials and Indian programmes are quite popular outside.

**SHRI SUBRAMANIAN SWAMY:** Madam, I have visited Pakistan many times and I can say from personal experience that people on our side watch Pakistani programmes and the people of Pakistan watch our programmes. I think it shows lack of faith of the people in both the countries in their governments probably that their governments' own television do not enjoy credibility. The question that I wanted to ask the Minister was that in most of the States we have the bilingual problem. So I would like to know whether in setting up these transmitters, particularly in view of the first question, he would consider opening more channels so that they get programmes of one language. For example, in Punjab, they can have one channel purely for Hindi programmes and one channel for Punjabi programmes. Similarly in Tamil Nadu, there is a lot of demand for more Tamil programmes.

**THE DEPUTY CHAIRMAN:** Put your supplementary, please.

**SHRI SUBRAMANIAN SWAMY:** The question I want to ask is whether they would open more channels. In most countries, there are 30-40 channels operating on the television. Here it is only one; and at some places two. So I would like to know whether they will open more channels and make one exclusively of the language of the region so that people of that region can enjoy it.

**SHRI H. K. L. BHAGAT:** Now I have very great respect for the hon. Member. He is an expert on many things—he is considered an expert also on Pakistan, America....

**SHRI SUBRAMANIAN SWAMY:** Yes, and China.

**SHRI H. K. L. BHAGAT:** Yes, on China also. It is no reflection on you. I am reading this in support of my reiteration. "According to a survey by the *Jung*, which is a very popular Pakistan paper there was heavy rush in electronic shops for purchase of powerful antennas. Many persons were seen carrying TV sets to mechanics for tuning and setting the required channel No. 11 to catch Indian programmes." This is what their newspapers are saying. I do not know how much more you know than they about their own country.

**SHRI SUBRAMANIAN SWAMY:** I agree with you but I said it is the credibility of the Government which is... (Interruptions)...

**SHRI H. K. L. BHAGAT:** Secondly, as far as your suggestion to have a second channel is concerned, it is very, very easy to talk of a second channel. I would also like that a country like India should have many channels. We have some four or five metropolitan cities with a second channel and we are trying to make use of it. They also need further improvement. We would like to have a second channel. Now it is a question of resources. For example, I may tell you that if we are to have a second national channel—one channel we already have where we are going to extend the time and improve the programmes—it will cost approximately Rs. 2,000 crores.

**SHRI SUBRAMANIAN SWAMY:** Two thousand crores is nothing. You waste so much on many other things including vacations in Lakshadweep.

**SHRI BIR BHADRA PRATAP SINGH:** While in the border areas preference for the border countries is because of poor visibility and complacency on our part, because we have not fulfilled the objectives of

the Seventh Five Year Plan, may I tell the honourable Minister that Rs. 700 crores were allotted for consolidation and expansion of television? Out of this you were to have 392 transmitters of both low and high power whereas you have started only 225. Now Fazilka-I is a 10 KW transmitter. Likewise, on our border with China there are 10 KW transmitters. But you have to install a lot of transmitters with 100 KW. In your reply you say that it will take three years. According to the Seventh Five-Year Plan objective it should be within two years. Why can't you expedite this programme to transform these 10 KW transmitters and spend the money allotted to you within two years and change the television with weak visibility first, within two years? Unless and until you do it, because of the poor visibility your programmes will not be seen. They may be good, bad or indifferent programmes, but they will not be seen by the other side.

SHRI H. K. L. BHAGAT: I very much appreciate the zeal of the honourable Member in putting this question. I want to tell him, not by mere empty words, that I am equally, if not more, zealous than he is. I wish to bring to his notice that in spite of the best efforts, making high power transmitters takes a very, very long time. Secondly, their cost is very high. We have a mix of low power transmitters, very low power transmitters, high power transmitters and, in some cases, transposers. We took a practical view and we should all be proud that our transmitters, excepting import of a small percentage of parts, have been made in India by our public sector undertakings. The world has acknowledged this. Various newspapers and journals have said that in India the expansion of TV and the audience is the largest in the shortest possible time. We are very keen, but in the hilly areas and border areas there are problems also. In between the mountains there are

valleys and there are shadow areas; and there are some areas where only small transmitters can come and there are some areas where you need to put up high power transmitters, and somewhere transposers. We have prepared a special plan for that. Very shortly we are going to have a special plan for the Ladakh area. We are very much seized of the point which the honourable Member is emphasizing.

SHRIMATI KANAK MUKHERJEE: Madam, the honourable Minister has stated that our TV serials are good. I would cite just one example. They are showing a serial called Honi Anthoni without any scientific ideas about afterlife, full of superstition. It is full of superstitions. In Maharashtra and Bengal there was a protest against such serials. I have stated an example of Honi Anthoni. This type of serials they are telecasting. Even in serials like Ramayana they can think of better things to give better knowledge to our young generation. May I ask the Minister to stop such serials like Honi-Anthoni? There are many such serials and this is one example.

SHRI H. K. L. BHAGAT: I would like to inform the hon. Member—I think she knows it—by now the Honi Anthoni serial is over. Now it is not being shown and we have not decided to extend it. I am not speaking on its merits and demerits because the whole thing is over now. At present we are taking concrete and positive steps to have serials with a message for the country. I am trying to improve the serials. In due course of time I think you yourselves will recognise the improvement. Our serials have been improved. A number of serials have been improved. Not only Ramayana, but a number of other serials have been improved. India has progressed in producing some good serials. We are now registering important producers and others choosing all possible talent in the country to improve the serials.