

THE MINISTER OF STATE IN THE DEPARTMENT OF STEEL IN THE MINISTRY OF STEEL AND MINES (SHRI YOGENDRA MAKWANA):

(a) to (c) After consideration of the proposal of the State Government of Karnataka for take over of Visvesvaraya Iron and Steel Limited by Steel Authority of India Limited, the Government of India have advised the Karnataka Government that the viability of the plant depends upon an assured supply of power throughout the year and fixing a reasonable tariff for the power together with certain other concessions. Mere transfer of ownership to the Government of India would not solve this basic problem.

Demonstration at TV Centre Bangalore

2560. SHRI D. B. CHANDRE GOWDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the people of Karnataka demonstrated at the Bangalore TV Centre on 22nd February, 1988;

(b) if so what are the reasons therefor together with the demands of the people of Karnataka; and

(c) whether Government propose to concede their demands if not, the reasons therefor?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT): (a) and (b) On 21-2-88, demonstrations were held before Doordarshan Kendra, Bangalore by Karnataka Writers' and Artists' Guild. Main demands of Guild were increase in Kannada programme with immediate effect; telecast of Kannada films on Sundays instead of Saturdays; telecast of regional news bulletins in place of national news bulletin in Hindi; and recruitment of Kannadigas against the various posts at the Kendra.

(c) A full-fledged TV studio centre has already been commissioned at Bangalore on 1-2-88 for the production of more regional language programmes. It has been decided that w.e.f. 18-3-88 Doordarshan Kendra Bangalore will commence its transmission from 1830 hours and will ordinate its programmes mainly in Kannada language. The Kendra will join national programme at 8-40 p.m. As regards telecast of Kannada feature films on Sundays instead of Saturdays and telecast of regional news bulletin in place of national news bulletin in Hindi, no change in the present arrangements is possible. As regards recruitment of Kannadigas appointment to various posts is done strictly on the basis of Recruitment Rules which do not provide for any reservation on the basis of region.

Drug abuse in the country

2561. SHRI D. B. CHANDRE GOWDA: Will the Minister of WELFARE be pleased to state:

(a) whether the Union Government had recently adopted a three pronged strategy to counter the growing problem of drug abuse in the country;

(b) if so, the details of the strategy;

(c) whether the Centre has directed the State Governments to follow the strategy; and

(d) if so, the reactions of the State Governments in this regard and to what extent the menace of drug abuse in the country is likely to be wiped out as a result of adopting the strategy?

THE DEPUTY MINISTER IN THE MINISTRY OF WELFARE (SHRI MATI SUMATI ORAON): (a) and (b) The Government has adopted a multi-dimensional approach to counter the problem of drug abuse which includes measures for curbing illicit trafficking treating addicts through motivation, counselling treatment and rehabilitation and awareness education and training programme to curb increasing demand.

(c) and (d) Yes, Sir. Some of the State Governments have recommended applications for grant-in-aid from various voluntary organisations working in the drug abuse control programme for financial assistance under the Central Sector Scheme of Assistance to Voluntary Organisations for Education Work for Prohibition, Counselling and Rehabilitative Work for Alcoholics, Drug Addicts and other victims of Social Crime. Considering the seriousness of the impact of drugs, all possible measures have to be taken with the cooperation of State Governments and non-official bodies, and the extent of success will depend on the efforts made by all the concerned organisations.

Export of film by National Films Development Corporation

2562. SHRI D. B. CHANDRE GOWDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have expressed their unhappiness over the export performance of National Films Development Corporation;

(b) whether Government propose to probe the circumstances due to which the export of films by National Films Development Corporation is declining; and

(c) the details of the steps Government propose to take to boost the performance of NFDC and export of films?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT):

(a) Exports of feature films above the value of Rs. 20 lakhs are canalised through the National Film Development Corporation. The declining trend in exports have been reversed during 1987-88. The canalised exports upto February 1988 (in the year 1987-88) have been of the value of Rs. 640.60 lakhs as against Rs. 572.18 lakhs in 1986-87. The corresponding figures of direct export of NFDC are Rs. 142.18 lakhs and Rs. 119.07 lakhs respectively. The sale of video rights has also improved. However,

the Government expect a still greater thrust to be given to the promotion efforts by the Corporation.

(b) and (c) The reasons and the circumstances for the decline in exports are the video piracy and shift in consumer preference. A one-man Committee of Dr. Asok Mitra enquired into the functioning of NFDC during 1986. Its recommendations most of which were accepted by the Government, have been/are being implemented.

The details of the important steps taken by NFDC to boost the export of films are given in the attached statement.

Statement

Details of important steps taken by the National Film Development Corporation to increase the export of Indian films to foreign countries.

- (i) The National Film Development Corporation participates in film festivals and film markets abroad.
- (ii) The Corporation organises film markets on the occasion of International Film Festivals and Filmotests held in India and invites prospective buyers—individuals as well as State Agencies, to participate in them.
- (iii) Foreign delegations are invited and encouraged to visit India to view Indian films for selection and purchase.
- (iv) The Corporation has entered into exclusive agency agreements with the State Agencies of some countries.
- (v) The Corporation has a Regional Office in London to promote export of films.
- (vi) Festivals of Indian films are organised in various countries under the Cultural Exchange Programme or otherwise create an interest in Indian films abroad.
- (vii) The Corporation has constituted Regional Film Export Advisory Committees at Madras,