

*102. [Transferred to the 3rd May, 1984.]

TV coverage for rural areas

*103. SHRIMATI MONIKA DAS: Will the Minister of INFORMATION AND BROADCASTING be pleased to state what steps Government have taken to extend the use of INSAT-IB in order to improve the coverage of T. V. programmes in the rural areas?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING AND IN THE DEPARTMENT OF PARLIAMENTARY AFFAIRS (SHRI H. K. L. BHAGAT): National Programme between 2100 and 2250 hrs. every day is relayed by all Doordarshan Kendras throughout the country via INSAT I-B/Microwave link. 25 TV transmitters depend on INSAT I-B for relay of their total transmitter T.V. coverage in the country is being expanded by setting up 26 High Power and 118 Low Power T.V. Transmitters to cover 70 per cent of the population. All these transmitters will relay programmes through INSAT I-B.

Area specific programmes and educational programmes, are telecast for selected distts. of Andhra Pradesh and Orissa through INSAT I-B. Similar service for Maharashtra, Bihar, Gujarat and Uttar Pradesh is proposed to be introduced during the current year. 2000 DRSs and 200 VHF Receivers are proposed to be installed for community viewing in the above mentioned six States. 400 DRSs each have been provided in Andhra Pradesh and Orissa. 150 VHF Sets have been installed in the service area of Nagpur Transmitter in Maharashtra. The remaining sets have been ordered.

INSAT I-B is proposed to be utilized for expansion of TV service in the North-East Region extending coverage to about 80 per cent of the population of the areas. The scheme is under implementation.

SHRIMATI MONIKA DAS: Mr. Deputy Chairman, Sir, there was a proposal to set up a TV relay station at

Chamundi Hills, Mysore. But now I am told instead of the Chamundi Hills, Mysore, they want to set up this station at Tumkur. I do not know why this location has been changed. I think, Chamundi Hills is the easiest and ideal place and more people would be benefited if we have a TV relay station there. I would like to know whether there is any special reason for this change in location.

SHRI H. K. L. BHAGAT: I think, Sir, so far as this particular transmitter is concerned, it is going to cover the same area which was originally thought. I shall check it up anyway. She has asked me why they have changed the location from Chamundi Hills to another place. For some technical reasons, some decision has been taken. Anyway, I will look into it and I will also discuss this question with hon. Member.

SHRIMATI MONIKA DAS: I would like to know from the hon. Minister whether they have any special programmes for the rural areas, to be beamed through Insat I-B? There can be a lot of programmes which can be telecast like programmes on rural education, child care programmes, programmes for rural women and so on. I would like to know from the Government whether they are contemplating to take up any special audio-visual programmes for the rural areas. If so, I would like to know the details.

SHRI H. K. L. BHAGAT: The hon. Member wants to know what are the visual programmes shown on the TV for the rural areas. The programmes, on the entire TV network, through the transmitters are carried through the Insat I-B and all the programmes are seen on the TV by the rural as well as urban people. It is not as if some programmes are being seen by the rural people only. All the programmes which are carried on the TV network, which consists of visual programmes, are equally seen by the urban as well as rural people. There are also a number of programmes which are of interest to the rural people, which

have a rural content. There are some programmes which are meant for the rural areas but these programmes are also seen by the urban people. The people in the rural and urban areas have so many common problem, common tastes and so on. But the hon. Member may be aware that some area specified programmes have been introduced. For example, educational programmes. Some more programmes are likely to be introduced. We are going to introduce some educational programmes specially for the rural areas, as area specific programmes.

SHRI M. S. GURUPADASWAMY: The hon. Minister has stated that there have been some technical problems which have influenced the Government to shift the location of the TV station from Chamundi Hills to some other place. But my information is—it is authentic—the technical objection has been taken before a decision was taken by the State Government to allow this TV station to be set up at the Chamundi Hills and the place was also fixed up. But there has been rethinking on this and how they want to shift this station from this place to some other place. I would like to point out to the hon. Minister that there is no technical bar for setting up this station at Chamundi Hills. This has been listed by the technical team as the place ideally suited for setting up this station. They wanted to locate it at the old All India Radio station at Mysore. I do not know why they have decided to change the location. May I know from the hon. Minister whether they will reconsider the whole decision and set up the station at the Chamundi Hills?

SHRI H. K. L. BHAGAT: I have already submitted respectively that we do not take any decision on any extraneous considerations. There is absolutely no extraneous consideration involved in this. I have already assured the hon. Lady Member and I would also like to assure the hon. Member now that I will sit with them go into this question and discuss it with them. We want to set it up as quickly as possible. Our purpose is to see that this TV expansion programme is implemented within the time-schedule.

This is a big and unprecedented expansion programme and we want to complete it within the time-frame which has been laid down. As I said, I will sit with the hon. Members and discuss this question with them.

श्री बीरेन्द्र वर्मा : क्या माननीय मंत्री जी बताने की कृपा करेंगे कि दूरदर्शन के अंतर्गत जो ग्रामीण एरिया आप कवर कर रहे हैं और उन के लिये जो कृषि और शिक्षा आदि के कार्यक्रमों का प्रसारण होता है, जो भी कार्यक्रम चलते हैं, बिजली न उपलब्ध होने के कारण जो टेलीविजन सेट ग्रामीण लोगों ने ले रखे हैं वे बेकार पड़े रहते हैं और वह कारगर हो सकें और वे उन का पूरा लाभ उठा सकें इस दृष्टि से एक फेज की बिजली ग्रामीण लोगों को दिलाने का क्या वह प्रयास करेंगे ?

SHRI H. K. L. BHAGAT: Sir, the question does not relate to my Ministry, but I will certainly like to be of some help. I will write to the Chief Minister but that is the problem where the hon. Member can take up the State Government.

श्री बीरेन्द्र वर्मा : आप का टेलीविजन तो बेकार ही है।

श्री एच० के० एल० भगत : मैं तो आप की मदद करने के लिये तैयार हूँ।

श्री बीरेन्द्र वर्मा : तो करिये न।

SHRI JASWANT SINGH: Mr. Deputy Chairman, Sir, with the launching of INSAT-IB, along with its other functions what was made available for television was on a broad consideration, about 1/3rd of the facility of INSAT-IB. Now with that 1/3rd of the facility of INSAT-IB being made available for television and broadcasting, in terms of time available for broadcasting, a certain facility became available to the Ministry. I would like to ask two clarifications in this respect.

The first is, in the context of this facility made available to you, what has been the percentage utilisation of that capacity? If there is a shortfall in the percentage of utilisation of that capacity, what are the restrictions which are preventing you from utilising it to the fullest?

The second clarification. The Minister is talking about additional transmissions and the hardware component of broadcasting of Doordarshan. That is one aspect about the hardware component. Let there be more television centres, many more numbers of transmission areas being covered, whether it is at Tumkur or at Mysore, all these are matters about which the Minister is readily assuring the Members that he will go into the question, but then there is the question of inputs. You can have any number of television sets but if there is no programme, what will come of it, whether it is gramini khetr or shahri khetr? So, on the question of software what is the Ministry thinking, how is it going to fill that gap which is already unfilled, and what is the status of the Joshi Committee Report on the question?

SHRI H. L. K. BHAGAT: Now, Sir, the hon. Member wants to know how much use we are making of the INSAT-IB facilities available. The transponders which are marked for our television, radio, we are utilising them. In fact, we have asked for some utilisation of another reserve transponders for carrying special programmes to the North East. But as I said, we have a certain time duration at present. We are using the available transponders which are available to us, it is not that any transponder is lying idle. We can make more and more use of them as we go on increasing the duration of transmission time.

The second question of the hon. Member is about the software and I am glad that he has mentioned this. That is a very important question and for the hon. Member's kind information I might say that the Government is very much conscious about improving software. A number of concrete steps have been taken to improve the software. Contacts have been estab-

lished with the various theatre groups and various types of programmes are being mounted. Programmes are being mounted relating to health, education, science and technology. A highpowered coordination Committee has been formed with myself as Chairman and the Secretaries of the various Ministries on that. Discussions have also been held with the State Development Corporations, professionals outside. A number of specific topics have been chosen. Some of the serials have been in progress. Some programmes have already come on it. So, the Government is very much conscious to improve the software. We are keen to project the picture of India's social and economic culture, its rich and varied culture, its present and past, its present progress and the dimensions of this progress. So, a variety of India's culture is being projected. Precise steps have been taken to improve the software.

So far as the Joshi Committee Report is concerned, the report was submitted two or three weeks ago. That report is under consideration and will be given due consideration.

श्री हुसमदेव नारायण यादव : श्रीमन् मैं सरकार से जानना चाहता हूँ कि दूरदर्शन के द्वारा जो कार्यक्रम दिखाए जाते हैं क्या उनका उपयोग सामाजिक, आर्थिक परिवर्तन के लिए किया जा सकता है और समाज के अन्दर जो कुरीतियाँ हैं, जो कुप्रथाएँ हैं या हजारों सालों से जातिगत संस्कार और मान्यताएँ वर्तमान हैं, उन सभी को मिटाकर समाजवादी समाज की स्थापना हो सके, समतावादी समाज की स्थापना हो सके, वर्ण-व्यवस्था को मिटाकर नये समाज की रचना की जा सके, इन सवालों को दूरदर्शन के माध्यम से हल कराने के कार्यक्रम सरकार अपना रही है ? मेरी राय में ऐसे कार्यक्रम नहीं होते । श्रीमन्, टी० वी० तो मेरी राय में आज समाज का टी० वी० बन रहा है । उसमें ऐसे कार्यक्रम दिखाए जाते हैं जिनसे समय की बरबादी होती है, ऐसे ऐसे खेल और सिनेमा दिखाए जाते हैं जिनको देखने से उनके

संस्कार बनते नहीं। समय का दुरुपयोग हो रहा है। तो क्या सरकार इस दिशा में सोचेगी कि नये समाज की स्थापना के लिए, समाजवादी समाज की स्थापना के लिए और समतावादी समाज की स्थापना के लिए दूरदर्शन का उपयोग हो सके और इस दूरदर्शन के माफ़त ग्रामीण क्षेत्रों में आर्थिक, सामाजिक और सांस्कृतिक परिवर्तन हो सके, इस प्रकार के कार्यक्रम दिखाने पर सरकार विचार करेगी ?

श्री एच० के० एल० भगत : चेयरमैन साहब, हम सामाजिक परिवर्तन, कल्चरल परिवर्तन, आर्थिक परिवर्तन के लिए ही, मीडिया का जो उद्देश्य होता है, उसी मकसद से दूरदर्शन और रेडियो का इस्तेमाल करना चाहते हैं और किसी हद तक कर रहे हैं। मैं यह नहीं कहता कि मेरी पूरी सैटिस्फैक्शन है या पूरी तसल्ली है। पूरे तौर पर जैसा होना चाहिए वहां तक नहीं है, लेकिन हम कर रहे हैं और उसमें कुछ हमने सुधार भी किए। मैं आनरेबल मेम्बर की इस बात से सहमत नहीं हूँ कि टी० वी० समाज का टी० वी० बन गया है। यह उनका विचार है। यह धारणा गलत है। यह धारणा लोगों की नहीं है। टी० वी० के प्रोग्राम, जैसा मैंने पहले कहा कि, उसमें सुधार की गुंजायश है, उसका सुधार हम कर रहे हैं। जिस मकसद के लिए वह कहते हैं, उसके लिए हम कदम उठा रहे हैं। लेकिन टी० वी० के प्रोग्रामों में सुधार हुआ है। यह हमने पता लगाया है, हमने ब्यूरो से रिसर्च करवाई है, पहले से ज्यादा लोग टी० वी० देखते हैं।

श्रीमन्, उन्होंने कहा कि खेलों को दिखाते हैं, सिनेमा दिखाते हैं। लेकिन खेल और सिनेमा के अलावा भी बहुत से प्रोग्राम दिखाते हैं जो सामाजिक वेल्यूज के होते हैं। कुरीतियों के खिलाफ भी प्रोग्राम दिखाए जा रहे हैं। कोई न कोई प्रोग्राम रोज़ दिखाया जाता है और उसको और भी हम इम्प्रूव करना चाहते हैं। जहां तक हो सके, हम उनमें सुधार

करना चाहते हैं। लेकिन टी० वी० के प्रोग्राम पहले से ज्यादा पापुलर हो रहे हैं उनको देखने वालों का परसेंटेज ज्यादा हो रहा है लेकिन जैसा मैंने कहा, मेरी तसल्ली नहीं है उसमें हम और सुधार करना चाहते हैं।

श्री सत्यपाल मलिक : श्रीमन्, ग्रामीण क्षेत्रों के लिए जो कार्यक्रम दिखाए जाते हैं वे उपयुक्त नहीं हैं। मैं इस मंत्रालय की कंसल्टेटिव कमेटी का मेम्बर हूँ, मैंने वहां भी यह चीज़ उठाई थी कि उत्तर भारत में बहुत सी ऐसी विधाएँ हैं, पुरानी कलाएँ हैं जो अब खत्म हो रही हैं। मिसाल के तौर पर आल्हा, ढोला, हरियाणा की रागिनियाँ, जो लोक गीत हैं उत्तर भारत के, मैं बिना शिक्षक के कह सकता हूँ कि, किसी भी विद्वान से मैं इस पर बहस करने के लिए तैयार हूँ, उत्तर भारत लोक गीत, लोक संस्कृति जो टेलिविज़न पर दिखाए जाते हैं वह पूरी तरह से सिथेटिक नहीं और पिछले चार सालों में एक भी जैन्सूइन आल्हा, ढोला या बुन्देलखंड के लोकगीत गाने वालों की शक्ल नहीं मिली देखने को। हरियाणा के नृत्यों के नाम पर जो चीज़ दिखाई जाती है उसका हरियाणा से ताल्लुक नहीं। इसी तरह ढोला है। श्रीमन्, आपको जानकर हैरत और खुशी होगी कि मेरठ से मथुरा तक गांवों में जो सावन के गीत गाते हैं उसका अमीर बसुरों साहब तक नोटिस लेते हैं। उन गीतों के छब एल०पी० रेकाड भी बनाए हैं। उन गीतों को बहुत ऊँचाई तक पहुंचाया है। लेकिन हमारा टेलिविज़न जो गीत आदि दिखाते हैं वे सब यहां बँटकर बनाए जाते हैं। वे जैन्सूइन नहीं होते। उनकी शैली, उनका पहनावा सब बनावटी है। मैं माननीय मंत्री महोदय से जानना चाहूंगा कि क्या आप इसके लिए एक कमेटी बँठावेंगे ताकि ऐसे जैन्सूइन कार्यक्रम प्रस्तुत किए जा सकें। हम भी इसके बारे में जानकारी देने के लिए तैयार हैं ताकि ग्रामीण इलाकों से उन्हीं के द्वारा प्रस्तुत कार्यक्रम, उनकी लोक विधाएँ दिखाई जा सकें सिवाय बम्बईया और टैलर्ड चीज़ों के ? क्या आप इस पर विचार करेंगे ?

श्री एच. के. एल. भगत : जहाँ तक आन्डरेबल मेम्बर ने जो भावना व्यक्त की है मैं उनसे पूरे तौर से सहमत हूँ। मैं यह कहना चाहता हूँ कि कमेटी बनाने में तो देरी हो जायेगी इसलिये वह कृपा करके मैंने कंसल्टेटिव कमेटी में भी उनसे प्रार्थना की थी कि वह मुझे कल या आज ही वह जगह और लोग बता दें तो मैं वहाँ एक टीम भेज दूंगा और उनको टेक्नीवियन पर ले आऊंगा। मैंने बताया कि कमेटी बनाने में देर लग जायेगी इसलिये मैं उन्हें पहले ही टीम भेज कर टी. बी. प्रोग्राम में ले आऊंगा।

SHRIMATI MONIKA DAS: Not only U.P. Every State should be there.

श्री एच. के. एल. भगत : सभी मेम्बर्स से यह कहना चाहता हूँ कि जो उनके सर्जिंसस होंगे हर स्टेट के लिये अब पर हम विचार करेंगे और उसको हम पूरा करने के लिये तैयार हैं।

श्री उपसभापति : दावतनामा सब के नाम है।

Manufacture of Essential Drugs

*104. SHRIMATI USHA MALHOTRA: †

DR. LOKESH CHANDRA:

Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state whether it is a fact that the manufacture of essential drugs falling in categories I and II which are at present subsidised by category III products will be adversely affected as a result of the latter becoming unprofitable due to the lower mark-up now being given for them?

THE MINISTER OF CHEMICALS AND FERTILIZERS (SHRI VASANT SATHE): No, Sir.

It is open for the manufacturers of category III formulations to seek higher

markups in respect of Category III formulations linked to their individual profitability.

SHRIMATI USHA MALHOTRA: Sir, will the hon. Minister be pleased to state how the mark-ups on essential drugs in categories I and II have been worked out by the Government, does the percentage allow a break-even point so that the drugs do not fall short—there is a short supply in the market—and essential drugs are within the reach of the common man and the interests of the consumers are well safeguarded?

SHRI VASANT SATHE: Yes, Sir. As far as categories I and II are concerned, which are the more essential drugs, while considering the question of mark-up which, according to the Drug Price Control Order for categories I and II is 40 per cent and 50 per cent respectively, these matters have been taken into consideration and drugs in these categories are not in short supply. They are being produced adequately.

SHRIMATI USHA MALHOTRA: My second supplementary is, what are the reports of the monitoring cell in your Ministry, what are the reports of the cell pertaining to last year, regarding the non-availability and shortage in the market of essential drugs? Will the hon. Minister throw some light on that and also say what are the findings of the Central Drug Standards Control Organisation and the reports of the State Drug Controllers?

SHRI VASANT SATHE: There is a Standing Committee to go into this question which consists of representatives of the Health Ministry, the BICP and our Ministry which always periodically reviews all those considerations and decides the policy to see that drugs in these categories are not only in adequate supply but there is an encouragement for their growth and there is no loss for the manufacturers. That is why this whole concept of mark-up; the concept of mark-up is meant for this.

DR. LOKESH CHANDRA: In his reply to Unstarred Question No. 1453 on 12th March 1984, the hon. Minister had

†The question was actually asked on the floor of the House by Shrimati Usha Malhotra.