

and fair play, the aim being to give a due presentation of differing points of view.

### Information Policy in Media Units

897. SHRI DIPEN GHOSH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any information policy in the various media units;

(b) if so, what are the details thereof; and

(c) if the answer to part (a) be in the negative what are the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) to (c) Information and Communication are regarded by the Government as essential tools in the process of development. The role of information media, therefore, is to inform and educate the people and to motivate them to participate in the national development activity as envisaged in the Five-Year Plans. The policy with regard to the information media thus reflects the country's development policy. However, the Government media have been issued guidelines as to how the publicity activity is to be undertaken by each of the media units, All India Radio, Doordarshan, Films Division, Press Information Bureau, Directorate of Advertising and Visual Publicity, Directorate of Field Publi-

city, Directorate of Publications Division etc. The guidelines clearly indicate the priorities in publicity effort and the emphasis to be given in publicity programming. The guideline also highlight the need for objective, credible and convincing presentation of the publicity programmes with a view to convincing the people of the essential unity of this country as well as the need for unity of purpose in development efforts.

### Share of Small and Medium Newspapers in Press Advertisements

898. SHRI RAM LAKHAN PRASAD GUPTA:

SHRI LAKHAN SINGH:

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

(a) what is the share of small and medium newspapers and periodicals in press advertisements given by the D.A.V.P. during the last three years and in the current year, year-wise;

(b) whether there is a decline in their share; and

(c) if so, what are the reasons therefor and the measures taken by Government in the matter?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ARIF MOHAMMED KHAN): (a) The share of small and medium newspapers are indicated in the table below:—

Year	Category	Cost in Rs.	%age
1979-80	1. Small	57,76,239	20.39
	2. Medium	56,43,878	19.92
	TOTAL : 1 & 2.	114,20,117	40.31
	3. Big	169,11,291	59.69
	TOTAL : 1, 2 & 3	383,31,408	100.00

Year	Category	Cost in Rs.	%age
1980-81	1. Small . . . . .	90,40,561	25.79
	2. Medium . . . . .	82,46,891	23.53
	TOTAL : 1 & 2 . . . . .	172,87,452	49.32
	3. Big . . . . .	177,68,094	50.68
	TOTAL : 1, 2 & 3 . . . . .	350,55,546	100.00
1981-82	1. Small . . . . .	93,13,196	23.74
	2. Medium . . . . .	102,89,770	26.22
	TOTAL : 1 & 2 . . . . .	196,02,966	49.96
	3. Big . . . . .	196,36,913	50.04
	TOTAL : 1, 2 & 3 . . . . .	392,39,879	100.00

(b) No, Sir.

(c) Does not arise.

#### **Glorification of Villainy in Films**

899. DR. LOKESH CHANDRA:

SHRIMATI SAROJ  
KHAPARDE:

SHRI RAMANAND YADAV:

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

(a) whether he has received letters from the Chief Minister of Bihar and Shri S. Sen regarding glorification of villainy in films;

(b) if so, what are the details thereof; and

(c) whether the Central Government propose to appoint a committee on Cinema and crime?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) and (b) Yes, Sir. The Chief Minister of Bihar has expressed his concern regarding increasing trend in films on presentation of crime and picturisation of roles of villains in a glorified manner. Shri

Samar Sen pointed out the recent emphasis on sex and violence in the Indian cinema. Government have brought the letters to the notice of the Board of Film Censors for appropriate action. The Chairman of the Board has in turn drawn the attention of the Regional offices of the Board to these two letters also.

(c) There is no proposal to appoint any Committee on cinema and crime.

#### **Release of Small Budget Feature Films**

900. SHRI M. BASAVARAJU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that most of the small budget feature films could not be released on a commercial basis as these films do not show sex and violence;

(b) if so, how many films which were cleared by the Censor Board in the year 1981 could not so far be released on a commercial basis; and

(c) what steps Government propose to take to ensure release of films according to the dates of their censorship since the matter is bogged down in the State sector and private sector?