

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) The findings of the survey conducted by Door-darshan reveal that the viewers desire lesser number of advertisements with popular programmes like feature films and other film-based programmes.

(b) To reduce the clutter of advertisements with popular programmes (like feature film/feature film-based programmes), an additional weekly 'Chhayageet' programme has been introduced over Bombay Kendra from 2nd February, 1982 and an additional weekly 'Chitrahaar' programme is proposed to be introduced over Delhi Kendra from 2nd April, 1982. Also the tariff structure rationalised recently makes bookings of commercials with non-feature film-based programmes more attractive, resulting in wider distribution of advertisements.

(c) There is no proposal to reduce the time for advertisements. However, efforts are being made to telecast more programmes in which viewers are interested.

Media programme exchange with Sri Lanka

2236. SHRIMATI USHA MALHO-TRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any proposal under Government's consideration to sign a protocol with Sri Lanka for the exchange of media programme; and

(b) if so, what are the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) Yes, Sir.

(b) The Protocol proposed to be signed between India and Sri Lanka is likely to include provisions for exchanges of news items, newsreels as well as recorded materials through the medium of radio and television.

The possibility of cooperation in the sphere of film through co-production between National Film Development Corporation, Rida and the Private Producers of Sri Lanka would also be explored.

इलाहाबाद क्षेत्र में दूरदर्शन का कार्यक्रम

2237. श्री. राम पूजन पटेल : क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या सरकार इलाहाबाद क्षेत्र जैसे महत्वपूर्ण स्थान पर दूरदर्शन द्वारा सुचारू रूप जैसे कार्य किये जाने की व्यवस्था करने सम्बन्धी किसी प्रस्ताव पर विचार कर रही है ; और

(ख) यदि हां, तो उसका व्यौरा क्या है ?

सूचना और प्रसारण मंत्री. (श्री. वसन्त साठे) : (क) और (ख) भार्वा योजना के अन्तर्गत डाकतार माइक्रोवेव लिंक की सहायता से दूरदर्शन रिसे केन्द्र स्थापित करने के लिए इलाहाबाद को चुना गया है। इस योजना का कार्यान्वयन संसाधनों की उपलब्धता पर निर्भर करेगा।

Allotment of Newsprint to Newspapers in Assam

2238. SHRI AJIT KUMAR SHARMA; Will the Minister of INFORMATION AND BROADCASTING be pleased to state;

(a) the quantity of newsprint allotted to each of the newspapers (dailies, weeklies and biweeklies) published in Assam in the years of 1979, 1980 and 1981;

(b) the certified circulation of ea of the above newspapers during th^ above years; and

(c) whether the actual circulation of these newspapers is different from. the certified circulation?