

As regards treating of officers/staff of AIR/Doordarshan on 'deemed deputation' no distinction has been made between engineering and other categories of staff/officers in AIR/Doordarshan. In terms of Ministry of I&B's Order dated 5.9.2002 all the Government servants working in Akashwani and Doordarshan as on 5.9.2002 were placed on 'deemed deputation' to Prasar Bharati with effect from 1.4.2000 without any deputation allowance

(c) There is no proposal of introduction of new pay scales/deputation allowance for staff of AIR/Doordarshan working in Prasar Bharati at present.

(d) and (e) Do not arise.

Advertisements of alcohol and tobacco

†1300. SHRI BRIJLAL KHABRI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has taken cognizance of misleading advertisements of alcohol and tobacco being shown openly on television;

(b) if so, whether Government is considering to put a ban on such advertisements amending the Cable Television Network Act;

(c) if not, the details thereof;

(d) whether Government is taking any steps to put a ban on advertisements of alcohol and tobacco which are being shown through hoardings and other media apart from television; and

(e) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) to (c) Direct or indirect advertisements of alcohol and tobacco products are prohibited on TV channels under Rule-7(2)(viii)(A) of the Cable TV Networks Rules, 1994. Action is taken whenever any violation of these rules is brought to the notice of the Government.

(d) and (e) So far as Print Media is concerned, Norms of Journalistic Conduct Part (A), No. 36 (ii) provides that no advertisements shall be published which promotes directly or indirectly production, sale or consumption of cigarette or tobacco products, wine, alcohol, liquor and other intoxicants.

†Original notice of the question was received in Hindi.