

SPONSORED PROGRAMME OVER A.I.R.

*536. SHRI T. S. PATTABIRAMAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that recently at Bombay a senior Minister of the Government of India expressed himself in favour of sponsored programme over the All India Radio; and

(b) if so, when Government changed their policy in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (DR. B. V. KESHAR): (a) and (b). I am informed by the Minister for Irrigation and Power to whose speech a reference is made that he had not been correctly reported. As far as Government are concerned, it has been our settled policy not to have advertisements on the Radio whether in the shape of sponsored programmes or direct commercial broadcasts. It is not proposed to change this policy.

SHRI B. V. (MAMA) WARERKAR: May I know whether the Government's policy of not permitting sponsored programme is changed?

DR. B. V. KESHAR: That is what I referred to, Sir, that it is not our policy to have advertisements on the Radio whether in the shape of sponsored programmes or direct commercial broadcasts.

SHRI B. V. (MAMA) WARERKAR: May I know if there is any Government policy regarding sponsored programmes as distinct from direct advertisements or general commercial broadcasting and if so what is that policy?

DR. B. V. KESHAR: Yes, Sir. The Government of India stopped all commercial direct programmes about February 1934 and for a year or so sponsored programmes were permitted in a limited quantity but as this gave rise to protests from the public,

from April 1935 sponsored programmes as such were also stopped.

SHRI B. V. (MAMA) WARERKAR: May I know whether the Government consider that there is much difference between sponsored programmes and commercial advertisements on the Radio and if the reply is in the affirmative, will the Government explain the distinction clearly?

DR. B. V. KESHAR: There is a certain difference. All commercial broadcasts as such are considered to be direct advertisements on the Radio publicising any particular product while sponsored programmes are those which give a complete programme with an announcement either at the beginning or at the end that the programme is donated by 'X' or 'Y'. So it is a difference of degree and probably of the way in which a name is advertised.

CONCILIATION AND ADJUDICATION
MACHINERY IN INDUSTRIAL DISPUTES

*537. SHRI P. C. BHANJ DEO: Will the Minister of LABOUR AND EMPLOYMENT be pleased to state the steps taken by Government to make the working of the conciliation and adjudication machinery in industrial disputes more effective?

THE DEPUTY MINISTER OF LABOUR (SHRI AMD ALI): (i) The Regional Labour Commissioner concerned or the Chief Labour Commissioner himself intervenes in industrial disputes of an important nature.

(ii) Instructions have been issued to the officers of the conciliation machinery to complete conciliation proceedings within the time limit fixed under the Act.

(iii) The Labour Appellate Tribunal has been abolished.

(iv) A three-tier system of original tribunals, viz. Labour Courts, Industrial Tribunals and National Tribunals, has been set up to deal with disputes relating to specified matters.