

#### Rural electrification targets

\* 447. DR. BHALCHANDRA MUNGEKAR: Will the Minister of POWER be pleased to state:

- (a) the targets set for electrification of villages and poor households in the country during 2009-10 and 2010-11 and how much of it has been achieved till date;
- (b) the major reasons for gaps, if any, in targets and achievements; and
- (c) the steps Government is taking to speed up the process of implementation so that these targets can be achieved within the stipulated time-frame?

THE MINISTER OF POWER (SHRI SUSHIL KUMAR SHINDE) : (a) and (b) The targets and achievements of electrification of un/de-electrified villages and release of electricity connections to Below Poverty Line (BPL) households under Central Governments Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY) during the year 2009-10 and 2010-11 are as under: -

Year	Un/de-electrified villages		BPL households	
	Target	Achievement	Target	Achievement
2009-10	17,500	18,374	47,00,000	47,18,468
2010-11	17,500	18,306	47,00,000	58,83,355

It is evident from the above table that the targets in respect of both un/de-electrified villages and BPL households for the year 2009-10 and 2010-11 have been achieved.

- (c) Although targets have been achieved, in order to ensure qualitative implementation of the scheme, the Government has taken the following steps:-
  - (i) Monitoring Committee under chairmanship of Secretary (Power) periodically meets to review progress of implementation.
  - (ii) Ministry of Power as well as Rural Electrification Corporation (REC), the Nodal Agency for RGGVY, conduct frequent review meetings with concerned State Governments, State Power Utilities and Implementing Agencies for expeditious implementation of the scheme.

- (iii) For speedier and effective implementation of projects, project execution has been taken up on turnkey basis.
- (iv) To ensure qualitative execution of rural electrification works, a three tier quality control mechanism has been enforced under RGGVY in XI Plan.
- (v) The States have been requested to hold monthly meeting under the Chairmanship of Chief Secretary to resolve the bottlenecks in implementation of RGGVY.

#### **Misleading advertisements**

\*448. PROF. ANILKUMAR SAHANI : Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether some companies like Himani, Hindustan Unilever, Himalaya, Complan, etc. are marketing fairness creams, dandruff removal shampoos, etc. misguiding their customers by broadcasting misleading advertisements on television, etc.; and

(b) whether there is any proposal to verify the claims of these companies to check the effectiveness of their products and to book unscrupulous companies for misleading advertisements and misguiding the consumers?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS) : (a) Government is aware that some companies are advertising and marketing products like fairness creams, dandruff removal shampoo etc. The Advertisements aired on private satellite TV channels are regulated under the Advertising Code prescribed in rules framed under Cable Television Network (Regulation) Acts 1995. Though the Act does not provide for pre-censorship of the advertisements aired in the channels yet the broadcaster have to conform to the Advertising Code. In case of any specific violation, action is taken as per provisions of the Act.

(a) There are a number of legislations that have provisions to deal with misleading claims and advertisements made by companies regarding their products:-

- (i) The Drugs and Cosmetics Act, 1940 (Ministry of Health)
- (ii) The Drugs and Magic Remedies (Objectionable Adve 1955, (Ministry of Health)