

in the form of soft-loans, incentive on production and export of raw sugar, fixed remunerative prices of ethanol, waived excise duty for supply of ethanol under Ethanol Blended Petrol Programme, and provided production subsidy to mills to offset cost of cane. As such creation of separate Price Stabilization Fund is not required.

(c) and (d) Apex representative bodies of sugar industry have represented for bringing down the eligibility condition of exposure of ₹ 500 crore to ₹ 100 crore for sustainable structuring of stressed assets. No such relief has been given to sugar industry in this regard so far.

**Use of photograph of Prime Minister in advertisements  
by private companies**

1193. SHRI KAPIL SIBAL: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether any permission was sought by private companies to use the photograph of the Prime Minister in full page advertisements while promoting their brands and if so, the details thereof;

(b) if not, the action taken by Government against such companies;

(c) whether there is any mechanism which approves the usage of Prime Minister's photographs by private companies and if so, the details thereof; and

(d) if not, whether Government is planning to introduce any mechanism in this regard, if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) No, Sir.

(b) As per our knowledge, Paytm and Reliance Jio and used the photograph of the Prime Minister in their respective full page advertisement contravening the 'prior permission' stipulation in such cases under 'The Emblems and Names (Prevention of Improper Use) Act, 1950'. Clarifications were sought by Department of Consumer Affairs from Paytm and Reliance Jio wherein they have apologized for their inadvertent mistake. Further, based on a request from the Department of Consumer Affairs, Ministry of Information and Broadcasting has issued an advisory to print medium to check-up the permission/authority from Competent Authority before issuing any advertisement wherein the Emblem and Names Specified under the act are mentioned.

(c) and (d) Section 3 of 'The Emblems and Name (Prevention of Improper Use) Act, 1950' stipulates that 'no person shall, except in such cases and under such conditions as may be prescribed by the Central Government, use, or

continue to use, for the purpose of any trade, business, calling or profession or in the title of any patent, or in any trade mark or design, any name or emblem specified in the Schedule or any colorable imitation thereof without the previous permission of the Central Government or of such officer of Government as may be authorized in this behalf by the Central Government.' A committee is in existence in Department of Consumer Affairs for *inter alia* examining proposals regarding prior approval stipulation under 'the Emblems and Names (Prevention of Improper Use) Act, 1950'.

#### **End-to-end computerisation of TPDS operations**

1194. SHRIMATI SASIKALA PUSHPA: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) by when Government would be able to complete the task of end-to-end computerisation of TPDS operations throughout the country; and

(b) the status of the end-to-end computerisation of TPDS operations in Tamil Nadu?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) and (b) Department of Food and Public Distribution is implementing a Plan Scheme on 'End-to-end Computerization of TPDS Operations' during Twelfth Five Year Plan (2012-17). Initially the implementation of the project was slow and uneven across the country due to delay in finalization of action plans by States/UTs, late submission of their proposal for financial assistance and practical problems faced during implementation of the project. However, due to vigorous efforts and constant monitoring of the project through meetings, Video Conferences, visits, letters and advisories with States/UTs to review their progress/problems being faced etc., there has been significant progress in implementation of the project and ration cards have been completely digitized in all States/UTs, transparency portal and online grievance redressal facility/Toll-free number have been implemented in all States/UTs, online allocation has been implemented in 29 States/UTs and supply chain is computerized in 20 States/UTs. The validity of the scheme has been extended by one year *i.e.* upto 31.03.2018 without any escalation in the project cost to complete the project. The present status of implementation of various activities of the project State-wise including Tamil Nadu is given in the Statement.