

THE VICE-CHAIRPERSON (SHRIMATI MEDHA VISHRAM KULKARNI): Shri K.R.N. Rajeshkumar; not present. Dr. Bhim Singh.

**Concern over arbitrariness by dealers under the Garib Kalyan Anna Yojana**

**डा. भीम सिंह** (बिहार): महोदय, भारत सरकार द्वारा प्रधान मंत्री गरीब कल्याण योजना चलाई जा रही है, जिसके तहत प्रति व्यक्ति प्रति माह 5 किलो राशन दिया जाता है। यह एक महत्वपूर्ण योजना है, जिसके माध्यम से गरीब, असहाय आमजन को भूखा नहीं सोना पड़ रहा है। ऐसी मानवीय योजना के लिए मैं सरकार का साधुवाद करता हूँ।

परन्तु समाज के अंतिम पायदान पर खड़े व्यक्तियों के लिए लागू इस योजना में भी कुछ आदमी अपना हित साधना शुरू कर चुके हैं। समाचार पत्रों एवं क्षेत्र भ्रमण के दौरान जनता से पता चला है कि डीलर तय मापदंड से कम राशन लाभुकों को दे रहे हैं। ऐसी परिस्थिति में आवश्यक हो गया है कि केंद्र सरकार कोई ऐसी व्यवस्था बनाए कि लाभुकों को उनका निर्धारित राशन मिल सके।

अतएव अनुरोध है कि इस अनियमितता पर रोकथाम के लिए समुचित कदम उठाए जाएं।

THE VICE-CHAIRPERSON (SHRIMATI MEDHA VISHRAM KULKARNI): Sant Balbir Singh; not present. Shri Neeraj Dangi; not present. Shri Samik Bhattacharya.

**Demand for a probe into post poll violence against persons belonging to SC and ST in West Bengal after the recently held general elections**

SHRI SAMIK BHATTACHARYA (West Bengal): Madam, unspeakable atrocities on people belonging to the Scheduled Caste and Scheduled Tribe Categories and minority community post declaration of results of the General Election to the House of the People are taking place in West Bengal. Right from the beginning of campaigning for the 18th Lok Sabha elections in West Bengal and to the declaration of the results of the General Election to the House of the People, 2024, unspeakable atrocities have been unleashed on the poor people, including women and children belonging to the Scheduled Caste and Scheduled Tribe categories rendering many of them dead, maimed and homeless. A total of eight innocent people have lost their lives because of this mindless attack.

I would, therefore, like to request the Government to undertake concrete action to protect the lives and properties of persons belonging to the Scheduled Caste and Scheduled Tribe categories affected by the post-poll violence in West Bengal.

THE VICE-CHAIRPERSON (SHRIMATI MEDHA VISHRAM KULKARNI): Dr. Fauzia Khan; not present. Dr. John Brittas; not present. Dr. Sasmit Patra; not present. Shri Ayodhya Rami Reddy Alla; not present. Dr. Ashok Kumar Mittal; not present. Shri Sanjeev Arora; not present. Shri A.D. Singh; not present. Shri Kartikeya Sharma.

### **Mandatory self-declaration certificates for advertisements**

SHRI KARTIKEYA SHARMA (Haryana): Madam, thank you for allowing me to address this critical issue affecting print and digital media. The recent directive requiring self-declaration certificates for all advertisements (print, digital and electronic) aims to safeguard consumer interests and uphold advertisement integrity. However, this directive has introduced several operational challenges.

There remains significant ambiguity, especially regarding non-claim advertisements published by small media houses for SMEs. These advertisers may struggle to comply due to the technical nature of the process and limited resources. Additionally, the handling of Government and Public Sector advertisements under this directive is unclear. Media houses face difficulties in preparing self-declaration certificates, registering on the portal, and troubleshooting issues, which could deter advertisers from using print media and affect revenue.

Storage of self-declarations, weeding out, and handling emergency advertisements pose further challenges, particularly within the digital media ecosystem. Given the potential for legal challenges and technical issues with the portal, it is requested that the Ministry delay the implementation of these guidelines until clear and objective procedures are established. It is also suggested that the implementation be initially limited to medical ads and that a wider consultation with stakeholders be conducted. Thank you.

THE VICE-CHAIRPERSON (SHRIMATI MEDHA VISHRAM KULKARNI): With this, the House stands adjourned to meet at 11.00 a.m. on Monday, the 1<sup>st</sup> July, 2024.

*The House then adjourned at forty-eight minutes past five of the clock till eleven of the clock on Monday, the 1<sup>st</sup> July, 2024.*