

are demanding a legal guarantee for MSP on all agricultural produce to ensure that they can recover at least the minimum input costs incurred in cultivation. This is not just a demand—it is a necessity for their survival. When farmers are forced to sell their produce at a loss due to the absence of assured MSP, they are pushed deeper into despair, often leading to suicide. This is the primary reason behind the ongoing farmer agitations across the country, including in Punjab, where they seek a legal guarantee for MSP. Furthermore, I propose that opening the international border between India and Pakistan for trade could significantly benefit Punjab's farmers. Enhanced trade opportunities would provide them with access to larger markets, thereby increasing their income and reducing their economic hardships.

In conclusion, I appeal to the Government to take immediate and concrete steps, namely, waive the debt of Punjab's farmers, ensure a legal guarantee for MSP, and explore trade opportunities that uplift the agricultural community. Thank you, Sir. *Sat Shri Akaal.*"

MR. DEPUTY CHAIRMAN: The following hon. Members associated themselves with the matter raised by the hon. Member, Shri Sant Balbir Singh: Shri Niranjana Bishi (Odisha), Dr. V. Sivadasan (Kerala), Shri R. Girirajan (Tamil Nadu), Dr. John Brittas (Kerala), Shri A. A. Rahim (Kerala), Ms. Dola Sen (West Bengal), Shri M. Mohamed Abdulla (Tamil Nadu), Shri M. Shanmugam (Tamil Nadu) and Dr. Ashok Kumar Mittal (Punjab).

Shrimati Sagarika Ghose. 'Need to imbibe new global technologies by National Broadcaster'.

Need to imbibe new global technologies by National Broadcasters

SHRIMATI SAGARIKA GHOSE (West Bengal): Sir, new media technologies are shrinking the world. India's unique identity as a vibrant democracy rooted in diversity and pluralism is an asset to the international order and needs to be projected on the global stage. This can only happen if our national broadcaster, Doordarshan, aspires to becoming truly world-class. The Network Russia Today is rapidly expanding in taking the message of Russia to the world. Networks like Al Jazeera are using Government funding to project the Arab voice in the world. Doordarshan can play this role. But, for this, it needs top-class modern content and management. Seven decades after independence, India deserves a truly world-class public broadcaster as envisaged in the Prasar Bharati Act of 1990.[‡]

[‡] Expunged as ordered by the Chair.

Sir, I have been a journalist for 35 years and it is tragic to see trivialisation, character assassination and sensationalism which are today practised in television news. Today, almost 400 licensed news channels are competing for the lowest common denominator. Four years ago, news channels ran a motivated campaign against a film actor. Today, that film actor has been proven innocent. Today, all those accusations have been revealed as baseless. But who will give back to Miss Rhea Chakraborty those years of humiliation that she endured at the hands of the media? The question arises: how can news media channels be made more responsible and accountable. Media owners will soon be called out on the floor of Parliament. Rogue anchors are a disgrace to journalism. We know that the business model of TV news is broken. So is this the new way to make profit to unleash lies and more lies and fakery?

Sir, I had the privilege of serving on the News Broadcasting Standards Authority which was chaired by the distinguished jurist, late Justice J.S. Verma. Justice Verma would say that media should be free and responsible, not irresponsible and censored. The NBSA lacks teeth and any statutory power. However, today, an independent media industry body that upholds global standards of professional broadcasting and journalistic fairness is urgently needed.

Sir, I would just like to say that today the model of advertising funded television news is rapidly imploding. The model is imploding. Therefore, it is for this reason that the media is engaging in character assassination. The media is engaging in a witch-hunt against individuals and the media is engaging in hate-mongering. ...(*Time-bell rings.*)...

MR. DEPUTY CHAIRMAN: The following hon. Members associated themselves with the matter raised by the hon. Member, Smt. Sagarika Ghose: Ms. Dola Sen (West Bengal), Dr. V. Sivadasan (Kerala), Shri Saket Gokhale (West Bengal), Dr. John Brittas (Kerala), Shri M. Mohamed Abdulla (Tamil Nadu), Shri A. A. Rahim (Kerala), Dr. Ashok Kumar Mittal (Punjab), Shri M. Shanmugam (Tamil Nadu), Shri Niranjana Bishi (Odisha), Shri Manoj Kumar Jha (Bihar), Shri R. Girirajan (Tamil Nadu), Shri Mohammed Nadimul Haque (West Bengal), Smt. Mausam B Noor (West Bengal), Shri Digvijaya Singh (Madhya Pradesh), Shri Imran Pratapgarhi (Maharashtra), Shrimati Priyanka Chaturvedi (Maharashtra), Smt. Jaya Amitabh Bachchan (Uttar Pradesh), Shri Pramod Tiwari (Rajasthan), Shri Mallikarjun Kharge (Karnataka), Shrimati Sonia Gandhi (Rajasthan), Ms. Sushmita Dev (West Bengal), Shri Haris Beeran (Kerala), Shri Ajit Kumar Bhuyan (Assam), Shri Prakash Chik Baraik (West Bengal), Shri Anil Kumar Yadav Mandadi (Telangana) and Smt. Phulo Devi Netam, (Chhattisgarh).