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DISTT. BARABANKI

180. M/s. Shri J. B. Roy, At-Kotiva Dham, Teh. Ram Snehighat, Distt. Barabanki Pvt.

DISTT. MAINPURI

181. Shri Pramod Shrivastava, At-Noner Mainpuri, Teh. Mainpuri, Distt. Mainpuri Pvt.

182. M/s. Harrisons Malayalam Ltd., At-Bhugaon, Distt. Mainpuri Pvt.

DISTT. FARUKHABAD

183. M/s. Spencer & Co., Ltd., At-Rajaipur, Distt. Farukhabad Pvt.

DISTT. BADAUN

184. Sh. Abdul Dabeer, At & Teh. Bisauli, Distt. Badaun . . . Pvt.

[English]

Introduction of Panchayati Raj Bill

515. SHRI SOBHANA DRESWARA RAO VADDE: Will the PRIME MINISTER be pleased to state:

(a) whether the Government propose to introduce the Panchayati Raj Bill in the Parliament during the current Session; and

(b) if so, the salient features of the proposed Bill?

THE MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI G. VENKATSWAMY): (a) and (b) Steps will be taken to introduce Panchayati Raj Bill in Parliament after the Government examines various aspects of the legislation and has consultation with all concerned.

Effect of T.V. Advertisements on Price structure of consumer items

516. SHRI RAJNATH SONKAR SHASTRI: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

(a) the effect of the Television advertisements on the price structure of the consumer and daily-need items;

(b) whether there is any proposal to safeguard the interests of the consumers in the matter of reducing the prices to the extent the money is spent on advertisements by manufacturers;

(c) if not, the reasons for the consumers being taken for a ride by the manufacturers; and

(d) the amount spent by the manufacturers/companies/producers on the Television advertisements during 1990-91 and how does the same compare with the preceding three years, year-wise?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) to (d) advertisement of a product over Doordarshan is a legitimate means to promote sales of goods/services. The price of consumer goods are decided on the basis of production costs, market forces, demand and supp'y, etc. and the commercial advertisements are not an instrument to control/regulate the prices of consumer goods.

Commercial advertisements are produced by the advertising agencies on behalf of their clients and the Government does not have to bear any cost on their production. Since the advertisements are produced for the manufacturers by advertising agencies, the