

[English]

Agricultural Programmes on Doordarshan

3150. SHRI V. SOBHANADREESWARA RAO VADDE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the number of hours allocated to various sectors such as commercial advertising, news, arts, health and family welfare, agriculture etc. in Doordarshan;

(b) whether the Government propose to increase the time allocated for agricultural programmes in Doordarshan to propagate the adoption of the latest technology by the farmers;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) According to Doordarshan, time allotted to agricultural programmes is about 101 hours per month. The time allotted for news is around 713 hours per month. Information regarding programmes on health, art, family welfare etc. are not maintained centrally in a compiled form. Most of the Doordarshan Kendras mount programmes on a fixed weekly frequency, on health and family welfare for a duration of 15 to 20 minutes, the time devoted for telecast of programmes on other aspects like art, craft varies depending upon the topicality, viewers interest and the programme requirement of the Doordarshan. Doordarshan can make available upto 10% of the total transmission time for commercial advertisements.

However, at present, only 2.5% of the transmission time is being utilised for commercial advertisements.

(b) to (d) Through agriculture programmes, efforts are being made by Doordarshan to acquaint the farmers with the adoption of latest technology in agriculture. However, there is no proposal to increase the time already allocated to agricultural programmes keeping in view the limited transmission hours and other programme commitment/requirement of Doordarshan.

Export Order to PFPL

3151. SHRI SOBHANADREESWARA RAO VADDE : Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state :

(a) whether Pepsi Cola International has placed an export order for 3.6 million dollars to Pepsi Foods Private Limited (PFPL) in India;

(b) if so, the details of the export order on various items;

(c) whether these items are being produced in the units of PFPL in India; and

(d) if so, to what extent?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO) : (a) As per the information furnished by the Company, Pepsi Cola International have given M/s Pepsi Foods Pvt. Ltd., an export order advance of US \$ 13.6 million.

(b) to (d) As per the information furnished by the Company, the Company envisages to export the following items as per their export plan for the current financial year :