

[English]

**MINISTRY OF INFORMATION
AND BROADCASTING**

MR. DEPUTY SPEAKER : The House will now take up discussion and voting on Demand Nos 52 and 53 relating to the Ministry of Information and Broadcasting for which 5 hours have been allotted.

Hon. Members present in the House whose cut motions to the Demands for Grants have been circulated may, if they desire to move their cut motions, send slips to the Table within 15 minutes indicating the serial numbers of the cut motions they would like to move. Those cut motions only will be treated as moved.

A list showing the serial numbers of cut motions moved will be put up on the

Notice Board shortly. In case any Member finds any discrepancy in the list, he may kindly bring it to the notice of the officer at the Table without delay.

Motion moved:

"That the respective sums not exceeding the amounts on Revenue Account and Capital Account shown in the fourth column of the Order Paper be granted to the President out of the Consolidated Fund of India to complete the sums necessary to defray the charges that will come in course of payment during the year ending the 31st day of March, 1988, in respect of the heads of demands entered in the second column thereof against Demands Nos. 52 and 53 relating to the Ministry of Information and Broadcasting"

Demands for Grants in respect of the Ministry of Information and Broadcasting for the year 1987-88 submitted to the vote of Lok Sabha.

No. of Demand	Name of Demand	Amount of Demand for Grant on account voted by the House on 13th March, 1987	Amount of Demand for Grant submitted to the vote of the House
1	2	3	4

MINISTRY OF INFORMATION AND BROADCASTING

		Revenue Rs.	Capital Rs.	Revenue Rs.	Capital Rs.
52.	Ministry of Information and Broadcasting	9,59,00,000	48,00,000	47,92,00,000	2,43,00,000
53.	Broadcasting Services	62,17,00,000	55,66,00,000	3,10,85,00,000	2,78,29,00,000

SHRI SRIHARI RAO (Rajahmundry): I want to express my observations on the Ministry of Information and Broadcasting. Sir, the objective of this Ministry is to inform and educate the people and, at the

same time, to extend some entertainment. But what is the position today?

There is more entertainment than education and information and that too a

sub-standard entertainment and at times vulgar entertainment than education. Now, Sir, if you carefully watch Doordarshan programmes you will find that they do not reflect the nation's aspirations. Actually, we want a casteless and classless society and we want that more publicity should be given to 20-point Programme, especially to Family Planning. But, do our viewers get T.V. programmes which are promoting these objectives? If you see carefully you will find that these objectives are not being projected in our T.V. programmes. Sir, if you observe in the Seventh Plan outlay, the Ministry was granted Rs. 1471.51 crores out of that Rs. 700 crores allocated to Doordarshan and another Rs. 700 crores to the sound and Broadcasting. This shows how much importance is being given to this media, and it really deserves so. I fully support the importance being given to this media as ours is a vast country where people speak different languages and are spread out in different regions. T.V. is the only media by which we can reach the masses inhabiting our country at the same point of time. In India newspaper is being read only by a few literate people and also the written material does not bring as much effect as the visuals or spoken words can bring. That is why in this respect T.V. is more helpful to promote the aspirations of our nation, so I fully support the idea of promotion of T.V. and Radio.

At the same time we should also see that while giving importance to T.V. and radio, other media should not be neglected. For instance, the Annual Plan outlay for 1985-86 was only Rs. 7 crores for the film media and Rs. 4 crores for the information media. Even this amount was not fully utilised. Only Rs. 4.27 crores, out of Rs. 7 crores allocated for film media, was spent whereas in the case of information media the amount spent was only Rs. 1.33 crores out of the grant of 4 crores. It is almost one-third. That too, in some of the other media, certain units are being closed down. This is the record of the Ministry.

Now take the sponsored programmes and advertisements shown on Doordarshan. Soft drinks and fast foods are sold through

the medium of television to the children. If a middle-class family in a village like my home-village Machavaram, watches this sort of programmes, what will be their effect on them? What will be effect of these advertisements selling soft-drinks on poor village children, who cannot afford even clean drinking water in their villages? At the same time, urban children have no awareness about the minimum basic problems such as drinking water. The media is helping to create only an elite class which does not know the problems of villages. This is affecting the growth of our nation. I am reminded of the French Empress who asked the hungry people to eat cake when there was no bread. And that started the French Revolution. Similarly our young children belonging to the elite urban classes may advise the less fortunate people to drink Coca-Cola if they do not have any clean drinking water.

Precious television time and crores of rupees are spent in telecasting cricket matches that are played in the country as well as abroad. I do not think that it will result in making our nation a country of great cricket players. On the other hand it affects the other activities of like in an adverse manner. If a kisan or a factory worker or an office employee or a student spends time in watching cricket day in and day out, does not the work in their respective spheres get affected? Secondly, when only a small number of people and not a majority, are watching television, why should you waste crores of rupees on telecasting these cricket matches? Is it not unnecessary wasting of people's money? Moreover it is influencing our young as well as old people in a bad way. After all, there is time for play and time for work. It is affecting the quality of studies as far as younger generation is concerned and quality of work with regard to older generation because a lot of time is wasted in watching this game which stretches over many days. Secondly, I would like to pose a question here. What about other games which are of a much shorter duration? Why don't you encourage such type of games instead of cricket? You cannot spend the entire time watching TV programmes in this country because we are a

[Shri Srihari Rao]

developing nation. It may be okay in foreign country which are already advanced.

Not only in other places, but this disease of watching television for long hours is entering the Central Hall of our Parliament also.

This is most unfortunate. Even MPs and most responsible Ministers are also watching the T.V. in the Central Hall without attending to their work in Parliament—Lok Sabha or Rajya Sabha. The Parliament was facing the problem of Quorum during those days when the Cricket match was on. This is not a good thing. This is very-very unfortunate. So I suggest that we should not telecast cricket matches of some such thing when the Parliament Session is on.

Regarding coordination, everybody knows that there is no coordination between the Opposition ruled States like Andhra Pradesh and this Ministry. For instance, in Andhra Pradesh we have started plenty of welfare schemes for the poor people. But it is unfortunate, it does not get coverage in the T.V.

Andhra Pradesh has also passed a law for giving equal rights to the parental—ancestral—property. The main purpose for doing this is to discourage practice of giving dowry. The law cannot serve the purpose, if people are not properly educated. Suppose, if the State Information Department wants to face this challenge and if they don't have funds, this Ministry should co-operate but really speaking they are not doing so. We have taken up so many projects in Andhra Pradesh in addition to Irrigation, like the Housing for the poor and so on. During the last four years in Andhra Pradesh, we have completed about 10 lakhs Pucca House for the S.C. and weaker sections. This is almost equal to all the other states. It is an all-India figure. My constituency of East Godavari District has the highest number in India. But you never showed this thing of T.V. In the Andhra Pradesh Housing Programme, a house costs only

Rs. 10,000. This is first in India and you never showed this programme on T.V.

Another welfare programme which in Andhra Pradesh is *Kranti Padam*, i.e. the actual involvement of poor people or villagers or farmers suppose the villagers want any road link or well or tank or latrine they can come forward and the Government will help them by giving Rs. 2 lakhs. The villagers should have a project worth five lakh rupees.

17.57 hrs.

[SHRI SHARAD DIGHE *in the Chair*]

They will provide the labour, i.e. by way of *Sharmdan* of 50 of project lost. It is a very popular and successful programme in Andhra Pradesh. You never shown this programme on T.V.

MR. CHAIRMAN : You have already taken 15 minutes. You please conclude by 6 'o' clock.

SHRI SHRIHARI RAO : No Sir I took only ten minutes. I want some more time. The production and distribution of films should be the job of the private organisations. The Government should not interfere regarding production of films and serials because they are not successful in their attempts. We have observed that the serials which are produced by the private organisations are very successful and they are very good pictures. That is why you have put some restrictions on those private producers. To avoid competitions with the private producers, you have put some restrictions on them. By means of this, you are showing your pictures on T.V. whereby people can enjoy your films only.

Regarding language which is used by Doordarshan, the programmes are watched and liked by the viewers and a good part of the network programme is shown in Hindi. Most of the people belonging southern or Eastern regions of India, does not follow Hindi language. But most of the programme are in Hindi. When they do not understand Hindi, how can they follow and enjoy these programmes ?

18.00 hrs.

It is necessary to decentralize the working of Doordarshan. Let the States produce their own programmes in the language of the people of the States, and according to the taste of the people there. Moreover, the National Programme should be for a very limited duration—not more than half an hour daily. Good programmes made by the States can be exchanged with the other States with appropriate sub-titles. Then only they will understand different cultures and the problems of different States. That will promote national integration. This is very important.

Today, very good films are available in many languages e.g. Hindi, Telugu, Malayalam and Tamil. We appreciate their culture, language and values, even if we do not understand their language. But the purpose will not be served if, e.g. a Kannada story is translated to some other language, even the people of Kannada are not able to understand it.

SHRI SRIHARI RAO : I beg to move :

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100”.

[Need to use the medium of television for social purposes viz. for promoting casteless and classless society and encouraging family planning] (20).

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100/-”

[Need to prevent advertisements and sponsored programmes on television which encourage consumerism] (21).

“That the demand under the head Ministry of information and Broadcasting be reduced by Rs 100”.

[Need to prevent wasteful expenditure by relaying cricket matches frequently.] (22)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to promote film media for educating the people about social evils] (23)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to educate the people about the evils of dowry, drug addiction, drinking, smoking and for promoting basic health education through T.V. and Radio.](24)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs 100 ”

[Need to decentralise the working of Doordarshan and to set up studios in every State capital for production of programmes in regional languages] (25)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to limit the duration of the national programme on T.V for a shorter period and to give appropriate sub-titles in regional languages to national programmes.] (26)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to encourage production of video programmes in all regional languages.] (27)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to improve the quality and credibility of the news bulletins telecast by Doordarshan by giving

[Shri Sri Hari Rao]

factual information on important national and international matters.] (28)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to ensure authenticity of news before including it in news bulletins of AIR and Door-darshan.] (29)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to encourage professionals instead of bureaucrats in the production and management of Doordarshan programmes.] (30)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to increase monthly remuneration of representatives of the PTI in the districts from Rs. 25/- to Rs. 500/- per month and also to provide them telephone facilities.] (31)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to allot adequate time on T.V. to promote agricultural programmes particularly relating to dryland farming and pulses.] (32)

“That the demand under the head Ministry of Information and Broadcasting be reduced by Rs. 100.”

[Need to telecast “Today in Parliament” in regional languages from regional centres.] (33)

MR. CHAIRMAN: Mr. Rao, you may continue your speech later. Now we take up Half-an-Hour Discussion. Shri T. Basheer.

HALF-AN-HOUR DISCUSSION
POLICY ON URBAN LAND
CEILING

18.02 hrs.

[English]

SHRI T. BASHEER (Chirayinkil): Sir, I am here to raise a discussion on the points arising out of the answer given by the Minister of State in the Ministry of Urban Development on 6th April 1987 to Starred Question No. 557 regarding policy on urban ceiling.

Ceiling on urban land is a very important subject. I should say that Government must have a clear-cut policy regarding it. But I am sorry that at present Government does not have a clear-cut policy regarding it. But I am sorry that at present Government does not have a clear-cut policy, or a good perspective regarding this subject. This is an area where Government's effective intervention is required. The reasons for this are very clear.

18.03 hrs.

[MR. DEPUTY SPEAKER *in the Chair*]

The first aspect is that a few individuals own a major portion of urban land. There are some surveys through which I have got an idea about the extent of concentration of urban land in the hands of a few persons. One study has shown that in Bombay, 55% of the vacant urban land is owned by 91 individuals. So, the gravity of the problem is very clear. The second aspect is the imperfect land market situation existing in urban areas. The necessity to bring down prices of urban land is a matter of concern to all of us. The third aspect is that Government has failed to acquire and generate vacant land for the housing of economically weaker sections and low income groups. Their access to this urban land is very poor. So,