

the whole Indo-Bangladesh border of West Dinajpur district in West Bengal and these are done by Bangladeshis who frequently cross the border at various points. They penetrate deep into India and do these mischiefs. These activities increase during the declining moon. BSF cannot prevent these. Recently, cattle lifting has increased in the Goalpukur sector. I have drawn attention of the Central Government many times but no effective steps have been taken so far. I request the hon'ble Minister to pay serious attention to this important problem and devise new measures to prevent these crimes.

[Translation]

(iv) Need to open Navodaya Schools in Bastar district of Madhya Pradesh

SHRI MANKURAM SODI (Bastar) : Mr. Deputy-Speaker Sir, in terms of area, Bastar is the largest district in Madhya Pradesh. Its area is 39114 square kilometres. There are 3388 villages spread throughout this district. Travelling from one village to another is a time-consuming process because of inadequate transport facilities. The farthest village is situated at a distance of 200-250 kilometres from the district headquarters. The district is predominantly inhabited by Adivasi population.

From the point of view of education this district is way behind other Adivasi districts. Under the Central Government's New Education Policy, it has been decided to open one Navodaya School in each district. That means Bastar district will get only one such school. Considering the area of the district and the objective of creating interest in education among Adivasis, the Government is requested to approve the opening of two Navodaya Schools in Bastar district. This will help providing Adivasi students an opportunity to receive higher education.

(v) Need to ban advertisement relating to eggs, meat and alcohol on media

SHRI VIRDHI CHANDER JAIN (Barmer) : Mr. Deputy-Speaker Sir, prior to independence and until four years back, advertisements relating to eggs, meat, alcohol and other intoxicants were banned on the media. This was done in keeping

with our religious customs, directive principles of the Constitution advertisement code and in deference to the sentiments of the majority community of this country. Such advertisements continue to appear in newspapers and on Government media, such as, T.V and radio despite the official stand on the issue. Advertisements relating to eggs, meat and alcohol are unaesthetic, provocative and objectionable. For example, the current advertisement relating to eggs being put out through radio and T V goes like this :

*"Meri Jaan, Meri Jaan,
I love you. Mein
tumhey brandy
pilaonga, whisky
pilaonga aur murgi
ke ande khilaonga.
Meri Jaan, Meri Jaan,
Sunday ho ya Monday
roz khao ande."*

If a secular Government allows such improper advertisements on its media, it is acting in contravention of its policy of protecting, preserving and promoting Indian culture and traditions. Under the existing rules, presentation of alcohol related advertisements, directly or indirectly, is illegal and a cognisable offence whereas in the advertisement mentioned earlier, brandy and whisky are also being advertised along with eggs. On the one hand, the Government makes efforts to stem the increasing intake of intoxicants and on the other it encourages the use of intoxicants through its media. These advertisements are misleading. Scientific research has shown that eggs contain deadly elements like uric acid, cholesterol, avidin and D.D.T. These elements are known to cause eczema, kidney-stone and ailments of the heart and liver. Current advertisements show scant respect to findings of scientists and to the disorders that are caused following consumption of eggs, while they go on misleading viewers and listeners. Hence these advertisements are misleading and detrimental to consumer interests.

Therefore, the Information and Broadcasting Ministry of the Central Government is urged to immediately ban advertisement relating to eggs, meat and alcohol