

the Ratnagiri Museum I do not have the details because the question is general. If the hon. Member insists on having details about the Ratnagiri Museum, I will be able to give him if he gives separate notice.

SHRI B. C. PATTANAYAK: He has already asked. Why don't you put it on the Table of the House when it is available?

श्री रामेश्वर सिंह : श्रीमन्, अभी चार दिन पहले मैं भुवनेश्वर तथा पुरी में था। मैं माननीय मंत्री महोदय से यह जानना चाहता हूँ कि क्या सरकार को मालूम है कि हमारे देश में जो सांस्कृतिक स्थल हैं, जैसे खजुराहो है, जगन्नाथपुरी का टेम्पल है, उनकी स्थिति अच्छी नहीं है? खास तौर से जगन्नाथपुरी में जो टेम्पल है वहाँ साल भर में एक मूर्ति निकाली जाती है, उस स्थान पर जो बिल्डिंग है और जो पिलर है वह चारों तरफ से टूट रहा है। क्या आपको इन बातों की जानकारी है? अगर आपको जानकारी है तो क्या उस पिलर और मंदिर को बचाने की आप व्यवस्था करेंगे? इस जगन्नाथपुरी के टेम्पल में साल भर में एक बार मूर्ति निकाली जाती है... (व्यवधान)। कोणार्क के मंदिर की बात मैं नहीं कर रहा हूँ लेकिन कोणार्क के मंदिर और इस जगन्नाथपुरी के मंदिर की सुरक्षा के लिए आप क्या व्यवस्था कर रहे हैं? वहाँ पर पिलर टूट रहा है। हमने खुद अपनी आँखों से देखा है। अगर आप कोई व्यवस्था नहीं करेंगे तो वह गिर जाएगा।

श्री जे. के. जैन : आप खजुराहो कितनी बार जा चुके हैं?

श्री पी. के. बंगन : यह सवाल म्यूजियम्स के ऊपर है और आनरेबल मेम्बर, माननीय सदस्य पूछ रहे हैं

आर्कलाजी के बारे में। मैं यही अर्ज करना चाहूँगा कि आनरेबल मेम्बर अगर कोणार्क और जगन्नाथपुरी टेम्पल के बारे में जानना चाहते हैं तो वे इसके लिये सेपरेट नोटिस दे दें ताकि उनको पूरी इन्फॉर्मेशन मिल सके। यह सवाल म्यूजियम्स के बारे में है और अगर वे म्यूजियम्स के बारे में पूछें तो मैं उनको जवाब दे सकता हूँ।

श्री जे. के. जैन : रामेश्वर सिंह जी नहीं जानते इस बात को, उनको पता नहीं कि मंदिर और म्यूजियम में क्या फर्क होता है।

Routing of advertisements through » pri- vate agency by Visakhapatnam port Authorities

*182. SHRI INDRADEEP SINHA: Will the Minister of SHIPPING AND TRANSPORT be pleased to state:

(a) whether the Visakhapatnam Port authorities have been routing all their advertisements through a private agency, namely, Kiran Advertiser, (P) Ltd., Visakhapatnam; and

(b) if so, what are the reasons therefor and since when this is being done?

THE MINISTER OF SHIPPING AND
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KARA REDDY): (a) Yes, Sir.

(b) It helps the Port in timely release of advertisements at no extra cost and that also at the annual contract rates offered by news media. This arrangement is continuing since 1979.

SHRI INDRADEEP SINHA: Mr. Deputy Chairman, I would like to know from the hon. Minister whether it is the policy of the Government of India to route all their advertisements through their own agency, the DAVP and whether the Visakhapatnam Port Trust Authority has sought permission of the Government of India for deviating from this policy?

SHRI K. VIMYA BHASKARA*
 REDDY: Sir, the Public Undertakings Committee in 1969 recommended that the public undertakings should be allowed to project themselves in a better way through private agencies. That has been accepted by the Government of India in 1969. These institutions were permitted to give advertisements through private agencies. There is no need for the Visakhapatnam people to come and ask for permission. This is a general order for all the public undertakings.

SHRI INDRADEEP SINHA: Now, the answer given by the hon. Minister raises more questions that not only the Visakhapatnam Port Trust Authority but all other state sector undertakings have been permitted to route their advertisements through private agencies. Now what is the basis for the Government to come to the conclusion that private agencies are better equipped?

MR. DEPUTY CHAIRMAN: The Public Undertakings Committee has recommended it.

SHRI INDRADEEP SINHA: How has the Government come to the conclusion that private agencies are better equipped?

MR. DEPUTY CHAIRMAN: It is the recommendation of the Parliamentary Committee. Now you ask why the Parliamentary recommended that.

SHRI INDRADEEP SINHA: The Government is not bound to accept all the recommendations.

MR. DEPUTY CHAIRMAN: Now you say that the Government is not bound to accept.

SHRI INDRADEEP SINHA: So many recommendations the Government has not accepted. Has the Government come to the conclusion that private advertising agencies are more efficient than the DAVP? If that is the basis of the decision, then, does the Government propose either to improve the standard of efficiency of the DAVP or to disband the DAVP or reform the DAVP?

SHRI K. VIJAYA BHASKARA REDDY: Sir the Committee on Public Undertakings in its 47th Report recommended that the public undertakings should pay due attention to institutional publicity to project a better image of their services they are rendering to the public. That the Government has accepted and it has allowed it. It does not mean that there are some difficulties in going through the DAVP. Even now certain public undertakings go through public agencies, some for their own convenience have gone through them. It does not mean that the Government agencies are not good. It only means that if a particular company feels that going through a private agency is better, it is going through that.

SHRI INDRADEEP SINHA: Mr. Deputy Chairman, he has not answered my question. My specific question is whether the Government has come to the conclusion that private advertising agencies are more efficient than the DAVP, and if that is the conclusion ----

MR. DEPUTY CHAIRMAN: You take into consideration the recommendations of the Committee. It is not the Government alone. The Parliamentary Committee has recommended that. He is basing his judgement on that recommendation.

SHRI INDRADEEP SINHA: Now the Government has accepted it. The Committee does not come here. What is the basis of the Government's acceptance?

SHRI A. G. KULKARNI: The Committee's recommendation.

SHRI INDRADEEP SINHA: No.

MR. DEPUTY CHAIRMAN: The Committee's recommendation.

SHRI INDRADEEP SINHA: They do not always accept them.

MR. DEPUTY CHAIRMAN: That is a different matter.

SHRI A. G. KULKARNI: Why are you worried now?

SHRI INDRADEEP SINHA: I am, worried. What will happen to the DAVP if all the advertisements go to private agencies?

MR. DEPUTY CHAIRMAN: If there are the Committee's recommendations, what can they do? First you read the Report.

SHRI VITHALBHAI MOTIRAM PATEL: The Public Undertakings Committee may not be aware that there is a lot of corruption going on in the private agencies.

MR. DEPUTY CHAIRMAN: You raise a discussion on the Committee's Report. That will be better. You give notice for raising a discussion.

SHRI VITHALBHAI -MOTIRAM PATEL: It may have recommended but it may not be aware of what is going on in the private agencies. I can give you examples.....

MR. DEPUTY CHAIRMAN: He cannot reply for the Committee.

SHRI VITHALBHAI MOTIRAM PATEL: I am asking a specific question. I can give you examples. The Port Trust of Bombay was giving advertisements through a recognised agency. Now they have given it to an unrecognised agency, which is not correct. They should not give it to unrecognised agencies.

SHRI K. VIJAYA BHASKARA REDDY: Sir, while choosing these agencies at VPT they have certain criteria which have to be followed. The two criteria which are kept in mind while choosing the agency for routing their advertisements are the agency should be accredited to DAVP and the agency should be a member of the IENS, so that they do not bother every day for payments. And these conditions have been satisfied.

SHRI U. R. KRISHNAN: How many ports in India have come forward to give advertisements through private parties? And apart from Kiran Advertisers...

MR. DEPUTY CHAIRMAN: That does not arise out of this question. He cannot

reply for advertisements of other ports. You cannot widen the scope of the question.

SHRI U. R. KRISHNAN: I am not widening the scope of the question. I am coming to the point. Apart from Kiran Advertisers, I would like to know whether all other private agencies can come forward to get advertisements from the Visakhapatnam Port. And what is the commission so far given to Kiran Advertisers?

SHRI K. VIJAYA BHASKARA REDDY: Sir, Kiran Advertisers were the only advertisers accredited to the DAVP. There is another firm recently accredited to DAVP. After they become member of IENS, they can be considered. As of today there is one company and it has been doing it.

SHRI U. R. KRISHNAN: What is the Commission given? *{Interruptions}*

SHRI K. VIJAYA BHASKARA REDDY: The procedure for routing of advertisements varies from port to port. In Madras, it is done by the Public Relations Officer. In Cochin and Tuticorin, it is through agencies. In Bombay it is through the PRO. There are different methods followed by different people. This question is meant only for Visakhapatnam. If you give notice for other ports....

SHRI U. R. KRISHNAN: You are giving advertisements through Kiran Advertisers. What is the commission so far given to them at Visakhapatnam?

MR. DEPUTY CHAIRMAN: What is the commission paid so far?

SHRI K. VIJAYA BHASKARA REDDY: There is no question of paying commission to these people. We pay only advertisement charges to the papers and they get commission from those people. The value of press advertisements released by the agency on behalf of the Visakhapatnam Port Trust during the last three years has been as follows: 1979-80 Rs. 5,53,031, this is cost of advertisements, not the agency's charges; 1980-81 Rs. 3,90,268, and 1981-82 Rs. 4,17,203.

SHRI SYED SHAHABUDDIN: Mr. Deputy Chairman, over the years, the scope of the public sector has been expanded considerably. Now a number of public sector organisations and authorities do a lot of advertising. A lot of Government expenditure is involved. Now such service organisations have been created by the Government itself in many sectors. I would like to know from, the hon. Minister whether the Government would consider establishing an advertising agency in the public sector itself to cater to the needs of all public sector undertakings.

SHRI K. VIJAYA BHASKARA REDDY: Sir, as of today there is no proposal like that. About the future, I cannot say.

SHRI V. GOPALSAMY: I would like to know from the hon. Minister as to how long Kiran Advertisers are in this business and what their authorised capital is.

SHRI K. VIJAYA BHASKARA REDDY: Sir, I do not know about their authorised capital, but this firm was registered in 1963. It was set up in 1963 as a family concern and it became a private limited concern in 1971.

श्री जे. के. जैन : उपसभापति महोदय, तीन वर्षों के अन्दर लगभग 15 लाख रुपये का विज्ञापन किरण एडवर्टाइजिंग कम्पनी के श्री अखबारों को दिया गया। यह तो सिर्फ विज्ञापन की फिगरें हैं और बहुत सा पब्लिसिटी मेटिरियल भी विशाखापतनम पोर्ट ने इस किरण एडवर्टाइजिंग कम्पनी के श्री छपवाया उसका कितना अमाउंट था ? मैं यह जानना चाहता हूँ कि जिस समय यह निर्णय लिया गया कि किरण एडवर्टाइजिंग एजेंसी को यह कंट्रैक्ट देने का और तीन वर्ष से बराबर चलता चला आ रहा है तो किरण एडवर्टाइजिंग कम्पनी के अन्दर जो मीडिया एग्जीक्यूटिव

काम करते हैं, जो उसके प्रोप्राइटर हैं और डाइरेक्टर बन गये हैं उनका उन कंट्रैक्टर्स के साथ या अधिकारियों के साथ जो विशाखापतनम पोर्ट के डाइरेक्टर हैं या उसके अधिकारी हैं उनके बीच में क्या रिश्ता है या कोई सम्बन्ध है। इसकी क्या उन्होंने कोई जांच पड़ताल कराई। क्योंकि तीन वर्ष से लगातार एक ही एडवर्टाइजिंग एजेंसी, एक ही कन्सर्न बराबर गवर्नमेंट का विज्ञापन करती चली आ रही है। इसमें संदेह पैदा होता है कि देश के अंदर सैकड़ों बड़ी अच्छी एजेंसियां हैं इसलिए कभी क्यों नहीं प्रयास किया गया कि इस एडवर्टाइजिंग एजेंसी को बदलकर दूसरे और तीसरे वर्ष में किसी और कम्पनी को आमंत्रित किया जाता।

SHRI K. VIJAYA BHASKARA REDDY: They have chosen this because it has got a branch in Vizag. Except that, till now we have not got any complaint. We will look into the aspect which my honourable friends has* suggested.

SHRI J. K. JAIN: How much total amount has the Visakhapatnam port spent on the publicity material?

SHRI K. VIJAYA BHASKARA REDDY: That is what I told you.

SHRI J. K. JAIN: That is on advertisements. What about publicity material?

SHRI K. VIJAYA BHASKARA REDDY: I do not have the figures. I need notice.

SHRI J. K. JAIN: Notice is not required. A separate notice is not required because it is covered in the question.

SHRI K. VIJAYA BHASKARA REDDY: No, it is not covered.

SHRI J. K. JAIN: How much payment has Visakhapatnam Port made to this advertising agency?

SHRI K. VIJAYA BHASKARA REDDY: This company has not been paid any commission by V.P.T. It has been paid by the papers.

SHRI J. K. JAIN: He has not tried to understand my question. I am not asking about the commission paid to the advertising agency. I know and everybody knows that commission is paid by the newspapers. I want to know how much total payment has been made to Kiran advertising company, whether payment for advertisement or for publicity material, by the Visakhapatnam Port.

SHRI K. VIJAYA BHASKARA REDDY: I need notice.

PROF. SOURENDRA BHATTACHARJEE: Whether the Minister represented the recommendations of the Public Undertakings Committee, it has created some confusion in my mind, I want to know whether the recommendation was that public undertakings should compulsorily advertise through private advertising agencies ----

MR. DEPUTY CHAIRMAN: Why * consult the report? Why ask the Minister? No, no; the report is laid on Table of the House.

PROF. SOURENDRA BHATTACHARJEE: The Minister has cited this in support of the action of the Visakhapatnam Port authorities. He has clearly said since the Government accepted the recommendations—Government meaning his Department also. I want to know whether the Port was permitted in the circumstances to advertise through private agencies whereas the general principle is to advertise through the DAVP. That is one. Secondly, please refer to the question of accreditation to DAVP. I want to know whether under this accreditation only accredited private advertisers are allowed to be utilised by the Port Trust authorities.

SHRI K. VIJAYA BHASKARA REDDY: From 1979 VPT are using the facility, that they are permitted to go through the accredited advertising agency.

Selection of sportsmen at a young age .

*183. SHRI LADLI MOHAN NIGAM: Will the Minister of SPORTS be pleased to state:

(a) whether Government are aware that sportsmen, and athletes are selected at a very young age of eight or ten, in the Western/Socialist countries and are given intensive training at State expense;

(b) whether Government are also aware that due to economic factors, talented sportsmen in the country are not able to devote their time and energy to the games; and

(c) if so, what steps are proposed to be taken to select sportsmen and athletes at a young age and to train them at the State expense to enable them to come up to International standards?

THE MINISTER OF PARLIAMENTARY AFFAIRS, SPORTS AND WORKS AND HOUSING (SHRI BUTA SINGH): (a) to (c) A statement *h* laid on the Table of the Sabha.

Statement

The Government are aware that in many countries sportsmen and athletes are selected and trained at a young age, in some cases at State expense. Government are also aware that often many talented sportsmen in the country are not able to devote adequate time to sports due to financial and other reasons.

2. Even though sports is a State subject, the Central Government with a view to supplementing efforts of the State Governments, have in operation a number of schemes aimed at selection of sportsmen and athletes at a young age and their training. The following schemes may be mentioned in this context:—

(i) Central scholarships numbering 800 for State level talent and 400 scholarships for national level talent are made available each year to school students sponsored by the State Governments. The value of these scholarships is Rs. 600 and Rs. 900 respectively.