

For this purpose, Government has decided to use various modes of transmission like terrestrial transmitters and direct reception through satellite. High power transmitters will be used for big cities and areas having large concentration of population while low power transmitters will serve the needs of sparsely populated, hilly and remote areas*. Direct Reception Sets capable of receiving programmes directly from satellite would cater to the needs of villages in isolated and farflung areas. The INSAT Scheme is mainly for providing coverage for rural and economically backward areas.

Social National Education Programmes on Television

1190. SHRI VITHALRAO MADHAV RAO JADHAV: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have any scheme to start a Social and National education programme through the medium of television so as to educate the masses of the country; and

(b) if so, how much time is being allotted for the social education programmes on television?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI N. K. P. SALVE): (a) and (b) The basic aim of Doordarshan programming is to provide information, education and entertainment. A large segment of Doordarshan's programmes consists of social education programmes.

Gazetted Officer, in the Information and Broadcasting Ministry

1191. SHRI SYED SHAHABUDDIN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state,

(a) what is the total sanctioned strength of various Gazetted cadres controlled by his Ministry as on 1st April, 1962; and

(b) the total number of Muslims, Sikhs and Christians in each cadre in the various grades as on that date?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI N. K. P. SALVE): (a) The information is as under:

(a) Central Information Service	894
(2) Central Secretariat Service	95
(3) Central Secretariat Stenographers' Service	13
(4) Indian Broadcasting (Engineering) Service	713

(b) As recruitment to services/posts is not made on the basis of religion and community (except in the case of Scheduled Castes and Scheduled Tribes for whom there is reservation), information regarding religion-wise representation in the various cadres controlled by this Ministry, is not maintained.

13th Asian Advertising Congress

1192. SHRIMATI SAROJ KHAPARDE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is fact that at the Thirteenth Asian Advertising Congress held on the 27th September, 1962 at New Delhi, he had called upon advertising men to evolve methods and techniques in keeping with Indian culture and traditions in advertisements;

(b) whether his Ministry has formulated guidelines for the advertising agency; and

(c) if so, what are the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI N. K. P. SALVE): (a) Yes, Sir.

Cb) No, Sir.

(c) Does not arise.

T.V. Relay for Mangalore

1193. SHRI B. IBRAHIM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that T.V. relay is proposed from Mangalore by putting boosters near the Microwave lines; and

(b) if so, what are the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI N. K. P. SALVE): (a) and (b) Mangalore has been identified as one of the 49 locations for setting up of TV relay transmitters with the help of P&T microwave circuits. Its implementation will however depend on the availability of resources.

Coverage of Parliament News on Doordarshan

1194. SHRI SHIVA CHANDRA JHA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have any plan to increase the time for coverage of Parliament News on Doordarshan upto 15 minutes in order to give more coverage to Parliamentary proceedings;

(b) if so, what are the details thereof; and

(c) if the answer to part (a) above be in the negative, what are the reasons therefor?

PTI **Rs. 2,59,000 p.m.**

UNI **Rs. 1,93,000 p.m.**

Hindustan Samachar **Rs. 40,900 p.m.**

Samachar Bharati **Rs. 35,500 p.m.**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI N. K. P. SALVE): (a) No, Sir.

(b) Does not arise.

(c) The two 10 minute daily special bulletins one each in Hindi and English on Parliament News are considered adequate in view of limited transmission time.

Payment of Subscription by AIR and Doordarshan to News-Agencies

1195. DR. BHAI MAHAVIR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have taken any decision on the Committee's recommendation about the subscriptions to be paid by All India Radio and Doordarshan to the four news agencies namely P.T.I., U.N.I., Hindustan Samachar and Samachar Bharati;

(b) what is the present subscription or payments made to the above news-agencies by All India Radio and what is the schedule of payment annually;

(c) whether any arrears are still to be paid to these news-agencies; and

(d) if so, what are the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI N. K. P. SALVE): (a) No, Sir.

(b)- The payments are made on monthly basis to the news agencies at the following rates:

} . This includes payment for the supply of news to Regional News Units.