

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.