

(b) if so, what are the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) and (b) In the announcements over the A.I.R. Stations, the terms "Akashvani" and "All India Radio" have been in use for indentifying the organisation. Recently, the usage of an uniform announcement "Akashvani" was introduced, as per the recommendations of the Hindi Salahakar Samiti of this Ministry. However, after considering the representations against the change, the former practice has been res orded.

#### Introduction of sponsored programmes by Doordarshan

308. SHRI B. C. PATTANAYAK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether his Ministry has announced the introduction of sponsored programmes on Doordarshan;

(b) if so, what are the different categories of these sponsored programmes; and

(c) what are the rates fixed for each of the above sponsored programmes and from which date such programmes will be sponsored on Doordarshan?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) Yes, Sir.

(b) and (c).

(i) Programmes produced by sponsors—Rs. 5,000 for a programme of duration up to 30 minutes.

(ii) Foreign programmes imported by Private Organisations—Rs. 16,000 for each telecast up to 30 minutes.

(iii) Programme produced and/or offered by Doordarshan—

(a) Bombay-Pune and Delhi-Mussoorie Rs. 20,000.

(b) Calcutta-Madras and Jullundur-Amritsar Rs. 10,000

(c) Srinagar and Lucknow-Kanpur Rs. 7,500

As soon as enough number of programmes are available, the scheme will be implemented.

#### Second Convention of Asian Indians in North America held at Chicago

309. SHRI VITHALBHAI MOTIRAM PATEL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that he had recently attended the Second Convention of Asian Indians in North America at Chicago;

(b) what was the purpose of his attending the Convention and the results achieved thereby; and

(c) whether it is a fact that the Indian Consulate in Chicago misguided the Central Government about the said Convention?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VASANT SATHE): (a) Yes, Sir.

(b) The Convention provided an opportunity to meet a large cross-section of Indians settled in the United States of America and to explain to them the Government's latest policies and programmes and to invite their greater participation and involvement in our developmental efforts.

(c) Does not arise.

#### Ad hoc appointments in top media Posts

310. SHRI LADLI MOHAN NIGAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that top media posts in the departments under his Ministry are being manned by ad-hoc appointees in spite of Government's directive about 2 years back