

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI LAL K. ADVANI) : (a) The rates of fees of casual artistes for Indian music were last fixed in 1971, for Western music in 1975, for Drama in 1975 and 1976, for Spoken World in 1974 and for Yuva Vani in 1976.

(b). The element of increase over the rates obtaining earlier is varied in different categories of programmes for different grades of casual artistes. A statement is attached. [See Appendix C1, Annexure No. 17].

NAVAL BOYS' TRAINING IN CHILKA LAKE

216. SHRI LOKANATH MISRA : Will the Minister of DEFENCE be pleased to state the progress so far made in the establishment of a Naval Boys' Training Centre in the Chilka Lake in Orissa?

THE MINISTER OF DEFENCE (SHRI JAGJIVAN RAM) : The land has been acquired. The civil works have been divided into two phases. Phase I has been further split into two sub-phases. The first sub-phase is planned to make the establishment functional with minimum facilities. This sub-phase involving an expenditure of Rs. 2.2 crores is under execution and is expected to be completed by early 1979. The second sub-phase involves an expenditure of Rs. 1.19 crores and is designed to provide other facilities and amenities for the establishment. This sub-phase is expected to be completed by the end of 1979.

Phase II of the project will be taken up after completion of Phase I.

The Boys' Training Establishment will start functioning as soon as the first sub-phase of Phase I is completed.

SUBSIDY ON CAPITAL INVESTMENT TO NEW INDUSTRIAL UNITS STARTED IN SELECTED BACKWARD DISTRICTS

217. SHRI S. K. VAISHAMPAYEN : Will the Minister of INDUSTRY be pleased to state whether Government propose to continue for the next financial year their scheme of incentive in the form of 15 per cent subsidy on capital investment to new industrial units started in selected backward districts in the country?

THE MINISTER OF INDUSTRY (SHRI BRIJ LAL VERMA) : Yes, Sir. It has been decided to continue the scheme of 15 per cent capital investment subsidy in selected backward districts, for the year 1977-78.

218. [Transferred to the 22nd June, 1977]

ADVERTISEMENTS ISSUED TO SURYA INDIA AND SURYA INTERNATIONAL BY GOVERNMENT

219. SHRI GHAYOOR ALI KHAN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) what are the details of advertisements issued to the Magazines 'Surya India' and 'Surya International' by the Directorate of Advertising and Visual Publicity and other Government agencies during the emergency; and

(b) what criteria was followed for issue of these advertisements?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI LAL K. ADVANI) : (a) Directorate of Advertising and Visual Publicity issued two advertisements to "Surya India". No advertisement was issued by Directorate of Advertising and Visual Publicity to "Surya International". Details regarding the advertisements, if any, released by other Government agencies without routing through Directorate of Advertising and Visual Publicity are being collected and will be laid on the Table of the House.

(b) The statement outlining this criteria is laid on the Table of the House. The guidelines issued during the emergency have now been rescinded while the guidelines issued earlier also are under review.

STATEMENT

GOVERNMENT ADVERTISING POLICY

Followed before sixteenth April, 1977

In selecting newspapers and periodicals for different Government campaigns, due regard is paid to

(i) effective circulation (normally papers having a paid circulation below 1000 are not used);

(ii) regularity in publication (normally a period of six months uninterrupted publication);

(iii) class of readership;

(iv) adherence to accepted standards of journalistic ethics;

(v) other factors such as pulling power, production standards, the languages and areas intended to be covered within the available funds; and

(vi) advertisement rates which are considered suitable and acceptable for Government publicity requirements.

Like all press advertisements, Government advertisements are also meant to reach a particular class of people and fulfil certain basic objectives. Each of the Government campaigns has a specific purpose to perform. The Government advertisements are, therefore, not essentially or primarily a measure of financial assistance to newspapers.

Political affiliation of a newspaper is not taken into account in placing Government advertisements. Papers belonging to all political parties and supporting different shades of political opinion are used for Government advertisements. Advertisements are not issued, however, to such newspapers and periodicals as indulge in virulent propaganda inciting communal passions or preach violence, or offend socially accepted conventions of public decency and morals, thus undermining the basic national interests.

During emergency, the following new guidelines were issued by the previous Government.

"The following principles should be observed in selecting newspapers/periodicals for release of advertisements is as well as for the quantum thereof:

(1) The papers/periodicals must support national policies and objectives.

(2) Papers/periodicals which have supported disaffection or promoted violence or communal hatred or tensions will not be given advertisements.

(3) The papers/periodicals should observe accepted code of journalistic ethics.

(4) Note should be taken of cases of papers/periodicals which have been held guilty of contravention of any law relating to the contents of publications.

(5) Clear weightage will be given to small and medium papers/periodicals.

(6) Weightage will be given to language papers/periodicals. Where circulation is the same, the rates will not be lower on ground of their being language papers/periodicals.

(7) Special weightage will be given to papers/periodicals being published in specially backward or remote or border areas.

(8) Special consideration will be shown to papers/periodicals published for women, youth and children and for the weaker sections.

While circulation will be an important factor, it can at the most be only one of the criteria. The standing of a paper with the public is much more important.

Due regard may normally be given to regularity of publications.

The categorisation of newspapers will be as follows :

(i) Small—Circulation upto 10,000.

(ii) Medium—Circulation of 10,000—50,000.

(iii) Big—Circulation of 50,000—1,00,000.

(iv) Special—Circulation above 1,00,000.

DRAFT SIXTH FIVE YEAR PLAN

220. SHRI VIREN J. SHAH : Will the PRIME MINISTER be pleased to state :

(a) whether work on the draft of the Sixth Five Year Plan has started; and

(b) if so, what steps are being taken to undertake planning at grassroot levels ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI LAL K. ADVANI) : (a) Work on the draft of the Sixth Five Year Plan has been started after recent appointment of the new Members of the Planning Commission.