

whether the Central Electricity Authority has selected this power project for inclusion in the Sixth Five Year Plan.

PROF. SIDDHESHWAR PRASAD: Sir, taking all these matters into consideration, the Government of India have asked the West Bengal Electricity Board to take advance action so that by the time the project is cleared, the roads and other infra-structure facilities will be laid, so that there will not be any further delay if the project is cleared by the Planning Commission.

MR. CHAIRMAN: Next question.

सरकारी विज्ञापनों की दरों में परिवर्तन

*339. श्री इन्द्रदीप सिंह :

श्री वीरेन्द्र कुमार सखलेचा :

श्री योगेन्द्र शर्मा :

श्री भोला प्रसाद :

क्या सूचना और प्रसारण मन्त्री यह बताने की कृपा करेंगे कि :

(क) 1976 के दौरान सरकार द्वारा समाचार पत्रों को दिए जाने वाले विज्ञापनों की दरों में क्या-क्या परिवर्तन किए गए, और क्या राज्य सरकारों को भी इन दरों में तदनुसार परिवर्तन करने के लिए कहा गया है; और

(ख) क्या अंग्रेजी समाचार पत्रों को दिए जाने वाले सरकारी विज्ञापनों की दरें, विभिन्न प्रादेशिक भाषाओं में प्रकाशित समाचार पत्रों को दिए जाने वाले सरकारी विज्ञापनों की दरों के समतुल्य हैं ?

†The question was actually asked by Shri Indradeep Sinha.

†[] English translation.

Change in the rates of Government advertisements

t*339. SHRI INDRADEEP SINHA:

SHRI VIRENDRA KUMAR SAKHALECHA:

SHRI YOGENDRA SHARMA:

SHRI BHOLA PRASAD:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state.-

j (a) what changes have been' made] in the rates of advertisements given by Government to newspapers during the year 1976, and whether the State Governments have also been asked to modify these rates accordingly; and

(b) whether the rates of Government advertisements given to English newspapers are at par with those of Government advertisements given to newspapers published in various regional languages?]

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI DHARAM BIR SINHA); (a) and (b). Government have accepted the policy that, other things being equal, language newspapers will be entitled to the same rates as English newspapers. A Group of experts is examining the rates to be allowed to different categories of newspapers. The Central Government have not issued any advice to State Governments on this subject which is entirely within the State Government's competence.

on* the floor of the House by"

[सूचना और प्रसारण मंत्रालय में उपमंत्री
(श्री धर्मवीर सिंह) : (क) और (ख)
सरकार ने यह नीति स्वीकार की है कि, अन्य
बातें समान होते हुए, भाषाई समाचार-पत्र
भी उन्हीं दरों के हकदार होंगे जिनके अंग्रेजी
समाचारपत्र हैं। विशेषज्ञों का एक दल विभिन्न
श्रेणियों के समाचारपत्रों के लिए दिए
जाने वाली दरों की जांच कर रहा है।
केन्द्रीय सरकार ने राज्य सरकारों को इस
विषय पर जो पूर्णतया उनके क्षेत्राधिकार में है,
कोई सलाह नहीं दी है।]

SHRI INDRADEEP SINHA: Sir, from the answer given by the hon. Minister, it is obvious that so far language newspapers were allowed a lower rate than the English newspapers. Now, may I know what percentage of advertisement revenue goes to the language newspapers and what percentage goes to the English newspapers?

SHRI DHARAM BIR SINHA: Sir, as I said, we have changed this policy so as to bring the language newspapers on par with the English newspapers, other things being equal, so far as the rates are concerned. About the percentage, the 1975-76 figures are with me at the moment, and in this year, out of a total of Rs. 1,11,33,171, the language newspapers received classified advertisements worth Rs. 66,60,463 and the English newspapers got Rs. 44,72,708.

SHRI INDRADEEP SINHA: My second question is this. In view of the fact that language newspapers are generally small papers and they cater to the poorer sections of the reading public, will the Government be pleased to state whether they consider it necessary to allow any preferential

[] Hindi translation.

rates to language newspapers as compared to the English newspapers?

MR. CHAIRMAN: It is a suggestion.

SHRI VIDYA CHARAN SHUKLA: Are you allowing this question?

MR. CHAIRMAN: It is a suggestion for action.

SHRI VIDYA CHARAN SHUKLA: If you allow, I can answer.

MR. CHAIRMAN: It is a suggestion, for action.

श्री भोला प्रसाद : सभापति महोदय, इस तथ्य को देखते हुए कि हमारे देश में पत्र-पत्रिकाओं पर मूट्टी भर बड़े इजारेदारों का प्रभुत्व है, ऐसी स्थिति में खास तौर पर जो छोटे और प्रादेशिक पत्र-पत्रिकाएं हैं उनको विशेष सुविधाएं देने के बारे में सरकार ने कौन सी नीति निर्धारित की है ?

श्री विद्याचरण शुक्ल: सभापति जी, इस सम्बन्ध में सरकार की नीति पहले से ही स्पष्ट है कि मध्यम श्रेणी और छोटी श्रेणी के अखबारों को हम तरह तरह से प्रोत्साहन देते हैं। उनको प्रोत्साहन देने का एक तरीका यह भी है कि जहां पर उनका सरकूलेशन और उनके पढ़ने वालों की मात्रा कम होती है, उनको भी हम विज्ञापन देते हैं जिससे वे विज्ञापन ऐसी जगहों पर पहुंच सकें जहां पर बड़े बड़े अखबार नहीं पहुंच पाते हैं, जैसे ग्रामीण क्षेत्र और अन्य ऐसे क्षेत्र जहां पर अनुसूचित जाति के लोग रहते हैं या जो हमारे सीमावर्ती क्षेत्र हैं। इस नीति का हम पालन कर रहे हैं और यही नीति हम बना भी रहे हैं। रेट स्ट्रक्चर के सम्बन्ध में जो नीति बनाई जाएगी उस नीति में भी इन बातों का पूरा ध्यान रखा जाएगा।

SHRI LOKANATH MISRA: The figures given by the hon. Minister regarding the disbursement of amounts for advertising are a little confusing....

SHRI BHUPESH GUPTA: You have not given information about yourself.

SHRI LOKANATH MISRA: He mentioned Rs. 60 lakhs and Rs. 40 lakhs. This is a little confusing. May I know what is the number of English newspapers that have drawn Rs. 40 lakhs and what is the number of language newspapers that have drawn Rs. 60 lakhs?

SHRI BHUPESH GUPTA: The difficulty is ...

MR. CHAIRMAN: You are not replying.

SHRI BHUPESH GUPTA: No. When new Ministers.. .

MR. CHAIRMAN: You will be given an opportunity. The Minister.

SHRI DHARAM BIR SINHA: As is • obvious, the number of Indian language newspapers used are more than the number of English language newspapers. As I said, only now we have accepted this policy of giving equal rates to language newspapers. Obviously, the number of English newspapers used is lesser than the number of Indian language newspapers.

SHRI LOKANATH MISRA: Could he say one-tenth or one-twentieth?

SHRI DHARAM BIR SINHA: Generally 33 per cent of the amount of space has gone to English newspapers and 60 per cent of the space has gone to Indian language newspapers. It is round about those figures. But it is because the rates of advertisement for English newspapers were higher than those for Indian language newspapers, that a lesser number of English newspapers got more money.

MR. CHAIRMAN: He wanted the number of newspapers. If you have this information, you may give.

SHRI DHARAM BIR SINHA: It will not be possible to give the exact number.

MR. CHAIRMAN: That is all right. Shri Bhupesh Gupta.

SHRI BHUPESH GUPTA: We are in a difficulty. When new Ministers come to the House, they are introduced by the leader of the Party. It will be a good practice if the leader of the Party introduces new entrants who change side and join the Party. Now, he has not been introduced.

MR. CHAIRMAN: Now your supplementary.

SHRI BHUPESH GUPTA: This is complimentary. Now the supplementary.

SHRI LOKANATH MISRA: I will give the information since he has asked for it...

MR. CHAIRMAN: You are not allowed.

SHRI BHUPESH GUPTA: Sir, all that I am asking is that my friend should be introduced by the party which he has joined. Otherwise, we would come to know of it only from the newspapers.

MR. CHAIRMAN: All right.

SHRI BHUPESH GUPTA: Now, Sir, coming to the question, I would like to know from the Government the total amount of advertisements and the money value of these advertisements which have been given to these newspapers, that is, "The Indian Express" Group, "The Hindustan Times", "The Statesman" and "The Times of India". In this connection, I would also like to know whether the advertisement policy of the Government with regard to "The Times of India" Group will be affected since it seems now that the Government has decided to hand over the "Times of India" Group of papers to the owners themselves on August 27. If this is true, then, Sir, I would like to know whether the same advertisement policy will be continued. This point also I would like the Government to clarify. Why is there a decision suddenly that the paper, "The Times of India" should be handed over to the owners themselves?

SHRI VIDYA CHARAN SHUKLA: Sir, the exact figures relating to the advertisements given to these newspapers will have to be collected and I can collect them and supply to the honourable Member.

As far as the question relating to "The Times of India" is concerned, the honourable House knows that under a Court order, there were certain Directors who were appointed in the Bennett Coleman & Co. Ltd., which is the publishing Company for the "Times of India" Group and this arrangement that was made under the orders of the Court is coming to an end shortly and since this order, this judgment, of the Court comes to an

end, it will revert to the position that was obtaining before the Court order was passed. Therefore, there is no question of the Government handing over the management of "The Times of India" to the owners. There was a certain legal reality and that is coming to an end and, as far as our own policy is concerned, that is not dependent upon this kind of arrangement. We used to consider circulation as one of the major factors in giving advertisements. Now, what we are contemplating is that while circulation would be considered as a factor to determine the quantum of advertisements to be released, it will not be the determining factor in releasing advertisements because there would be other and more relevant considerations for giving advertisements.

SHRI BHUPESH GUPTA: Sir, the other part of my question has not been answered and it has not been made clear. The honourable Minister gave a technical answer. I know that there was a Court order and I know that it is going to lapse. But it is open to the Government to seek extension of the present arrangement, namely, the continuation of the Government representative. In this case, Mr. Rajni Patel is there and others are there. They should continue or whoever is put there should continue. Why is the Government not seeking extension of the period under the relevant provisions in the Companies Act? That should be explained.

SHRI VIDYA CHARAN SHUKLA: Sir, we have to examine everything legally and what the honourable Member is suggesting is not feasible.

SHRI B. N. BANERJEE: Sir, the honourable Deputy Minister, while replying to the question, told the House that Rs. 66 lakhs were paid to the language newspapers and Rs. 44 lakhs were paid to the English news-age papers. Sir, he has given these figures. Sir, may I ask him to give us the names of the three language

newspapers which got the highest amount during the last year and the amount paid to them and also, Sir, correspondingly, the names of the three leading English language newspapers and the amounts paid to them? Sir, I am putting this question because he has given these figures.

SHRI DHARAM BIR SINHA: Sir, I do not have the detailed figures. But I have the total figure. If the honourable Member wants them, I will supply them to him.

MR. CHAIRMAN: All right: Next question.

**Artist, for Overseas External Services
broadcasting programmes**

*340. SHRI LOKANATH MISRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:-

(a) what are the names of the countries to which programmes of the Overseas External Services' of the All India Radio are broadcast and what are the terms with those countries for these broadcasts;

(b) what are the particulars of the artists in vocal, instrumental, classical and light classical music who were offered participation in such programmes or whose records were broadcast from AIR during the last three years; and

(c) what were the criteria for their selection?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI DHARAM BIR SINHA): (a) to (c) A statement is laid on the Table of the Sabha.

Statement

(a) The External Services of All India Radio broadcast programmes in

the following languages. They are beamed to various parts of the worlds except the Americas, and are meant for listeners conversant with the languages.

Arabic
Baluchi
Burmese
Bengali
Chinese (Cantonese)
Chinese (Kuoyu)
Dari
French
Gujarati
General Overseas Service (English)
Hindi
Indonesian
Nepali
Persian
Punjabi
Pushto
Russian
Sindhi
Sinhala
Swahili
Tamil
Thai
Tibetan
Urdu

There are no special terms and conditions for broadcasts to foreign countries.

(b) External Services Division records music artists keeping in view the requirements of its various services and for supply to foreign countries through its Programme Exchange Unit. The lists of the artists who were recorded in 1973, 1974 and 1975 are enclosed. [See appendix XCVII, Annexure No. 65]

(c) Artists are booked according to requirements based on listeners' preferences and demands from foreign broadcasting organisations.