

traditional. Sanskrit devotional compositions are included in the programme. It is not proposed to change the present pattern of programme.

LISTENERS PROGRAMME

574. SHRI SANDA NARAYANAPPA: Will the Minister of INFORMATION AND BROADCASTING AND COMMUNICATIONS be pleased to state :

(a) whether Government have conducted any survey to find out the number of listeners of programmes "Kheti-ki-Baten", 'Tamil Path' and 'Sangeet Path' broadcast over the All India Radio from Delhi;

(b) whether Government have also conducted a survey to find out the benefit derived by the listeners from these programmes; and

(c) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING AND IN THE DEPARTMENT OF COMMUNICATIONS (SHRI I. K. GUJARAL) : (a) A survey in Delhi City was conducted to find out listening to Delhi Station's programmes, including 'Kheti-ki-Baten', 'Sangeet Shiksha' and 'Tamil Path.' No separate survey, however, is undertaken specifically for these three programmes.

(b) A study was made in three villages around Delhi to find out the extent of modern methods of farming used and the part played by information agencies including radio 'in dissemination of relevant information. No study has, however, been made of the benefit derived by listeners from 'Sangeet Shiksha and Tamil Path'.

(c) The major findings of the study conducted in three villages around Delhi are :—

(i) Farmers in these three villages increasingly adopted modern methods of agriculture particularly in seeds and fertilizers but fewer of them used plant protection methods, deep sowing, etc.

(ii) Radio has been a fairly good source of information though the Village Level Worker remains the most important source.

(iii) Most of those who listen to the radio, generally listen to rural programmes as well; 98 per cent at Hastal, 100 per cent at Surera and 91 per cent at Jharoda.

(iv) With the increase in domestic radio sets and installation of community T.V. sets, community listening in chopals, etc. is on the decline.

RAT FOUND IN THE BOTTLE OF D.M.S. MILK

575. DR. SALIG RAM:
SHRI ARJUN ARORA:
SHRI KRISHAN KANT:
SHRI RAJENDRA PRATAP
SINHA:

Will the Minister of FOOD AND AGRICULTURE be pleased to state:

(a) whether the attention of the Government of India has been drawn to the report that a rat was found in the bottle of double toned milk supplied recently by Delhi Milk Scheme; and

(b) if so, what action has been taken in the matter?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD, AGRICULTURE, COMMUNITY DEVELOPMENT AND CO-OPERATION (SHRI ANNASAHEB SHINDE): (a) Yes.

(b) The Government have taken a serious view of this incident. The Chairman, D.M.S. has been asked to issue strict instructions to the staff employed on bottling lines just before the bottles are filled with milk and capped to ensure that no bottle containing any foreign matter is filled with milk. He has also been asked to take strict disciplinary action against the officials at fault in such cases.

समाचार पत्रों को सरकारी विज्ञापन

576. श्री लाल आडवाणी :

श्री निरंजन वर्मा :

श्री नौ० कृ० शेजवलकर :

श्री सुन्दर सिंह भंडारी :

श्री प्रेम मनोहर :

श्री जगदीश प्रसाद माथुर :

श्री जगदम्बी प्रसाद यादव :

क्या सूचना तथा प्रसारण और संचार मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या यह सच है कि केन्द्रीय सरकार ने कुछ समाचार पत्रों को इस आधार पर विज्ञापन देना बन्द कर दिया है कि उसमें प्रकाशित कुछ सामग्री साम्प्रदायिक स्वरूप की थी ,

(ख) क्या प्रकाशित सामग्री के साम्प्रदायिक स्वरूप के सम्बन्ध में प्रेसपरिपद का दृष्टि-कोण मालूम किया गया था ;