

4 Government have decided to give a loan of Rs 5 lakhs to the Samachar Bharati, a new news agency for distribution of news in Hindi and other major Indian languages, for the purchase of teleprinters and other ancillaries. An amount of Rs 75,000 has already been released and the balance will be sanctioned depending on the release of equipment by the Hindustan Teleprinters Ltd Madras

5 Continuous efforts are being made to extend the maximum possible assistance to small and medium newspapers, especially in regional languages, in the matter of issue of advertisements. During the year 1966-67, language newspapers received 77.3 per cent of the total space taken for display and 54 percent for classified advertisements. In the case of the national motivation campaigns of an educative and informative character like Family Planning, Five Year Plans, Savings and Food, Government advertisements are mainly, channelised through language papers

6 Under the Newsprint allocation policy for 1967-68 small and medium newspapers, the bulk of which is published in regional languages, will be entitled to considerably increased quantities of newsprint

7 The Press Information Bureau pay particular attention to the requirements of language papers in regard to Press releases, feature articles, photographs, eboid blocks, special services, accreditation facilities, conducted tours, etc.]

COMMERCIAL ADVERTISEMENTS ON AIR

*204. SHRI S S MARISWAMY Will the Minister of INFORMATION AND BROADCASTING be pleased to refer to the reply to Unstarred Question No. 789 given in the Rajya Sabha on 13th June, 1967 and state

(a) the details of the revenue likely to yield from the introduction of the commercial broadcasting over All

India Radio with effect from the 15th August, 1967, and

(b) the reactions of the publishers of newspaper and advertising agencies thereto?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI K K SHAH) (a) Estimated revenue on commercial advertisement on AIR from the pilot project would be about Rs 45 lakhs per annum. Details about the future when the scheme is fully implemented are being worked out. It has now been decided to introduce Commercial broadcasting as a pilot project over All India Radio Bombay, Poona and Nagpur from the 1st November, 1967, instead of 15th August, 1967 in deference to the wishes of the publishers

(b) The reaction of publishers of newspapers and advertising agencies to the introduction of Commercial broadcasting over All India Radio has been a mixed one. Whereas the advertising agencies have been enthusiastic the publishers seem to be hesitant

U A R OFFER TO PAY THE PRICE OF AMERICAN WHEAT TRAPPED IN SUEZ CANAL

*205 SHRI A M TARIQ Will the Minister of EXTERNAL AFFAIRS be pleased to state

(a) whether it is a fact that the Government of United Arab Republic has offered to pay India the price of American wheat aboard the freighter 'ss Observer' trapped in the Suez Canal during the Arab Israeli conflict; and

(b) if so, whether the offer has been accepted?

THE DEPUTY MINISTER IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI SURENDRA PAL SINGH):

(a) No, Sir.

(b) Does not arise.