

cational qualifications. It is a serious matter and we do not want to look into and dispose them of in a hurry. The Chiefs of Staff Committee made certain recommendations. We examined them carefully and we found that there were certain other matters which they should consider. So we have put some of our suggestions in their court, and I hope they will consider them also. Unless we are satisfied that the changes which we are contemplating are going to help and improve matters, we shall not take a new decision. We are not going to rush into make changes just for the sake of change. It may take time: it does not matter, but whatever changes are introduced and whatever decision is taken in that regard should be well-considered.

**DR. SHRIMATI PHULRENU GUHA :** May I know, Sir, whether matriculates will be allowed to sit for the next examination ?

**SHRI A. M. THOMAS :** Yes, Sir.

\*537. [The questioner (Shri Bansi Lal) was absent. For answer, vide col. 3162 infra.]

\*538. [The questioner (Shri Ram Singh) was absent. For answer, vide cols. 3162-3163 infra.]

#### ABOLITION OF THE POST OF DIRECTOR OF EXTERNAL PUBLICITY

\*539. **SHRI I. K. GUJRAL :** Will the Minister of EXTERNAL AFFAIRS be pleased to state :

(a) whether it is a fact that the post of the Director of External Publicity Division in the Ministry of External Affairs has been abolished and the work has been entrusted to a Joint Secretary in the Ministry ; and

(b) if so, whether this change has added to the effective functioning of external publicity ?

**THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI DINESH SINGH) :** (a) The post of Director still exists but the Division has been placed under the charge of a Joint Secretary.

(b) Yes, Sir.

**SHRI I. K. GUJRAL :** The hon. Minister has made a very interesting statement—the post exists but its function has been merged. May I ask the hon. Minister, Sir, with your permission that, when the national difficulties came last time, was it or was it not felt that it was high time that this job was given a specialised look so that in future at least we were able to equal others in foreign publicity ? And then . . .

**SHRI DINESH SINGH :** Sir, this matter was debated in this House at great length and I think suggestions to this effect were made. All these are under the consideration of the Government.

**SHRI I. K. GUJRAL :** May I ask the hon. Minister if it is a fact that in about September last year the Government took a decision that a specialist from outside would be taken rather than leave it to a routine I. C. S. or I. A. S. man, one who is able to give a specialised look to the job ? May I ask him why delay is being made in appointing a man to that job ?

**SHRI DINESH SINGH :** I am not aware of any such decision, Sir.

**SHRI I. K. GUJRAL :** May I ask the hon. Minister if it is a fact that some time last year a decision was arrived at that, to make external publicity more effective, internal publicity and external publicity should either be working in close coordination, or be merged ? May I ask him if that decision has been made for a merger, and if merger is not to be made, how many times have Messrs. Jha, Jha, Jha met to actually co-ordinate ?

**SHRI DINESH SINGH :** We do not feel it would be desirable to merge the two, because external publicity has a different nature of work to perform. So far as co-ordination is concerned, there is close coordination between the two. Regarding the meetings of the three Secretaries, to which the hon. Member referred, I think some meetings have taken place ; I could not say offhand how many.

**SHRI M. P. BHARGAVA :** May I know, Sir, since the Information and Broadcasting Ministry does this work for all other Ministries, has this question

been considered at Government level that external publicity should also be transferred to the Ministry of Information and Broadcasting?

**SHRI DINESH SINGH :** The Ministry of Information and Broadcasting do publicity for other Ministries internally, and they have a man attached to the Ministry of External Affairs also. But this external publicity is publicity abroad and it is also looking after the chain of foreign journalists who are in India.

**SHRI M. GOVINDA REDDY :** May I know, Sir, whether the merger of this post lends support to the Department for keeping an eye on foreign publications which criticise our foreign policy adversely, whether it has come to the notice of the Government that several articles have been published recently criticising our foreign policy and whether this Department is able to meet that publicity and, if so, in what way ?

**SHRI DINESH SINGH :** We get a round-up of the press of foreign countries, of what they say, Sir. What we are doing to meet them has been explained in this House at length on various occasions. There are various methods that we employ in external publicity. It is very difficult to say in all these matters how effectively this Department works, because it is not always external publicity which changes public opinion abroad. They have to look to their national interests, and they are guided by the policies of their Governments. We may have a perfectly legitimate case, but it may affect the policy of a particular Government, and therefore it may not be very effectively—though put forward very effectively—received in a foreign country. It is very difficult to judge it from purely this standard, but we have got to see that external publicity conveys to countries abroad the correct image of Government policies and also of India as a whole.

**SHRI C. D. PANDE :** May I know, Sir, whether it has come to the knowledge

of the Government that a large number of African countries, where French is spoken are almost neglected as far as external publicity is concerned ? No brochures, no books and no radio broadcasts are made in that language, so that the result is that we cannot reach French speaking African countries.

**SHRI DINESH SINGH :** No, Sir; I do not think that it is wholly true except of course in regard to radio broadcasts and it is because our transmitters are not yet powerful enough to reach those countries but so far as publicity in printed materials and others is concerned, we do bring them out in French and they are sent to these countries also.

**SHRI M. M. DHARIA :** Sir, the matter of our external publicity has been discussed in this House on several occasions and the Government was severely criticised. The hon. Minister then assured the House that he would look into the matter. But today we are told that it is not advisable to merge external publicity with our internal publicity. May I know what are the reasons why our external publicity is not being merged with our internal publicity department ? If that is not possible, may I know what efforts are being made by Government to improve the present external publicity which has utterly failed as we all know ?

**SHRI DINESH SINGH :** I do not think, Sir, that at any stage any of the Ministers in the Ministry of External Affairs has said that we are considering the merger of these two departments. The main point to be considered is that our external publicity is always closely connected or related to the policy of the Government of India in foreign countries and also with the policies of those governments with which the External Affairs Ministry is dealing. Therefore, for practical reasons it is better that this department be attached to the Ministry of External Affairs.

**SHRI DAHYABHAI V. PATEL :** Is the Government aware of the fact that the opinion in Parliament, both on this

side and on that side, is that our external publicity is a total and miserable failure and, if so, is the hon. Minister taking any steps to remedy this ?

SHRI DINESH SINGH : We are aware of the feelings of Members of Parliament. The difficulty is, whatever steps we may take—and we are taking them—it would not be possible to produce an immediate change. As I have tried to explain this is not something which will lead to immediate results.

SHRI DAHYABHAI V. PATEL : If you cannot manage, then why not quit ?

DR. ANUP SINGH : Is the hon. minister aware that many of our nationals in the United States of America and many sympathetic Americans also, feel that the Indian point of view invariably reaches there sometimes one day and sometimes many hours later than the Pakistani point of view ? And secondly, according to them, the Indian broadcasts and the handouts from our Embassies are generally couched in Shakespearian language which is not appreciated by Americans whereas the Pakistanis have engaged one of the high-power agencies whose material reaches the people in a straight-forward, direct and pungent language ?

SHRI DINESH SINGH : Perhaps it is true that particular publication might have been better worded and in a more appealing language. But on the whole our publications also are very well received.

SHRI OM MEHTA : May I ask, Sir, whether it is a fact that the Jha-Jha Committee met only once in 18 months ? so, why this lackadaisical attitude towards our external publicity ?

SHRI DINESH SINGH : I am sure they have met more than once.

SHRI DAHYABHAI V. PATEL : But with what result ?

SHRI G. M. MIR : Sir, our external publicity is so much criticised here, both by the opposition and by the Congress, and the Government will admit that

during the conflict with Pakistan our external publicity was a total failure. May I know from the hon. Minister what steps are being taken to improve our publicity abroad ? He said that it does not make any difference. But I can assure him that external publicity does matter in international affairs. So I would like to know from him why only one meeting has been there of the Jha-Jha Committee and whether in order to improve our foreign publicity, another Jha will be appointed to make it more effective ?

MR. CHAIRMAN : You missed his remark that it had met more than once.

SARDAR SWARAN SINGH : There is no question of appointing another Jha. In fact, one Jha who was in the Information and Broadcasting Ministry is no longer there. So it is no longer a Jha-Jha Committee.

SHRI RAJ BHADUR : It is now Mitra-Jha.

SARDAR SWARAN SINGH : Yes, it is Jha-Mitra now. Individuals apart, Sir, this is a matter in which we have to take sustained action and I would like to assure the House that such sustained action has been taken. But when there are controversies between two countries there is a tendency in either country to over-estimate the effectiveness of the other. I was glancing through a similar debate in the Pakistan Assembly relating to their publicity and I found that almost the same type of thing was being argued against their publicity effort abroad.

DR. S. CHANDRASEKHAR : May I ask, Sir, whether it is not a fact that the effectiveness of our publicity abroad sometimes depends not on our personnel or on the manner in which it is dealt with but on the particular circumstances in that country where our foreign policy may not be popular at all ? That may also be borne in mind when we consider our foreign publicity, if I may say so in all humility.

MR. CHAIRMAN : What is your question ?

**DR. S. CHANDRASEKHAR :** I want to know whether the Government is aware of the fact that if our publicity abroad is not effective, it may not be so much because the methodology of the publicity is not so good but because of particular circumstances there, our particular policy might be unpopular abroad.

**SEVERAL HON. MEMBERS :** No, no.

**SARDAR SWARAN SINGH :** I think that with a little modification. I would be prepared to accept that proposition. Our policy may not be acceptable to another country—I will not use the word “unpopular” in this connection—because the particular policy that we may be pursuing may not be acceptable to a certain group of countries, though it may be acceptable to certain other groups of countries. The publicity media of those countries might like to approach in favourable or unfavourable terms or form our presentation of the foreign policy. After all, we should frame our policy taking into consideration our national interests, the interest of world peace and the like, not merely because it is not acceptable to a particular country. We should try to explain our point of view and not be too much harassed by unfavourable comments that may appear in other countries, just as we continue in our country to criticise the foreign policies of other countries that we do not like. This is something which should not create the impression in our mind that everywhere we should be out in the world to convert everybody. We should project our point of view and we have to be reconciled to this thought that there are other countries whose foreign policy is different and we will not be able to convince them.

**SHRI K. K. SHAH :** Is the hon. Minister aware of the fact that the people who are entrusted with the publicity of our policy do not agree with our policy and therefore our publicity has suffered ?

**SARDAR SWARAN SINGH :** Sir, I do not think that there are people here who do not agree with our policy. If there is any person who does not agree with that policy, the obvious course for him is to leave, if he does not accept that policy.

**श्री राम सहाय :** क्या मंत्री महोदय से मैं यह जान सकूंगा कि उन्होंने जो अभी पाकिस्तान की असेम्बली का हवाला दिया और यहां का हवाला दिया, तो उनका अपना इस बारे में क्या खयाल है कि हमारी पब्लिसिटी जैसी बाहर चाहिये वैसी होती है या नहीं ?

**सरदार स्वर्ण सिंह :** जो पब्लिसिटी होती है उसमें और भी ज्यादा गुंजाइश है बेहतर की और जैसा मरे कुलीग मिनिस्टर ने कहा कि इसके मुताल्लिक हम हमेशा इस कोशिश में रहते हैं कि वह बेहतर हो ।

*(Several hon. Members rose)*

**MR. CHAIRMAN :** There are so many other Members who want to put questions and also a large number of questions have already been put. So I pass on to the next question.

\*540. *[The questioner (Shri A. D. Mani) was absent. For answer, vide cols. 3163-3164 infra.]*

\*541. *[The questioner (Shri Jagat Narain) was absent. For answer, vide col. 3164 infra.]*

#### PROTEST NOTES FROM CHINA

\*542. **SHRI M. P. BHARGAVA :** Will the Minister of EXTERNAL AFFAIRS be pleased to state the number of protest notes received from China from 1st January, 1966 to date?

**THE MINISTER OF EXTERNAL AFFAIRS (SARDAR SWARAN SINGH) :** A total of five protest notes have been received from China since 1st January, 1966.

**SHRI M. P. BHARGAVA :** May I know what action is taken on those protest notes except sending counter-protest notes?

**SARDAR SWARAN SINGH :** I think, Sir, it is wise to counter the allegations that might be made in a protest note. This is part of the diplomatic activity to set records straight and we should look at it from that point of view. If any particular allegation is made in a protest note and according to us that allegation is incorrect, then it is very necessary that we should put across our view-point. And let us also not forget