

SHRI RAJ BAHADUR : No, Sir. I will not say that they have been disqualified as such. At that particular time none of them was considered for one reason or the other to fill the bill.

DR. S. CHANDRASEKHAR : Does it mean that they have improved since then ?

SHRI RAJ BAHADUR : The qualifications they do possess, because all the three are Deputy Directors-General and according to one process of selection namely, promotion from the post of Director-General they all answer that, but the fact of the matter is that, as I have already said, one or the other was not selected for one reason or the other.

DR. SHRIMATI PHULRENU GUHA : I would like to know whether the Ministry of Information and Broadcasting is thinking of revising the rules for recruiting for this important assignment, because we have the system in other Departments of the Government of India, particularly in the Education Department, where they do invite people themselves to come and take up the important assignment.

SHRI RAJ BAHADUR : As I said, it would be rather undesirable and improper on my part even to suggest that because that will also in a way influence the judgment of the U.P.S.C. We shall wait the judgment of the U.P.S.C. in this particular matter and we hope that they will succeed in finding a really eminent and suitable person for this post. In case that does not happen unfortunately, we will consider what further steps we can take.

1819. [Transferred to the 1st April, 1966].

#### VISUAL RADIO PUBLICITY

•820. [SHRIMATI LALITHA (RAJAGOPALAN) : Will the Minister of INFORMATION AND BROADCASTING be pleased to state;

(a) whether it is a fact that an expert committee was set up for suggesting improvement regarding publicity through visual media;

(b) if so, who are the members of the said committee; and

(c) what are the recommendations of the committee ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI RAJ BAHADUR) : (a) Yes, Sir.

(b) The names of the members are :

Shri R. Ahmed

Shri Romesh Thapar

Shri N. J. Ardeshir

Shri P. Guha-Thakurta

Shri M. L. Bhardwaj-

(c) A statement is placed on the Table of the House.

#### STATEMENT

The following is a summary of the main recommendations made by the Standing Sub-Committee of the Central Advisory Committee for Advertising and Visual Publicity.

(1) There is a glaring contrast in creative expenditure between the Directorate of Advertising and Visual Publicity and Advertising Agencies. There is obvious need to strengthen those sections of the DAVP's organisation which are responsible for providing creative services.

(2) Government should set up a Creative Cell in the Directorate of Advertising and Visual Publicity, manned by one Chief Copy Writer, one Chief Visualiser, three Chief Campaign Co-ordinators and one Production Consultant.

(3) While setting up this top-level Creative Cell, Government should upgrade suitably the top management cadre in the Directorate of Advertising and Visual Publicity in order to attract and retain specialised talent at this level.

(4) The Directorate of Advertising and Visual Publicity has experimented with success in commissioning outside talent to handle creative work for selected campaigns. This outside talent should be utilised on an organised and professional basis in future to supplement DAVP's resources wherever necessary.

(5) Ministries/Departments should accept a disciplined and planned approach to publicity as against the present *ad hoc* approach to various problems.

(6) Various steps have been suggested to obtain better results in the field of printed publicity.

(7) The DAVP should institute a programme of training for its Campaign Officers and other members of the Directorate who are engaged in creative functions.

(8) The DAVP's machinery for distribution of its publicity material should be examined on scientific lines and overhauled so as to bring about effective utilisation of this material.

(9) Far greater attention should be paid to Indian language versions of the DAVP's material than seems to be the case at present. For this, it is necessary to upgrade the level of competence of the translators as well as to frequently commission outside talent.

(10) Detailed study of the DAVP's Exhibition wing should be undertaken to improve its capacity and increase its effectiveness.

SHRIMATI LALITHA (RAJAGOPALAN)<sup>d</sup>. The statement laid on the Table of the House says that the Central Advisory Committee for Advertising and Visual Publicity has pointed out certain deficiencies in the functioning of this Department particularly. I would like to know whether these recommendations have been accepted *in toto* and, if so, how far these recommendations are going to be implemented.

SHRI RAJ BAHADUR : They have been accepted in principle, and we know that in the implementation we may have to fill up details here and there.

SHRI I. K. GUJRAL : According to the statement laid on the Table it has been said that there is obvious need to strengthen these sections of the DAVP's organisation which are responsible for providing creative services. May I ask the hon. Minister if any steps have been taken to supplement this aspect particularly, that is providing or strengthening creative sections ?

SHRI RAJ BAHADUR : That of course is the most important of the recommendations. In fact that is the crux of the whole matter, first of all to make some sort of research into the existing state or psychological conditions of the masses to be approached and other people to be approached and also finding out what is to be done in

order to meet the situation through the effort and work of the creative units.

SHRIMATI LALITHA (RAJAGOPALAN): The first recommendation says I "There is glaring contrast in creative expenditure between the Directorate of Advertising and Visual Publicity and Advertising Agencies." I would like to know how far this deficiency is going to be rectified. Another thing : Ministries/Departments should accept a disciplined and planned approach to publicity as against the present *ad hoc* approach to various problems." I would like to know how far the Ministry is going to give a planned approach to publicity.

SHRI RAJ BAHADUR : As I have said Just now, we have accepted these recommendations in principle, and in fact it would be through a planned approach to the whole matter that we propose to overcome the deficiencies.

SHRIMATI LALITHA (RAJAGOPALAN) : When are you going to put it into practice ?

SHRI RAJ BAHADUR : I would not be able to give an answer about the actual realisation in practice of all the recommendations of hand immediately. It is a process which certainly takes time howsoever we may like to expedite it.

SHRIMATI C. AMMANNA RAJA : One other recommendation is : "Far greater attention should be paid to Indian language versions of the DAVP's material than seems to be the case at present." May I know into what all languages these things are translated and to what extent ?

SHRI RAJ BAHADUR : Arrangements have been made to translate the material into all languages, the printed bills etc. The arrangement is that by some process or other it is made available in the various regional languages.

SHRI S. K. VAISHAMPAYEN : In how many selected campaigns was outside talent commissioned, and if it was commissioned with success, will this procedure be continued in future ?

SHRI RAJ BAHADUR : I would not be able to quote the number of campaigns but

most essentially we have been" employing them on family planning particularly, and in fact I myself attended a meeting of this group when they discussed family planning.

•821. [The questioner (Shri Sherkhari) was absent. For answer, vide col. 4848 infra].

♦822. [The questioner (Shri S. C. Deb) was absent. For answer, vide cols. 4848-49 infra].

#### DEFENCE COLONY IN PUNJAB

•823. SHRI JAGAT NARAIN : Will the Minister of DEFENCE be pleased to state :

(a) whether Government propose to construct a Defence Colony in some town in Punjab for the families of the Jawans who were killed during the recent conflict with Pakistan;

(b) if so, whether Government propose to give them loans for constructing houses; and

(c) if so, the details of the scheme ?

THE MINISTER OF DEFENCE PRODUCTION IN THE MINISTRY OF DEFENCE (SHRI A. M. THOMAS) : (a) No, Sir. There is no such scheme under consideration of the Government of India.

(b) and (c) Do not arise.

श्री जगत नारायण : वजीर साहब ने यह जवाब दिया है कि गवर्नमेंट के कांसिड्रेशन में ऐसी कोई स्कीम नहीं है, लेकिन क्या वे बतलायेंगे कि चूँकि मिलिट्री में पंजाब के जितने नौजवान काम आये उनकी तादाद आधी थी बमुकामिले उनके जो सारे हिन्दुस्तान के नौजवान काम आये ? तो क्या यह जरूरी नहीं है कि उनकी फैमिलीज की एक कालोनी बनाई जाये ।

SHRI A. M. THOMAS : The question relates to the establishment of a defence colony but there is another scheme which

the hon. Member might like to get information about. There is a scheme to form co-operative housing colonies for the widows and dependants of the Defence Service personnel including ex-servicemen. Here we have already launched a scheme to have such colonies established at 60 stations throughout the country. With regard to Punjab the stations are : Chandigarh, Jullundur, Ludhiana, Gurgaon, Ambale, Karnal, Palampur, Patiala, Rohtak and Amritsar; at these stations we intend to have these housing societies.

श्री जगत नारायण : क्या वजीर साहब के इल्म में यह बात है कि पंजाब गवर्नमेंट ने यह एलान किया था कि वे डिफेंस कालोनी तामीर करेंगे और क्या वे बतायेंगे कि वे पंजाब गवर्नमेंट की मदद करेंगे इस मामले में ?

SHRI A. M. THOMAS : If the hon. Member is referring to press reports, it to perhaps this scheme of having co-operative housing colonies for the dependants of Defence personnel that he had in view, and regarding that I have already given the answer; assistance is also contemplated to be given under that scheme.

SHRI B. K. GAIKWAD : May I know whether there is any scheme under the consideration of Government that the dependants of those jawans who were killed in this war will be provided with certain loans or certain facilities for construction of their houses?

SHRI A. M. THOMAS : The formation of the co-operative housing colony is itself for that purpose so that they may get loans for the construction of Houses on easy terms.

SHRI B. K. GAIKWAD : My question related to not only particular places, but there are so many places throughout the country where only one Jawan was killed. I want to know whether there is a scheme under the consideration of Government so that they can give some sort of relief to such families.

SHRI A. M. THOMAS : There is no such scheme to have stray houses for indi-