

FORMATION OF ADVERTISING COUNCIL IN INDIA

*655. DR. RAGHUBIR'SINH: Will the Minister for INFORMATION AND BROADCASTING be pleased to state when and how the Advertising Council in India is likely to be constituted?

THE PARLIAMENTARY SECRETARY TO THE MINISTER FOR INFORMATION AND BROADCASTING (SHRI G. RAJAGOPALAN) : As stated by me in reply to unstarred question No. 459 on the 12th April 1955, an informal meeting of the representatives of various organisations connected with advertising was held in Bombay on the 19th March 1955, to consider the question of the formation of an Advertising Council. The meeting decided to authorise the Secretary, Ministry of Information and Broadcasting, Government of India, to invite a Pilot Committee which would appoint two sub-committees to determine the constitution and the functions of the Advertising Council and draw up a code of ethics for the advertising trade. The Pilot Committee met in Bombay in June 1955 and appointed the two above mentioned sub-committees. The reports of the sub-committees are expected by the end of October 1955.

DR. RAGHUBIR SINH: May I know if any funds have been earmarked for the expenses to be incurred in connection with the Pilot Committee and the two sub-committees?

SHRI G. RAJAGOPALAN: No separate fund is allocated for this.

SHIFTING OF SHILLONG RADIO STATION TO GAUHATI

*656. SHRI R. THANHLIRA: Will the Minister for INFORMATION AND BROADCASTING be pleased to state:

(a) when the AH India Radio Station at Shillong was shifted to Gauhati and the reasons therefor; and

(b) whether Government propose to open any other Broadcasting Stations

in Assam during the 2nd Five Year Plan period?

THE PARLIAMENTARY SECRETARY TO THE MINISTER FOR INFORMATION AND BROADCASTING (SHRI G. RAJAGOPALAN) :

(a) Upon the inauguration of the 10 KW medium-wave transmitter at Gauhati in May 1953, the low-power 0-10 KW transmitter at Shillong was closed down, although the studios still continue to function there. Gauhati is a more convenient centre for giving coverage to Assam and the neighbouring areas.

(b) No additional station in Assam is contemplated but one additional 10 KW short-wave transmitter is being installed in the course of this Plan and the installation of another 10 KW short-wave transmitter during the second Five Year Plan is under consideration.

PROF. G. RANGA: Are any programmes being put out in the Tribal dialects or languages from these stations?

DR. B. V. KESKAR: The purpose of installing the additional 10 KW. transmitter is exactly for serving the tribal areas.

SHRI R. THANHLIRA: Was it not possible for the Government to improve and expand the then existing radio station in Shillong rather than having a fresh one in Gauhati?

DR. B. V. KESKAR: The hon. Member probably is not stating the facts correctly. There was no separate station at Shillong. The Gauhati-Shillong station was a joint station and the transmitter at Shillong was so low-powered that it could serve only the purpose of Shillong town. Then we had a powerful transmitter at Gauhati and it was felt unnecessary to have it there. As for the question whether we should have at Shillong another station, Shillong is only 60 miles from Gauhati and it is not economical to have two stations running so close to each other.

SHRI R. THANHLIRA: In view of the fact that Shillong is a very

important tribal cultural centre in Assam, and also in view of the fact that these tribal languages and culture require every encouragement, is it not fair that the station should be reopened in Shillong and I understand that whatever performance is held in Shillong is transmitted to Gauhati and it is from there that it is relayed? No direct reception can be had at Shillong itself.

DR. B. V. KESKAR: As to the first point, we have every sympathy for the question of expression of the particular culture of the Shillong Hills and it is for that purpose and also for the purpose of giving expression to the culture of the various other Tribal units that we are having a very powerful short-wave transmitter installed there. When that is done, I have no doubt that the particular culture of the Khasi and Jaintia Hills will also be expressed. It is wrong as the hon. Member stated that a lot of programme is being relayed through telephone lines from Shillong to Gauhati. There is a certain amount of relaying, because we do not want the people who are in Shillong, including the Government to take all the trouble to go to Gauhati. They can more conveniently broadcast from Shillong but the percentage is small.

SHRI R. THANHLIRA: Is it a fact that this installation of a fresh radio station at Gauhati instead of improving the other one at Shillong is one of the steps taken for the ultimate transfer of the State capital from Shillong to Gauhati?

DR. B. V. KESKAR: The All India Radio has nothing to do with the question of the State's capital.

TARGETS FIXED FOR THE SECOND FIVE YEAR PLAN

*657. SHRI H. C. MATHUR: Will the Minister for PLANNING be pleased to state whether Government have fixed any tentative targets for each State's Second Five Year Plan, and if so, what are these targets?

THE DEPUTY MINISTER FOR PLANNING (SHRI S. N. MISHRA): A statement is placed on the Table of the House showing the tentative financial ceilings fixed for the Second Five Year Plans of those States with whom discussions have been held in the Planning Commission.

STATEMENT

Name of State	Tentative financial ceilings fixed for the Second Five Year Plans of States	
	(Rs. crores)	
1. Andhra	125.10	
2. Assam	59.39	
3. Bihar	199.25	
4. Bombay	280.00	
5. Madhya Pradesh	125.00	
6. Madras	180.00	
7. Orissa	92.00	
8. Punjab	134.83	
9. Uttar Pradesh	260.00	
10. West Bengal	161.45	
11. Hyderabad	105.00	
12. PEPSU	37.98	
13. Rajasthan	101.80	
14. Saurashtra	45.00	
15. Ajmer	8.26	
16. Bhopal	17.98	
17. Coorg	3.96	
18. Delhi	18.37	
19. Kutch	8.23	
20. Manipur	6.26	
21. Pondicherry	4.97	
22. Tripura	8.91	
23. North East Frontier Agency	10.00	
TOTAL	1993.74	

SHRI H. C. MATHUR: May I know what is the Centre's contribution in these targets? What is the figure fixed for expenditure by the Central Government directly?