

on 31st March 1953, while the balance sheet value of unserviceable spares and other consumable stores issues up to 31st March 1953 is nil as no pricing of unserviceable items is done at the time of their return.

Spares and other accessories of the value of Rs. 1,28,57,987 were held in stock on 1st April 1953.

**"INDIAN FARMING" AND "KHETI"**

\*330. **SHRI PRASADARAO:** Will the Minister for FOOD AND AGRICULTURE be pleased to state:

(a) what is the total circulation of the journals *Indian Farming* and *Kheti*, published by the Government of India and what is the cost of their publication; and

(b) what steps have been taken by Government for making these journals popular?

**THE MINISTER FOR FOOD AND AGRICULTURE (SHRI RAFT AHMAD KIDWAI):**

(a) (i) Circulation of <i>Indian Farming</i>	5,000
Circulation of <i>Kheti</i>	1,000

(ii) (Approximate annual cost of production of <i>Indian Farming</i> )	Rs. 1,00,000
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Approximate annual cost of production of <i>Kheti</i>	Rs. 6,095
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(b) Steps taken to make *Indian Farming* and *Kheti* popular are indicated in the statement placed on the Table of the Council.

**STATEMENT**

*Indian Farming*

(i) The get-up of the magazine has been improved to appeal to the farm public with plenty of illustrations.

(ii) Advertisements are published in various newspapers.

(iii) Names of English knowing farmers have been collected with a

view to addressing them on the subject of utility of *Indian Farming* which contains authentic information of practical importance to a farmer.

(iv) Free copies have been supplied to Project Executive Officers in the Community Projects requesting them to popularise the journal amongst the farmers through village level workers.

(v) Improvement in material has been made by including in the journal articles relating to day to day farming operations, features, interviews with successful farmers, farmers' health, etc. Suggestions have also been invited from the subscribers for making further improvement in the journal.

(vi) Income from advertisements has been stepped up.

(vii) Cost of production is being got reduced.

*Kheti*

(i) Timely publication has been ensured.

(ii) Advertisements are published in various newspapers especially those published in Hindi.

(iii) Gram Panchayats in Hindi-speaking areas have been approached to subscribe to the journal.

(iv) Free copies have been supplied to Project Executive Officers in the Community Projects requesting them to popularise the journal among the farmers through village level workers.

(v) *Kheti* being the Hindi counterpart of *Indian Farming* shares the latter's popularity in so far as the matter published therein is concerned. Apart from that, recently, its get-up has also been improved to bring it at par with that of *Indian Farming* to make it more attractive and popular.