

**PAVMENT OF INTERIM COMPENSATION TO
DISPLACED PERSONS**

*290. SHRI P. C. BHANJ DEO: Will the Minister for REHABILITATION be pleased to state:

(a) whether Government have approved of a scheme for the payment of interim compensation to displaced persons;

(b) if so, what is the estimate of the total interim compensation to be paid under this scheme; and

(c) the period within which the disbursement of this amount will be completed?

THE DEPUTY MINISTER FOR REHABILITATION (SHRI J. K. BHONSLE) :
(a) Yes.

(b) No estimate has been formed as yet.

(c) Every effort will be made to expedite the

SHRI P. C. BHANJ DEO: Will the hon. Minister now say whether a supplementary demand on account of this is necessary?

SHRI J. K. BHONSLE: Not at the moment, Sir.

SHRI P. C. BHANJ DEO: May we know whether the payments on this account are to be charged to the capital loan account?

SHRI J. K. BHONSLE: To two accounts, Sir; the Evacuee Property Account and the Rehabilitation Grant.

GOVERNMENT ADVERTISEMENTS

*291. SHRI C. G. K. REDDY: Will the Minister for INFORMATION AND BROADCASTING be pleased to state:

(a) the amount spent on Government advertising, including advertisements in respect of Government industries during the last three years;

(b) what proportion of these advertisements was handled by private advertising agencies; and

(c) what are the names of such private advertising agencies?

THE MINISTER FOR INFORMATION AND BROADCASTING (DR. B. V. KESKAR): (a) The Advertising Branch of the Ministry of Information and Broadcasting issues only display advertisements. The total amounts spent on such advertisements during the three years 1950-51, 1951-52 and 1952-53 were Rs. 9,82,284, Rs. 9,65,925 and Rs. 11,07,954 respectively.

(b) Display advertisements in news papers and periodicals only are handled through advertising agencies. The proportion of these advertisements to the total amounted to 61 per cent., 67 per cent, and 60 per cent, respectively.

(c) A statement giving the names of such agencies is laid on the Table of the Council.

get date of completion.

Statement

1. Advertising and Sales Promotion Co., Calcutta.
2. D. J. Keymer & Co. Ltd., Madras.
3. Grant Advertising, Inc., Calcutta.
4. J. Walter Thompson Co. (E), Calcutta.
5. L. A. Stronach & Co. (I) Ltd., Bombay.
6. National Advertising Service Ltd., Bombay.
7. Press Syndicate Ltd., Calcutta.
8. Publicity Forum, Calcutta.
9. Sista's Ltd., Bombay.

SHRI C. G. K. REDDY: May I know whether the hon. Minister could give figures so far as they relate to items No. 2, 3, 4 and 5?

DR. B. V. KESKAR: Yes.

Item No. 2 (D. J. Keymer & Co.) about Rs. 86,000.