(e)   Yes, Sir.

(f)   IMD has so far been using a suite of statistical models for prediction of seasonal monsoon rainfall over India. Such a mechanism is prevalent due to non-availability of a suitable coupled dynamical ocean-atmospheric model with a proven performance of capturing the realistic monsoon rainfall variability over India. We are examining the performance of coupled ocean-atmospheric models of USA and UK towards their suitability for seasonal monsoon rainfall predictions over India so as to enhance their capabilities under the National Monsoon Mission.

(g)   The Government has always been upgrading the High Performance computing systems (HPCS) and associated infrastructure for weather, climate and ocean data assimilation and forecast systems from time to time. Although, the existing HPCS capacity, of about 125 Tera Flaps, is not sufficient to meet fully all on-going operational testing and research efforts, it is merely meeting the minimum computing needs of coupled ocean-atmospheric general circulation model to facilitate long-term climate variability and change studies and to generate representative climate change scenarios for the future.

(h)   The Government has taken up National Mission on Monsoon (NMM) to develop most representative and advanced dynamic model framework for India for forecasting monsoon rainfall and its variability in various space and time scales.

Action-plan to unite media arms

2375. SHRI BAISHNAB PARIDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a)   whether it is proposed to work out an action-plan to unite all the media arms of the Government to improve image of Government and reach out to the public in a big and better manner;

(b)   if so, the details thereof; and

(c)   what is the other action-plan to improve the image/credibility of Government in the welfare field for the general public?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) The Ministry has constituted a Coordination Committee to ensure convergence of advocacy, information and communication objectives and strategies of the Ministry and to

address common issues/problems and removing bottlenecks in conception and implementation of programmes.

(c) The Ministry through its media units, namely Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song and Drama Division (S&DD) disseminate information on important policies, programmes, initiatives and achievements of the Union Government.

PIB organizes 'Public Information Campaigns' to disseminate information on flagship programmes to the targeted beneficiaries. Besides, PIB issues press releases, backgrounders, features etc. and also organizes press tours, press conferences, media briefings etc. for dissemination of information to the media.

DAVP issues advertisements, organizes exhibitions, prints publicity materials, puts up hoardings etc. for effective dissemination of information on Government policies and programmes to the public/news features on policies and programmes to the public.

DFP organizes publicity programmes through inter-personal communication *i.e.* group discussions, public meetings, participatory quiz programmes, film shows etc. Similarly, S&DD carries out publicity for various welfare programmes through traditional live art and culture shows.

Advertisements by DAVP

2376. SARDAR SUKHDEV SINGH DHINDSA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the Directorate of Advertising and Visual Publicity (DAVP) issues advertisements/publicity for the electronic and print media; and

(b) if so, how many such advertisements were published/issued during the last three years concerning political personalities?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) Yes, Sir.

(b) The number of advertisements published/issued during the last three years concerning political personalities are given as under: