

ments during 1989-90; and

(b) the names of first 10 commercial companies in the order of amount earned from them by Doordarshan through these advertisements?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) The gross revenue earned by Doordarshan through advertisements and sponsorship of programmes for the year 1989-90 was Rs. 210.13 crores.

(b) The names of first 10 advertising agencies in the order of business provided by them to Doordarshan are given below:

- (1) M/s Lintas India
- (2) M/s Hindustan Thomson Associates Ltd.
- (3) M/s Ogilvy Benson, and Mather Pvt. Ltd.
- (4) M/s Mudra Communications
- (5) M/s Rediffusion Advertising
- (6) M/s Everest Advertising
- (7) M/s Contract Advertising
- (8) M/s Clarion Advertising
- (9) M/s Purnima Advertising
- (10) M/s Ulka Advertising

#### **Export of Mangoes and Cashewnuts**

9323. SHRI A.R. ANTULAY: Will the Minister of COMMERCE be pleased to state:

(a) whether Government propose to procure superior varieties of mangoes and

cashewnuts (raw) for export purposes from the farms and orchards which produce them on a large-scale;

(b) if not, whether Government propose to draw up a scheme for procuring superior varieties of mangoes and cashewnuts directly from the producers so that they get remunerative prices for the same;

(c) whether Government have got any proposal to give incentives to these producers; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE (SHRI AR-ANGIL SHREEDHARAN): (a) and (b). Agricultural and Processed Food Products Export Development Authority (APEDA) which functions under the Ministry of Commerce is already trying to promote Government sponsored organisations like National Marketing Cooperative Federation of India Limited (NAFED) and Maharashtra Agro Industries Development Corporation (MAIDC) to directly purchase mangoes for export from the growers. This is intended to help the growers to get remunerative prices for their produce. Bulk of the cashewnuts are grown in the state of Kerala. The State Government of Kerala already has a scheme for procurement of cashewnuts which is also intended to give reasonable prices to the cashew growers.

(c) and (d). For exporters including those of horticultural items, REP import licences, cash compensatory support and credit facilities are provided as export incentive. Incentives to producers of horticultural crops include provision of extension services, making available results of work done by research institutions on improved varieties, pest control etc.