

The Minister of Works, Housing and Supply (Shri K. C. Reddy): (a) Steps have been taken to acquire the land for siting the Press.

(b) Subject to the availability of foreign exchange by the end of the Second Five Year Plan.

(c) About 800 persons are expected to be employed in the Press when it commences production, and a larger number will have to be employed when it attains full production.

Shrimati Parvathi Krishnan: May I know whether orders have been placed for machinery for this Press and, if so, where?

Shri K. C. Reddy: Not yet, Sir.

Five Year Plan Publicity

*1506. **Shri Jadhav:** Will the Minister of Information and Broadcasting be pleased to state:

(a) whether it is a fact that some State Governments represented to the Centre that the Five Year Plan publicity should be entirely undertaken by the respective State Governments in order to avoid duplicity of work; and

(b) if so, the reaction of the Central Government to it?

The Minister of Information and Broadcasting (Dr. Keskar): (a) and (b). It would not be entirely correct to say that State Governments had made such a representation. The State Governments had raised the question of having certain sections of Five-Year Plan publicity carried on by the States themselves, on behalf of the Centre, in order to do that work more effectively. This matter was discussed at the recent Conference of the State Ministers and Directors of Information which was held in Delhi on the 29th and 30th of August. It was agreed in the Conference that fuller and more intimate coordination of Plan publicity should be achieved between the Centre and the States.

Shri Jadhav: May I know the amount that was spent by the Central Government and the respective State

Governments for the Plan publicity in the year 1956-57?

Dr. Keskar: The Centre does not make any cash grant as such for publicity to the States.

Shri Jadhav: May I know how the amount spent by the Central Government is given?

Dr. Keskar: It requires a complicated account-making. It will take some time. I will require notice for that.

Shri Panigrahi: May I know whether the Information and Broadcasting Ministry is aware of the fact that recently our Prime Minister expressed his dissatisfaction over the nature of the publicity work and what are the measures that have been suggested by the Prime Minister to improve our Plan publicity?

Dr. Keskar: I am quite aware of that and, in fact, I may say that I am myself dissatisfied with the work done. But, there are difficulties which it is not so easy to overcome as the hon. Member thinks. We have been thinking of how best to expedite this work and make it more effective. That was exactly one of the reasons for calling this Conference of State Ministers at this time. And, I hope that with the new ways and means that have been devised we may be very much more effective.

Shri Ranga: Is it not a fact that this Five Year Plan is an All India one and as such each one of the separate States would naturally be more interested in that section of it with which it is directly concerned and, therefore, is it not in the interests of the whole of India and the Plan as a whole that the Government of India should have control over its publicity for the Five Year Plan?

Dr. Keskar: It is not for me to say whether it would be proper for the Government of India to control everything, but the general question posed by the hon. Member is correct. The States naturally will tend more to look to their own Plan, and it is essen-

tial to have an all-India outlook in this matter also. It is for that reason that a very intimate co-ordination between the publicity work and its objective is necessary.

Shri S. C. Samanta: Is it a fact that during the First Five Year Plan some State Governments pointed out to the Ministry of the overlapping of the programme? May I also know why the Government took so much time in deciding this at the last conference?

Dr. Keskar: It is not correct that it was pointed out some time back and we have done nothing about the matter. In fact, work was begun, if the hon. Members remember, 2½ years after the Plan began—I am talking of publicity work—and as work progressed it became evident to us that something parallel was being done by the State Governments also. Ever since that time we have been trying to see that overlapping is avoided as much as possible. I think such kind of overlapping has been reduced to the minimum now, and I hope soon there would be no such overlapping.

Shri Shankaraiya: Even though the post of a Publicity Officer has been sanctioned for Mysore, may I know why it has not been filled up? May I also know whether it has come to the notice of the Government that publicity has not been done properly in regard to planning in Mysore State?

Dr. Keskar: I do not know to which particular Publicity Officer the hon. Member is referring.

Mr. Speaker: Mysore.

Dr. Keskar: In Mysore there is not one officer but there are two or three officers working in various regions of Mysore. I am not sure to which particular officer the hon. Member is referring. If he will let me have the particulars I will look into the matter.

Shri Viswanatha Reddy: May I know whether it is a fact that Plan publicity is not felt in the villages because the impact of the Plan itself is not felt in the villages.

Dr. Keskar: That would be too sweeping and generalised a remark. There is no doubt that consciousness of the Plan is not so great in most of the villages as we would like it to be. It is a tremendous task if you want the message to be carried to all the villages. We have thought that, probably, the best way would be to get this done through the National Extension Service Blocks and the Community Development Projects. Ways and means are being devised to see that the Blocks serve as the main centres for bringing the Plan to the villages.

Shri Dasappa: May I know why the Government does not choose to make use of the touring talkies, which have practically extended themselves all over the rural areas, for the purpose of this publicity?

Dr. Keskar: Any touring cinema, as far as exhibition of documentaries is concerned, is treated just like any other cinema in the State concerned, and it has to exhibit a certain number of documentaries.

Shri Yajnik: I want to know if any amount is set apart for publicity work. The hon. Minister said that it was difficult for him to say the amount of money that is spent on this. Is no amount allocated every year for this?

Dr. Keskar: There are various types of publicity. Whether for a particular State we have given a certain amount of money or we have spent a certain amount of money in that State would require a little bit of calculation. I am prepared to do that if the hon. Member tables a separate question.

Shri Nath Pal: Is the hon. Minister aware that the new taxation proposals have made the nation more conscious of the Plan than what our publicity has done?

Displaced Persons in Gangakhadar

*1507. **Shri K. N. Pandey:** Will the Minister of Rehabilitation and Minority Affairs be pleased to state:

(a) whether it is a fact that about one-third of the Displaced Persons