

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

settled in Gangakhadar (Meerut) have already deserted and the rest are ready to go with whatever belongings they have, leaving the place as it was; and

(b) if so, the reasons of their doing so and whether Government are taking any steps in the matter?

The Minister of Rehabilitation and Minority Affairs (Shri Mehr Chand Khanna): (a) Out of 1452 displaced families settled in Gangakhadar, 1069 families are still living there. There are no indications that these families intend to desert from their holdings.

(b) In a scheme like this some families are bound to desert. The occasional floods in the area and the difficulties of disposing of their main produce viz. sugarcane might have been additional reason for desertion. The State Government gives all possible assistance to those cultivators who suffer loss through floods. Displaced cultivators are not the only cultivators who suffer such losses

As for the disposal of the produce, a sugar factory is shortly to be set up in Hastinapur Licence to an entrepreneur has already been granted and he has taken steps to procure machinery.

Shri K. N. Pandey: May I know whether it is a fact that the licence was granted to the person concerned a year back and yet nothing has been done in that regard?

Shri Mehr Chand Khanna: I do not think so. I think the licence has been very recently granted, but I will look into the matter.

श्री भवन वर्मा: क्या गवर्नमेंट के ध्यान में यह बात आई है कि गंगा खादर कालोनी में जमीन का लगान बहुत ज्यादा है और यही कारण है कि वहाँ से लोग बाहर जा रहे हैं? इसलिये क्या उत्तर प्रदेश सरकार को इस के बारे में यह सलाह दी जायगी कि वह वहाँ लगान में कमी करने की कृपा करे ?

श्री मेहर चन्द खन्ना: जहाँ तक लगान का तात्पर्य है, वह उत्तर प्रदेश सरकार का काम है। अगर ग्रान्देवस मेम्बर चाहते हैं, तो मैं यह बात उस के नोटिस में लाने के लिये तैयार हूँ।

Shrimati Renu Chakravarty: The hon. Minister said that the Government gives these refugees all help. May I know what actually is the help that Government has given after these difficulties were experienced by these people?

Shri Mehr Chand Khanna: This is a colonisation scheme of the U.P. Government. It is more than seven or eight years old. These families have been settled there all this time. When the floods come whatever normal help can be given to a flood affected area is being given to the displaced persons there, but we are making no discrimination between a displaced agriculturist and any other agriculturist settled in a colonised colony.

Dr. Sushila Nayar: Are the Government aware that there is a heavy incidence of malaria in this area and, if so, what steps have the Government taken to make a concentrated effort to control this disease?

Shri Mehr Chand Khanna: That does not arise out of this question.

Dr. Sushila Nayar: It does arise, because they can run away because of heavy incidence of malaria which disables them.

Shri Mehr Chand Khanna: I will pass on the information both to my colleague the Health Minister and the Government of Uttar Pradesh.

Cottage Match Industry

*1508. **Shri Yajnik:** Will the Minister of Commerce and Industry be pleased to state the number of matchboxes manufactured as a result of the subsidies given by Government to the Cottage Match Industry during the last five years?