

Shri Heda rose—

Mr. Deputy Speaker: I have allowed more than 10 questions.

ISSUE OF ADVERTISEMENTS

*1046. **Shri Nageshwar Prasad Sinha:**

(a) Will the Minister of Information and Broadcasting be pleased to state what principles are kept in view in the matter of giving Government advertisements to newspapers?

(b) Is there a Common Code of ethics to guide the State Governments also in this matter?

The Minister of Information and Broadcasting (Dr. Keskar): (a) The principles which are kept in view in the matter of giving Government of India advertisements to newspapers and periodicals are: to secure the widest possible coverage within the funds available, to reach the masses in all walks of life, particularly where the advertisements carry a message to the people, and in selecting newspapers to pay due regard to effective circulation, regularity in publication, class of readership, adherence to accepted standards of journalistic ethics and other factors such as production standards and the languages and areas intended to be covered.

(b) State Governments use their own discretion in the matter of placing advertisements issued by them.

Shri Nageshwar Prasad Sinha: May I know, Sir, whether certain newspapers in the past have made a grievance against the discriminatory and 'pick and choose' policy of the Government?

Dr. Keskar: Yes, Sir; certain newspapers have made a grievance, certain newspapers are making now and probably will make also in the future.

Pandit Lingaraj Misra: Sir, does the Indian language Press receive the same consideration as the English Press?

Dr. Keskar: Unfortunately, up till now the Language Press has not been receiving sufficient percentage of our

advertisements and that has been due to the principles that have been followed till now. But, as I stated just now, after re-consideration of our policy we have decided to give greater weightage to Language papers.

Shri Nageshwar Prasad Sinha: Is it the policy of Government to give advertisements also to such newspapers as indulge in communal and anti-national writings?

Dr. Keskar: If the Government is convinced that any particular paper persistently indulges in false and virulent communal propaganda, Government is not inclined to give advertisements to such newspapers.

Shri Raghuramaiah: May I know whether there is any truth in the allegation that government advertisements are not given to certain papers because they are not continuously supporting Government, as for instance, the *Times of India* in Bombay?

Dr. Keskar: It is unfortunately a fact that it is that particular paper which has been receiving the largest amount of government advertisement.

Shri Dabhi: Sir, may I know whether one of the principles kept in view in the matter of giving advertisements to newspapers is that the policy of the newspaper in question should not be inimical to the declared and implemented State policy?

Dr. Keskar: Sir, as I said the State Governments use their own discretion. I cannot state what principles the State Governments are following; as far as the Government of India is concerned, it is not so. And, in fact the majority of Government advertisements go to papers which generally are very critical of government

श्री भक्त दर्शन : क्या माननीय मंत्री महोदय को इस आशय की शिकायत मिली है कि अभी तक सरकारी विज्ञापन देने में हिन्दी पत्रों की उपेक्षा की जा रही है ? क्या इस सम्बन्ध में गवर्नमेंट कोई कदम उठाने की कोशिश कर रही है ?

डा० केशकर : मैं ने तो आप को बताया कि जो देशी भाषाओं के प्रसूचक हैं उन को काफ़ी तादाद में विज्ञापन नहीं मिलते थे। लेकिन जो हम ने नयी पब्लिसि प्रोविसियन की है उस में देशी भाषाओं के जो पत्र हैं उन को उस में अधिक विज्ञापन दिये जाते हैं।

Kumari Annie Mascarene: May I know which are the papers selected by Government and what is the amount given to them annually?

Mr. Deputy-Speaker: The hon. Member is wanting a list of newspapers all over India, a hundred of them.

Kumari Annie Mascarene: I want the amount given to them.

Dr. Keskar: Sir, it is not possible to give the amount because government advertisements are not a fixed item. New items come up like the National Savings Scheme and so on and a certain amount of money is given to them. Regarding the number of papers also, it is not possible to give it because some papers are going out and some papers are coming in. So, the list is a fluid one.

Shri U. M. Trivedi: What is the definition of the word communal? Is it laid down anywhere by the Government?

Mr. Deputy-Speaker: Hon. Members understand that.

Shrimati Renu Chakravarty: How does it come about that the Central Government gives advertisements to papers that are critical of the Government and the State Government in Bombay specifically says that they are not going to give advertisements to papers that criticise them?

Mr. Deputy-Speaker: They have no control over State Governments.

Dr. Keskar: As I said, I cannot answer for the State Governments.

I may also remind the hon. Member that the State Governments are within their rights. We cannot either stop them from doing that. But, as far as the Central Government is concerned, I have stated the policy.

Dr. Lanka Sundaram: May I know whether Government maintains a black-list of newspapers to which advertisements are not given?

Dr. Keskar: There is no such thing as a black-list of newspapers. If the Government decides that a particular newspaper should not be given advertisements, then they do so. Besides that, there is no separate black-list of newspapers kept for that purpose.

Shrimati A. Kale: How much amount is spent on advertisements by the Government of India and how much is spent on English newspapers?

Mr. Deputy-Speaker: The same question was answered just now.

Shrimati A. Kale: I want to know the amount.

Mr. Deputy-Speaker: It is not possible to give the amount as it depends upon the advertisements.

Shri Muniswamy: The hon. Minister just now said that the discretion is given to the State Governments.

Mr. Deputy-Speaker: They have got the right inherently.

Shri Muniswamy: May I know if any representation is made by the newspapers against the State Governments, will it be taken into consideration by the Central Government?

Mr. Deputy-Speaker: How can they? The hon. Minister has already said that this is not an appellate court over the State Government.

Shri M. S. Gurupadaswamy: May I know whether in giving advertisements, the Government wants to control the policy of certain papers?

Mr. Deputy-Speaker: The Central Government does not want.

Shri Bansal: May I know if these advertisements are given through some advertisement agencies or directly by the Government to the papers?

Dr. Keskar: Generally they are given through these agencies.

Shri Feroze Gandhi: May I know why the Government should not follow a policy of not giving any advertisement to any newspaper?

Mr. Deputy-Speaker: That will be considered.

MOVABLE AND IMMOVABLE EVACUEE
PROPERTY

*1048. **Sardar A. S. Saigal:** (a) Will the Minister of Rehabilitation be pleased to state whether it is a fact that Government have received a reply from Pakistan Minister for Refugees about movable and immovable evacuee property?

(b) What further steps are Government taking about movable and immovable evacuee property and other outstanding matters?

The Minister of Rehabilitation (Shri A. P. Jain): (a) Yes.

(b) A series of discussions were held in Karachi from the 27th July to 13th August 1953 between the representatives of the Governments of India and Pakistan on the subject of evacuee property. Agreement was reached on certain matters. It is expected that further discussions will be resumed before the 20th September 1953.

सरदार ए० एस० साइगल : क्या यह सच है कि पुरुषार्थियों की मनकूला और और मनकूला जायदाद का जल्द तसफिया न होन के कारण पुरुषार्थियों में बहुत ज्यादा असन्तोष फैला हुआ है ?

श्री ए० पी० जैन : सच है ।

सरदार ए० एस० साइगल : इस को दूर करन की जल्द से जल्द क्या व्यवस्था की जायगी ?

श्री ए० पी० जैन: बराबर पाकिस्तान से बातचीत चल रही है और निष्ठा जा रहा है कि जल्दी फैसला हो ।

Sardar Hukam Singh: Will the Government stick to their old decision of settling this problem independently of any negotiations that may be had with Pakistan or have the recent negotiations effected any change in that policy?

Shri A. P. Jain: The whole policy is determined by actions and reactions of the decisions of the Government as well as negotiations.

Shri Gidwani: Are Government aware that the delay in settling the question is causing great hardship and misery to the displaced persons as evidenced by the Government adopting coercive measures such as eviction of displaced persons from their houses for non-payment of their dues and even attaching.....

Mr. Deputy-Speaker: Whoever is not given property is suffering. Why should there be any reasoning for it?

Shri Gidwani: Sir, the conditions are worsening. The Compensation Bill was to be introduced during this session and it is being further postponed. This is resulting in causing great misery. The displaced persons have no money and even their glasses for drinking water are attached.

Mr. Deputy-Speaker: Is there any necessity of bringing all this in?

Shri A. P. Jain: I heard the hon. Member's lecture all right, Sir.

Shri Gidwani: Is it proper for the Minister to say, 'I have heard the hon. Member's lecture all right'? I protest strongly.