

Shri Hathi: Not that it has been found of no use; but having regard to more river valley projects which we are having and in view of the fact that for the next few years we will have still larger programmes, that data will be utilised.

Shri Sadhan Gupta: May I know the personnel of that committee?

Shri Hathi: The personnel of the committee are:

Shri W. X. Mascarenehes, National Defence Academy, Poona, Chairman; Shri Datar of the Planning Commission, Member; Shri Chandiraman of the Ministry of Education, Member; and Shri Ripudaman Singh of the Central Water and Power Commission, Member-Secretary.

CZECH TRADE DELEGATION

***14. Pandit Munishwar Datt Upadhyay:** Will the Minister of Commerce and Industry be pleased to state:

(a) what is the main object of the Trade Delegation of Czechoslovakia that toured India during May-June this year;

(b) in what manner they propose to be helpful to our country in her industrial development;

(c) what has been our experience of their capital goods supplied to us sometime in the past; and

(d) what commodities they propose to supply us now and how their terms compare with those of other countries?

The Minister of Commerce (Shri Karmarkar): (a) to (d). An unofficial Trade Delegation from Czechoslovakia toured India in May-June 1954.

The main purpose of the tour was presumably to establish business contacts in this country with a view to developing mutual trade. Government have no more information in this matter.

A. I. R. PROGRAMMES

***15. Shri Madhao Reddi:** Will the Minister of Information and Broadcasting be pleased to state:

(a) whether it is a fact that the number of radio-sets in the country is increasing every year but the number of persons listening to the A.I.R. Programmes is decreasing; and

(b) if so, what measures government have taken or intend to take on this matter?

The Minister of Information and Broadcasting (Dr. Keskar): (a) It is a fact that the number of radio sets in the country is increasing every year. There is no basis for the opinion of the hon. Member that the number of persons listening is decreasing. My information is to the contrary.

(b) Does not arise.

Shri Madhao Reddi: If the hon. Minister's information is to the contrary, may I know whether there is any method to find out whether the number of listeners of the A.I.R. programmes is increasing or decreasing?

Dr. Keskar: There is no fool-proof method of finding out whether the listeners are listening to programmes of any particular organisation like the A. I. R. or the B. B. C. What generally happens in urban areas is, a person may like to listen not only to the radio net-work of his own country but of other countries also. He may like to listen to Moscow, New York, London or Ceylon. He may like to listen to some other radio organisations also. However, we have got, like other organisations, a listener research organisation which tries to make a sample survey of listeners' likes and dislikes and give their opinion. We have had this opinion also checked by certain sample surveys carried out by the UNESCO regarding radio listening in this country and also by the B. B. C. done privately for their own use and and it is on that information that I gave this statement.