

made in pursuance of the agreement. It is true that 6 million lbs. are to be imported during the next three years. And the price, as I have said in parts (b) and (c) of the reply, will be negotiated between the counterpart manufacturers here and the exporters in America.

Dr. Rama Rao: The hon. Minister knows that Andhra in particular is finding it very difficult to dispose of its virginia tobacco and we are trying to sell it to the Soviet Union and China. In view of this, how does Government propose to dispose of these six million lbs. when we are not able to sell our own tobacco?

Shri Manubhai Shah: These factors have been taken into consideration in arriving at the agreement. The normal import of this superior type of virginia tobacco is essential for the very blending and disposal of our tobacco, about which the hon. Member is anxious. And that is why we have negotiated these imports.

Shri B. S. Murthy: May I know whether the virginia tobacco produced in Andhra is not of a high grade; and if it is, may I know why extra imports are made from America?

Shri Manubhai Shah: If the hon. Member refers to the export of virginia tobacco from this country he will find that 75 million lbs. are exported every year. In order to enable the production of certain varieties of special grade virginia tobacco, we are going to import only 2.5 million lbs. as against this figure of 75 million lbs.

Shri Raghavaiah: May I know whether Government is sure that the kind of superior quality of tobacco which Government says is used for the manufacture of high class cigarettes is not at all produced in India?

Shri Manubhai Shah: Yes, Sir, Government have verified this fact and therefore permitted these small imports.

Foreign Publicity

Mr. Speaker: Question No. 7.

The Deputy Minister of External Affairs (Shri Anil K. Chanda): The

answer is a long one, about a page in length. May I read it, Sir?

Mr. Speaker: I think it is about half a page only.

The Prime Minister and Minister of External Affairs and Defence (Shri Jawaharlal Nehru): It is more than half a page because there is something more on the back side of the sheet also.

Mr. Speaker: As there are not many questions today, the hon. Minister may read out the answer.

*7. **Shri Krishnacharya Joshi:** Will the Prime Minister be pleased to state:

(a) the steps Government have taken to intensify foreign publicity during 1956-57; and

(b) the amount spent on the same during that period?

The Deputy Minister of External Affairs (Shri Anil K. Chanda): (a) The needs of India's external publicity abroad are kept constantly under review and from time to time such steps are taken as, in the opinion of Government, would make it more effective.

Some of the important measures taken during the year 1956-57 are as follows:

(i) Two new publicity offices were opened at Belgrade and Damascus. A Publicity Assistant was added to our Mission in Jeddah also.

(ii) The existing Publicity Establishments at Djakarta, Kathmandu, Cairo, New York, Washington, Sydney and Karachi were further strengthened.

(iii) Mobile Cinema Vans were provided to our Missions in Accra, Bangkok, Colombo, Djakarta, Karachi, Lahore and Nairobi. The supply of vans to Sikkim and Dacca is also under way.

(iv) A large number of pamphlets and feature articles including special pamphlets in a number of foreign languages on Kashmir and Goa problems were prepared and supplied to our Missions abroad for wide distribution.

(v) Supply of suitable audio-visual publicity material such as films, photographs, gramophone records etc. was augmented.

(vi) A number of foreign journalists were afforded special facilities to tour the country and see things for themselves.

(vii) Special publicity was organised through all available media on the occasion of the 2500th birth anniversary of Lord Buddha.

(viii) Our Missions were encouraged to organise or participate in a number of fairs, festivals and exhibitions where Indian films were shown, cultural shows given and objects of Indian art and craft displayed.

(b) The extent of exact expenditure incurred on steps taken to 'intensify' our publicity activities during the year 1956-57 is not capable of being properly assessed. However, the total expenditure during the year is estimated at Rs. 96,69,000 against the actual expenditure of Rs. 72,83,210 during the year 1955-56.

Shri Krishnacharya Joshi: Is it not a fact that on account of insufficient foreign publicity, the Kashmir problem is not understood properly by foreign countries?

Shri Jawaharlal Nehru: That, Sir, is not a question of fact, but a question of opinion. There are many factors involved in people forming their opinion. It may be that in some cases the hon. Member may be right. It is not a question of inadequate or insufficient publicity. However, I can hardly answer such a question.

Shri D. C. Sharma: May I know the names of the countries from which foreign journalists were invited to this country and if their reactions to this country have been tabulated and have been found to be favourable?

Shri Jawaharlal Nehru: I have not got the list here, but people from quite a number of countries have come here. Some are regularly invited; some come on delegations; some come as individuals; some come on their own part; and some come as semi-tourists. I do not know what

the hon. Member means by tabulating their reactions. We do collect anything they write afterwards. If that is tabulation, naturally we have got it. But we have not got any psychologists or psychiatrists to tabulate their reactions.

Shrimati Ammu Swaminadhan: May I ask if Government is aware that our people who have gone to England and U.S.A. come back saying that our publicity in those countries is very inadequate, and is the Government taking any action, especially in those countries, from where so many of our people come back with this impression?

Shri Jawaharlal Nehru: Yes, the hon. Member is right; we are aware of that, and I am not prepared to say that there is no justification for that criticism. There is. Nevertheless, there are certain basic factors which have little relation with the normal media of publicity. One thing is that we conduct our publicity, I hope, trying to maintain some standards of decency and truth. Sometimes other parties maintain neither decency nor truth. Another factor is that the reaction to the publicity of a country in any other country is governed very considerably by the policy of that country and by the general attitude of the Press of that country, which has little relation with the facts of the case, either friendly or hostile. Its policy may not approve of something and that policy imposes itself on the people of that country through its Press, through its other organs, and then it becomes very difficult to counteract those basic elements merely by some pamphlets, books or speeches. The hon. Member may think that one has only to put the truth across for the world to accept it, but the question is not quite so simple as all that.

Shri Gidwani: May I know whether adequate steps have been taken to counteract the propaganda of Pakistan, particularly in U.S.A. and Britain?

Shri Jawaharlal Nehru: I have just answered that question. I do not think I can add anything to it. Naturally it is our desire to correct mis-

statements and to counteract wrong propaganda. The hon. Member referred to Kashmir. It is not merely a question of Kashmir but so many other things get allied to it. There is the Baghdad Pact; there is the SEATO, which brings it into another sphere of approach. Naturally we try to do it.

Shri Jaipal Singh: Does the figure given in part (b), that is the amount of about Rs. 96,00,000, include what has been spent on the goodwill missions that have gone abroad? If the answer is in the affirmative, I would like to know what the amount is.

Shri Anil K. Chanda: That figure does not include the expenditure on goodwill missions.

Shri N. M. Lingam: May I know if our Missions abroad suggested to the Government the need to expand the publicity that is required in every country, and if so, whether Government accept their programmes in full for making effective propaganda abroad?

Shri Jawaharlal Nehru: We receive naturally reports from our Missions abroad regularly, periodically, about the activities, including the activities on behalf of publicity, and the machinery to judge it is the Department or the Ministry which deals with it.

Shri Joachim Alva: Has Government got any dynamic programme by which able young men from journalism will be drafted into foreign publicity and also to upgrade those able holders who are already in the foreign publicity and also to give handsome allowances to those who are in foreign publicity?

Shri Jawaharlal Nehru: According to the rules, regulations and laws on the subject, we can only engage people through the Union Public Service Commission. We may occasionally appoint temporarily a person for a little while, but he has to get vetted and accepted by the Union Public Service Commission.

Registration of Handlooms

*8. **Shri S. V. Ramaswamy:** Will the Minister of Commerce and Industries be pleased to state:

(a) whether the registration of handlooms has been completed throughout India;

(b) if so, what is the total number; and

(c) whether sufficient time has been given for the registration of handlooms?

The Minister of Heavy Industries (Shri Manubhai Shah): (a) No, Sir.

(b) Does not arise.

(c) Yes, up to the 30th June, 1957.

Shri S. V. Ramaswamy: What is the figure obtained for the whole of India, and in particular, for Madras?

Shri Manubhai Shah: Rs. 8,90,760; for Madras, Rs. 4,32,603.

Shri S. V. Ramaswamy: Have representations been made to the effect that the time allowed is inadequate, that the facilities for registration are not satisfactory and that the registering authorities are not co-operative and sympathetic?

Shri Manubhai Shah: This is not a fact as borne out by the numbers already registered. The time has been extended twice, and the latest period given is upto the 30th June 1957. Regarding the registering authorities, the *mamlatdars* and *tehsildars* have been appointed by the Textile Commissioner to receive and consider the registration applications. So far, no complaints of that nature have been received about any impediments in registration.

Shri S. V. Ramaswamy: The normal machinery for getting the census figures and statistics, for instance, even for agricultural products, is to go down to the village officers like the village *munsiff* and *karnam*. I want to know why in this case it has been fixed at a higher level upto the grade of *tehsildar*. Is it not a fact that because we do not go down to the village officers the registration has suffered?