

का बड़प्पता से पालन किया जाता है। प्रायोजनार्थी को प्रगति निरन्तर पुनरीक्षण अधीन रक्खी है।

**COMPLAINT Re. THEFT OF A BOX
LOADED WITH MISSION IN BEIRUT**

1024. SHRI C. JANARDHANAN : Will the Minister of EXTERNAL AFFAIRS be pleased to state :

(a) whether our Diplomatic Mission or any concerned authority in Beirut has received any report or complaint of the alleged theft of a box containing money belonging to the Manager of the Korala Kala Mandalam Kathakali Troupe which was touring abroad in August and September, 1967; and

(b) If so, whether any steps have been taken to recover the box and the valuables ?

THE PRIME MINISTER, MINISTER OF ATOMIC ENERGY, MINISTER OF PLANNING AND MINISTER OF EXTERNAL AFFAIRS (SHRIMATI INDIRA GANDHI) : (a) and (b). The Manager of the Kerala Kala Mandalam Kathakali Troupe informed our Embassy at Beirut on 5th September, 1967 that he had lost a suit case containing valuables. He did not specify whether the suit case also contained money. Our Embassy immediately took up this matter with the Baal Beck Festival authorities and the Middle East Airlines. The Middle East Airlines have since informed the Embassy that the suit case was traced at Frankfurt on 9th September from where it was sent to Athens on 11th September and on to Paris on 14th September. It is presumed that the suit case has been delivered to the owner at Paris.

EXPENDITURE ON ADVERTISEMENT

1025 SHRI PREM CHAND VERMA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the amount spent by the Director of Advertising and Visual Publicity on advertisements released to the Press during the years 1965-66 and 1966-67;

(b) the details of newspapers to which the advertisements were released together with the amounts paid to such newspapers; and

(c) the expenditure incurred on advertisements released to English and Hindi newspapers separately ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI K. K. SHAI) : (a) The requisite information is given below :—

1965-66	Rs. 82,43,560
1966-67	Rs. 77,78,409

(b) Information regarding the details of advertisements released to individual newspapers and the amounts paid to them is treated confidential between the Directorate of Advertising and Visual Publicity and the individual papers. It would not be good business ethics to divulge this information unilaterally without the prior consent of the papers concerned

(c)	1965-66	1966/67
English	Rs. 44,33,681	45,32,188
Hindi	Rs. 11,03,242	9,38,914

ADVERTISEMENTS TO NEWSPAPERS

1026. SHRI PREM CHAND VERMA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the factors which are kept in view for release of advertisements to newspapers,

(b) whether a policy has been laid down for the release of advertisements or whether it is left to the discretion of the officials concerned;

(c) the basis of fixation of rates of advertisement allowed to the various newspapers and whether the rates of advertisement of newspapers are accepted or whether these rates are fixed by Government,

(d) the considerations on which rates are fixed by Government; and

(e) the number of newspapers for which the rates of advertisement were enhanced more than 25 per cent during