

[English]

Telecast of Feature Films Selected for Filmotsav

2078. PROF. K. V. THOMAS : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Doordarshan proposes to telecast feature films which were selected in the Indian panorama of Filmotsav on the national network of Doordarshan; and

(b) if not, the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V N. GADGIL) :

(a) and (b). Feature films selected for Indian panorama of Filmotsav are eligible for selection for telecast on the national network of Doordarshan if such films are formally offered for this purpose by the concerned producers/TV right-holders.

Supply of Cows to Beneficiaries under IRDP

2079. SHRI E. AYYAPU REDDY : Will the Minister of AGRICULTURE be pleased to state :

(a) the number of cows supplied to the beneficiaries under the Integrated Rural Development Programme during the Sixth Plan;

(b) whether this has resulted in improving the production and supply of milk in the rural areas;

(c) whether the beneficiaries under the IRDP who were supplied with milch cattle have organised into co-operative dairy development societies; and

(d) if not, whether there are any such proposals for the future ?

THE MINISTER OF AGRICULTURE (S. BUDA SINGH) : (a) No separate information of cows supplied under the programme is collected.

(b) Information regarding production and supply of milk separately for rural and

urban areas is not compiled. However, the total milk production in the country has increased and the estimated all India production of milk during the last three years is as follows :—

Year	Milk production (in million tonnes)
1983-84 (Provisional)	37.09
1984-85 (Provisional)	40.17
1985-86 (anticipated)	42.31

This is result of a number of schemes and no separate assessment of IRDP contribution is available though the evaluation studies have brought out that supply of milch animals is an important activity under IRDP and its positive impact on milk production.

(c) and (d). The position differs from State to State. In some States there are co-operative societies of beneficiaries, in some it is not there. The need for adequate arrangements for collection and marketing of milk by cooperative of other agency in order to enable the beneficiary to derive full benefit from the activity has been emphasised in the guidelines issued on the subject.

Import of Cows

2080. SHRI E. AYYAPU REDDY : Will the Minister of AGRICULTURE be pleased to state :

(a) whether there were proposals to import cows from West Germany to be supplied to Tirupati-Tirumalai Devasthanam in Andhra Pradesh;

(b) whether the proposal was subsequently given up; and

(c) if so, the reasons for the same ?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION (SHRI YOGENDRA MAKWANA) : (a) to (c). A proposal to import one thousand gift cows from Federal

Republic of Germany (FRG) to be financed under the Indo-FRG Bilateral Assistance Programme was accepted by Government of India. The import of cows was to be canalised through National Dairy Development Board (NDDB). The Andhra Pradesh Dairy Development Cooperative Federation had permitted the Tirupati-Tirumalai Devasthanam in Andhra Pradesh to book some of FRG gift cows to be allotted to Andhra Pradesh. However, the project for import of cows from FRG is yet to be finalised as it is still being evaluated by the FRG authorities.

Technologies for Transformation of Rural Life

2081. SHRI SATYAGOPAL MISRA : Will the Minister of AGRICULTURE be please to state :

(a) whether Government propose to identify technologies which could transform rural life;

(b) if so, the details thereof;

(c) the steps taken to utilise them for rural people; and

(d) the results achieved, if any ?

THE MINISTER OF AGRICULTURE (S. BUTA SINGH) : (a) Yes, Sir.

(b) At present, the Council for Advancement of Rural Technology (CART) is supporting 94 projects in different States for field testing and demonstration of improved technologies in different sectors of the rural economy, including village and cottage industries, solar energy, biogas, micro-irrigation, low cost housing and sanitation, fisheries, animal transportation and post harvest technologies. CART has also identified 45 simple and low cost technologies for improvement of rural life.

(c) The first step is to see that the technologies identified are fieldtested and demonstrated in rural areas in order to establish their viability. In the second phase, viable technologies can be disseminated on an extensive scale through different

development programmes. The field testing and demonstration is being done at present.

(d) As most of these projects have been taken up in the last one and a half years, it is too early to evaluate the results. This would be possible after a particular project is completed. However, the initial response to many of the new technologies has been encouraging.

Timing of Display of Advertisements on Doordarshan

2082. DR. B. L. SHAILESH : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the Prime time, if any allocated and reserved for display of advertisements on the Doordarshan national hook-up on week days particularly on Wednesdays, Fridays and Sundays and the income accrued to Doordarshan therefrom;

(b) whether the T.V. viewers are by and large very much distressed over the repetition of the same themes of advertisements in the midst of the popular programmes; and

(c) if so, whether Government propose to shift the timing for display of these advertisements particularly when there are popular programmes like Chitrahari, Film and serials of interest ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL) :

(a) No prime time as such is reserved for display of advertisements on Doordarshan. Advertisements are put out along with various types of programmes, telecast on the national hook-up or otherwise, on all days of the week. The number and duration of individual advertisements put out along with different programmes telecast on the national network varies from programme to programme and day to day. It is, therefore not possible to indicate the required figures of income from such advertisements on some days of the week.

(b) Advertisements are put out at the beginning and end of programmes and