

(a) the number of Zonal Blood Testing Centres at present in Kerala;

(b) whether the Union Government propose to set up more such centres in Kerala; and

(c) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (DR. C. SILVERA): (a) Five.

(b) No, Sir.

(c) Does not arise in view of (b) above.

Advertising Agencies

4448. SHRI MANORANJAN BHAKTA:
SHRI SANAT KUMAR MANDAL:
KUMARI SUSHILA TIRIYA:
SHRI GURUDAS KAMAT:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether several advertising agencies have not made payments to Doordarshan and AIR since long time;

(b) if so, the details alongwith the amount outstanding against each agency; and

(c) the steps being taken to recover the payments?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir.

(b) Information is given in the attached *Statement*.

(c) In order to ensure timely payment of dues, All India Radio and Doordarshan are taking recourse to all the contractual provisions including encashment of bank guarantee/ deaccreditation of errant agencies, arbitration and legal action. Both All India Radio and Doordarshan have initiated action for computerisation of commercial transaction.

STATEMENT

Agency-wise outstanding dues in respect of doordarshan and AIR commercial service

Doordarshan (reconciled as on 30th June, 1994)

Sl. No.	Name of Agency	Amount
1	2	3
1.	20th Century	1454
2.	A.V.I. International	17000
3.	Acil	2368293
4.	AD Envoys	542764

1	2	3
5.	Adroit	139400
6.	Adsites	166887
7.	Advis	1641407
8.	Advtg. Avenues	336600
9.	Adwave Advertising	16450
10.	Adwell	24807
11.	Adwit	17850
12.	Adworld CO	614642
13.	AIR ADS	555900
14.	Ajax Advertising	61200
15.	Akshar Advertising	47600
16.	Akshara Advertising	316200
17.	Alakh Advertising	6800
18.	Ambience	595850
19.	Anand Advertising	161500
20.	Ankur Advertising	14025
21.	Anthem Comms	71400
22.	Anugrah Advertising	281350
23.	Apex Advertising	591600
24.	Aqurius Publisher	144500
25.	Aries	320450
26.	Arms Advertising	790168
27.	Arms Comms	32300
28.	Arohi	337578
29.	Art Advertising Agency	326613
30.	Art Commercial	587240
31.	Arting advertising	306850
32.	ASP CO	380674

1	2	3
33.	Associated Advertising	1420049
34.	Audio Advertising	1549955
35.	Axis	1692362
36.	Ayyappa Agencies	22440
37.	B.D. Khanna	44002
38.	B.Y. Padhye	412250
39.	Beautex Advertising	917125
40.	Bharat	8747
41.	Bidhan Advertising	917400
42.	Blaze	550800
43.	British India Corporation	1938000
44.	C.C.I.	4373
45.	Chaitra Advertising	1596001
46.	Clarion Advertising	2251050
47.	Clea Advertising	89250
48.	Commercial Advertising	499584
49.	Concept Advertising	502554
50.	Contour Advertising	262206
51.	Contract Advertising	1507775
52.	Creative Eye	552100
53.	Creative Unit	1214050
54.	Creative Workshop	53550
55.	Current Advertising	80325
56.	Dacunha Associates	336007
57.	Dart	146150
58.	Datta Ram	86889
59.	Dazzle	2142
60.	Dte. of Adult Education	11011

1	2	3
61.	Dte. of Small Savings	1017675
62.	Edge Comms	119000
63.	Efficient Pub	228120
64.	Elegant Pub	75643
65.	Emmess	303343
66.	Energy Management	510000
67.	Enterprise Advertising	2052488
68.	Everest Advertising	4707063
69.	F.C.I.	44510
70.	F.D. Steart	220613
71.	Film Craft	948175
72.	Frank Simoes Advertising	557600
73.	Friends	539396
74.	Fusion Advertising	15300
75.	G.I.C.	41336
76.	Gemini Advertising	1004400
77.	Goldwire Comms	30600
78.	Gopalaratnam	190400
79.	Govan Advertising	54825
80.	Govt. of A.P.	7650
81.	Govt. of Gujarat	487276
82.	Govt. of Maharashtra	418200
83.	Govt. of West Bengal	488750
84.	Grant	10411
85.	Graphic Art	1607
86.	H.M.T.	1676416
87.	H.P.G.	51000
88.	Hindustan Thompson Advertising	4538286

1	2	3
89.	Hansavision	553800
90.	Headstart Advertising	769250
91.	Herald Advertising	57588
92.	Hero Publicity	40800
93.	Hindustan Fertilizers	59500
94.	Hitads	113750
95.	Hyderabad Allwyn	1877225
96.	I.B. Service	5100
97.	IFFCO	37400
98.	Imageads	223550
99.	Impression	284780
100.	Incentive Mktg.	314530
101.	Indian Advertising	10735
102.	Indian Navy	7650
103.	International Advertising	50363
104.	Innovation	24650
105.	Insight Advertising	580050
106.	Interads	127361
107.	Interface Comms	28050
108.	Interpub	467500
109.	Jaishree PHC	724799
110.	Jaisons Advertising	1168797
111.	Jatiyaar Publicity	218776
112.	Jaya Advertising	234897
113.	Jelitta	192950
114.	Joint Publicity	127500
115.	K.L.I.	96407
116.	K.V.I.C.	69615

1	2	3
117.	Kamerad News	223550
118.	Kanara Advertising	311903
119.	Karishma Advertising	448129
120.	Kofl	25500
121.	Krishan Bharti	28645
122.	Kunal Ads.	207875
123.	L.I.C.	975297
124.	L.R. Swami	476804
125.	Lekha Advertising	7000
126.	Link World Company	409775
127.	Lintas	9239332
128.	M.C.A.	259391
129.	M.L. Associate	1891550
130.	MAA	1133050
131.	Maa Comms	967300
132.	Madison Advertising	196775
133.	Magnavision	1586100
134.	Mapp	23800
135.	Market Movers	1217540
136.	Market Plus	119000
137.	Markfed	56100
138.	Maruti	36159
139.	Mass Marketing	284600
140.	Mauvlis Advertising	14535
141.	Media Aid	1094250
142.	Meena Advertising	85850
143.	Mehanix	311653
144.	Mileage	436900

1	2	3
145.	Milevision	20400
146.	Modern Advertising	712400
147.	Mudra Comms	755572
148.	N.A.C.	102000
149.	N.A.S.	180804
150.	N.T.C.	3443
151.	Nandkishore Sharma	9350
152.	National Advertising Agency	35275
153.	National Advertising Ser	55084
154.	National Fertilizer	116726
155.	National Insurance	17850
156.	National Publicity Service	59768
157.	National Savings	30600
158.	Nexus Advertising	381650
159.	Nimbus Comms	367000
160.	Nova Advertising	285600
161.	Novel Ads	12750
162.	N.T.P.C.	188700
163.	Ogilvy & Mather Pvt. Ltd.	3124819
164.	Orange City	8500
165.	P.P. Ltd.	2652
166.	Padmaja	76500
167.	Pearl Publicity	3952
168.	Percept Advertising	59500
169.	Pratap	8500
170.	Pratibha Advertising	51000
171.	Press Synducate	61625
172.	Pressman	430400

1	2	3
173.	Progerrive Publicity	17000
174.	Publicity Parlour	150025
175.	Punjab National Fertilizer	13750
176.	Pumima Advertising	438498
177.	R.C.F.	161185
178.	R.K. Swamy	3290975
179.	R.K.U.M.P.	177650
180.	R.T.S.	157582
181.	R.T.V.C.	74800
182.	Radeus Advertising	186150
183.	Radio Enterprises	112625
184.	Radio Publicity Service	1637111
185.	Ranjit Sales	9259
186.	Rashtriya Advertising Agency	8500
187.	Rasik Publicity	326925
188.	Rattan Batra	242888
189.	Rediffusion Advertising	2329998
190.	Renukey Advertising	186489
191.	Response India	815300
192.	Roshan Advertising	275327
193.	Saai Advertising	248625
194.	Saraswati Entp.	26775
195.	Scooter India	236435
196.	Seasons Advertising	237150
197.	Sekari	10200
198.	Shankar Advertising	22100
199.	Shems Advertising	1556350
200.	Shilpi	4080

1	2	3
201.	Shri Prabhakar	683204
202.	Sista's (P) Ltd.	1101600
203.	Situations Advertising	902913
204.	Sky Lark	8160
205.	Small Savings	1540425
206.	Sobhagya Advertising	242250
207.	Spectrum	10625
208.	Sriraghavendra	2902124
209.	Srishti	124100
210.	Standard Publicity	445152
211.	Steel Authority of India	689000
212.	Sterling	122606
213.	Swar Sudha	46308
214.	Tara Sinha Associates	2141932
215.	T. Sankar	621088
216.	Three Brother & Films	506600
217.	Time & Space	8925
218.	Tracer Advertising	571200
219.	Trikaya Grey	622325
220.	Triton Advertising	621350
221.	Tulika Advertising	613700
222.	U.T.I.	51000
223.	Ulka Advertising	2795832
224.	Uma Advertising	244038
225.	Uptron	71400
226.	Victa	51000
227.	Vikalp	1785
228.	Vikas	797963

1	2	3
229.	Visesh Advertising	326400
230.	Vishal	3400
231.	Vision Advertising	44826
232.	Youth Inca	232475
Grand Total		121028196

ALL INDIA RADIO (RECONCILED AS ON 23RD JULY, 1994)

Sl. No.	Name of Agency	Amount
1	2	3
1.	VRG Agencies	1184904
2.	Radio TV Commercials	1126998
3.	Mode Advertising	805286
4.	Headstart Advertising	536341
5.	Hindustan Thompson Advertising	333709
6.	Ogilvy & Mather Pvt. Ltd.	270013
7.	Creative Units	242916
8.	Lintas	212207
9.	Contract Advertising	151585
10.	Rayer Communication	146997
11.	Srishti Advertising	125919
12.	Rediffusion Advertising	121224
13.	Musirecca Cassettees Incorporate	100376
14.	Renukay Advertising	98490
15.	Down mode	88976
16.	Pragati Radio	78939
17.	B.D. Khanna	66726
18.	Publicity Parlour	66430

1	2	3
19.	Bidhan Advertising	63962
20.	Mudra Communications	61801
21.	Satellite Advertising	61154
22.	3 Brothers	49436
23.	Jitiyar	45168
24.	Youthinca	43537
25.	Pumima Advertising	39439
26.	Vishwa Vijaya	34126
27.	Artiq Advertising	17031
28.	Kare Advertising	9652
29.	Radha Shree	9623
30.	Inter Publicity	7095
Grand Total		6200060

In addition, for advertisements booked through DAVP, the amount to be recovered by All India Radio and Doordarshan is Rs. 44.67 lakhs and Rs. 23.93 lakhs, respectively.

Identity Cards

4449. KUMARI SUSHILA TIRIYA:
PROF. RASA SINGH
RAWAT:
SHRIMATI VASUNDHARA
RAJE:

Will the Minister of HOME AFFAIRS be pleased to state:

(a) the number of border villages in the Indo-Pak and Indo-Bangla borders; and

(b) the progress made in issue of Photo Identity Cards to the residents of border areas as on July 31, 1994, State-wise?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI P.M. SAYEED): (a) As per 1991 Census, there are 14135 villages in the various districts bordering Pakistan and 23235 villages in the districts bordering Bangladesh. However, all of these are not necessarily border villages.

(b) The Government have decided to introduce a scheme of Identity Cards in infiltration prone border areas of the States of Assam, Bihar, West Bengal, Tripura, Mizoram, Meghalaya, Rajasthan, Gujarat and Punjab. The concerned State Govts. have been requested to complete the ground work urgently. The States of Assam, Mizoram, Tripura, Rajasthan and Punjab have already acquired the

Computerised Laser I-Card Printing Systems (CLIPS) for preparation and distribution of identity cards.

Projects under Execution in Maharashtra

4450. SHRI SANDIPAN BHAGWAN THORAT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the new projects under consideration for developing/modernising and strengthening broadcasting and DD network in Maharashtra during Eighth Plan; and

(b) the projects likely to be completed during the current year and

next year separately alongwith benefits likely to accrue as a result thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) During Eighth Plan, All India Radio has several ongoing/envisaged schemes as given in the enclosed *Statement I* while Doordarshan has schemes to set up 3 Programme Production Centres, 4 High Power Transmitters, 40 Low Power Transmitters/Very Low Power Transmitters to strengthen/modernise their network in Maharashtra.

(b) The projects to be completed during current year and next year as detailed in the enclosed *Statement II* would result in coverage of the whole State of Maharashtra by All India Radio, and to the extent of 90.1% by population and 81.7% by area by Doordarshan.

STATEMENT-I

Details of VIII plan schemes (ongoing as well as new) under implementation in the State of Maharashtra

1. Local Radio Station with 2x3 KW FM transmitter, MP Studio at Dhule.
2. Local Radio Station with 2x3 KW FM transmitter, MP Studio at Nasik.
3. Local Radio Station with 2x3 KW FM transmitter, MP Studio at Osmanabad.
4. 2x5 KW FM transmitter for National Channel service at Bombay.
5. 2x5 KW FM transmitter for stereo service at Bombay.
6. Upgradation of 10 KW SW transmitter (Regional Service) to 50 KW at Bombay.
7. Upgradation of 10 KW MW transmitter to 20 KW power at Parbhani.
8. Replacement of old 20 KW MW transmitter with a new 2x10 KW MW transmitter at Sangli.
9. Installation of Multi track Recording studio at Bombay.
10. Provision of permanent Type 1(R) studio at Parbhani.
11. Type III(R) studios for Gulf Service at Bombay.
12. Setting up of a Staff Training Institute (Technical) at Bombay.