

**Multi-Media Programme on Rural Development**

2386. SHRI S.M. LALJAN BASHA : Will the PRIME MINISTER be pleased to state :

(a) whether his Ministry has drawn up a Multi-Media Programme to highlight its programmes and activities; and

(b) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF RURAL AREAS AND EMPLOYMENT (DEPARTMENT OF RURAL DEVELOPMENT) (SHRI UTTAMBHAI HARJIBHAI PATEL) : (a) Yes, Sir.

(b) In order to make people aware of the Government's efforts for rural development, the multi-media campaign strategy has been launched. The thrust of the campaign is towards information, education and communication about various programmes for rural development amongst the rural poor at the grass-root level by using inter-personal mode and audio-visual mode. The Ministry of Information and Broadcasting has been associated for the communication and the preparation of software. Agencies under the Ministry of Information and Broadcasting viz., the Directorate of Field Publicity, Song and Drama Division, DAVP, Doordarshan, AIR and Films Division are executing the programmes in different selected districts.

The multi-media campaign was undertaken in 13 districts of Andhra Pradesh, Bihar, Madhya Pradesh, Orissa and Uttar Pradesh during April-May, 1994. It has been launched in 60 districts in 12 States in 2 phases beginning from February, 1995. In the campaign posters, handbills, booklets, films, video shows, cinema slides, radio spots etc. developed in regional languages are being used. Fold theatre and drama are also being used in the campaign which centres around inter-personal communication.

**Treatment of Malaria**

2387. SHRI SARAT PATTANAYAK : Will the PRIME MINISTER be pleased to state :

(a) whether the Government propose to conduct multi-centric trial to prevent and treat malaria in the country; and

(b) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (DR. C. SILVERA) : (a) and (b). Multi-centric trials with new drugs, newer insecticides, impregnated bed-nets, l'ocides and mosquito repellants and alternative environmental approaches of vector control are under taken regularly and at various stages of operational and field research.

**Tender for Canvas Cotton Cloth**

2388. SHRI INDRAJIT GUPTA : Will the PRIME MINISTER be pleased to state :

(a) whether Director General Ordnance Factories has issued tender notices for supply of canvas cotton cloth to meet the requirements of the defence forces;

(b) if so, the quantity and value thereof;

(c) the number of mills served with tender notices;

(d) the number of mills, out of them closed or have not manufactured the quality of canvas required; and

(e) the action taken or proposed to be taken by the Government in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF DEFENCE AND MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI MALLIKARJUN) : (a) Yes, Sir.

(b) 15.20 lakh metres valued at about Rs.19 crore.

(c) to (e). The precise criteria, based on which tender notices were issued to some parties and not to others, are being ascertained from Ordnance Factory Board. Any further steps in the matter will be taken after it has been looked into.

**Expenditure on Health and Family Welfare**

2389. SHRI RAJENDRA AGNIHOTRI : Will the PRIME MINISTER be pleased to state :

(a) the expenditure on health and family welfare as percentage of Gross Domestic Product and Plan Outlay during the last three years;

(b) whether the Government propose the repriorities health outlay in favour of rural health service; and

(c) if so, the steps taken in this direction?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (DR. C. SILVERA) : (a) According to the Human Development Report, 1994 of the United Nation Development Programme, the percentage of public expenditure on health in India is 1.3 percent of the Gross Domestic Product (1990). However, the total expenditure on health (public and private) as per that report is 6% of GDP (1990). The total Plan Outlay on Health and Family Welfare Sector (by Central/State Departments of Health and Family Welfare) during the last three years are as under :

(Rs. in Crores)

Year	Health	F.W.	Total
92-93	1,452.30	1,000.00	2,452.30
93-94	1,622.18	1,270.00	2,892.18
94-95	1,819.48	1,430.00	3,249.48