

*(Interruptions)**[English]*

SHRI P.C. CHACKO: Sir, the hon. Minister has explained about the periodic review of the performance of the ITDC. but, I am very sure that hon. Minister will not be satisfied with the present performance of the ITDC. The ITDC hotels are in the prime locations in this country. But, indifferent behaviour of the staff and the poor upkeep of the hotel rooms contribute for the losses of ITDC. We have a dynamic Minister at the top of this ITDC. So, I would request the hon. Minister assure this House that new steps will be taken to relieve the ITDC from the chronic problem it is facing.

SHRI M.O.H. FAROOK: Sir, we are making attempts in this direction. I do agree to some of the views of the hon. Member. We are taking all the possible rectifications as far as possible. I assure to the hon. Member that we will that.

Expenditure on Publicity

*760. SHRI RAMDEW RAM:
SHRI LALIT ORAON:

Will the Minister of INFORMATION AND

BROADCASTING be pleased to state:

(a) whether a large amount is spent by the Government on publicity by way of advertisements and hoardings to create public awareness on important national issues and Government policies;

(b) if so, the break-up of such expenditure incurred under various heads during the last three years;

(c) whether any economy has been made during 1991-92; and

(d) if so, the effect of the economy cut on the objectives to be achieved through publicity?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARIGIRIJA VYAS): (a) to (d). A statement is placed on the Table of the House.

STATEMENT

(a) to (d). The amount spent by the Directorate of Advertising and Visual Publicity during the last three years was Rs. 6239.10 lakhs. The break-up of expenditure under different heads is as follows:

<i>Publicity Heads</i>	<i>Expenditure incurred (Rs. in lakhs)</i>		
	<i>1989-90</i>	<i>1990-91</i>	<i>1991-92</i>
Exhibitions	52.10	42.26	46.08
Press Advertisement	1064.50	2085.22 (Approx)	1351.10
Printed Publicity	298.27	262.84	282.12
Outdoor Publicity	55.21	45.04	87.20
Radio/TV Spots/ Audio Visual Publicity	177.62	52.78	336.76
Total	1647.70	2488.14	2103.26

The objectives to be achieved through Publicity were not allowed to be affected by government's economy measures. The higher expenditure on account of press advertisements in 1990-91 arose as a result of clearance of pending bills of earlier years .

[*Translation*]

SHRI RAMDEW RAM : Mr. Speaker Sir , I would like to pay that large amount is spent in Delhi on publicity by way of hoardings, kiosks to create public awareness but nominal amount is spent on this account in big state's i.e. Bihar, Orissa, Madhya Pradesh and Uttar Pradesh. Why is it so?

KUMARI GIRIJA VYAS : Mr. Speaker, Sir, D.A.V.P. always keeps in mind that the advertisements creating public awareness should be published in medium and small newspapers also. Most of the medium and small newspapers are published far away from Delhi. I would like to inform the House that about 44 percent of the total advertisements released are given to medium and small newspapers by the D.A.V.P.

SHRI RAMDEW RAM : Mr. Speaker, Sir , my second supplementary is whether the Government propose to give priority to the permanent and cheap medium of publicity i.e. hoardings, kiosks, advertisement on walls instead of costly medium of publicity i.e. T.V. and other electronic media.

KUMARI GIRIJA VYAS : Mr. Speaker, Sir, yes we want to give priority to this . Recently, the Ministry has taken a decision to strengthen the field publicity media because the poor and people of remote areas cannot benefit much from the electronic media even though the electronic media may reach the remotest corner of the country . Therefore, we are keeping cheap and permanent medium of advertisement in mind which can reach the people easily.

SHRI LALIT ORAON : Mr. Speaker, Sir, if you permit me, I would like to draw your attention towards a serious matter related to this issue . This question does not arise

directly out of the main question which I have asked.

Mr. SPEAKER: No, not like this . Such a discussion is not allowed during the question hour . There are other rules for that . You please ask your supplementary .

SHRI LALIT ORAON : Mr. Speaker, Sir, I would like to know the amount spent state wise and itemwise on the publicity of Government policies and programmes related to public, welfare, through newspapers, hoarding and advertisement on walls during 1988-89, 1989-90 1990-91 and 1991-92.

KUMARI GIRIJA VYAS : Mr. Speaker, Sir , this would be a detailed reply . I can provide it if I get a separate notice for it .

[*English*]

SHRI E. AHAMED : Sir, the hon. Minister has just replied that forty percent of the advertisement cost is being spent on the small and medium newspapers. Many of these small and medium newspapers, especially medium news-papers, have to implement the Bachawat Commission's Report which confers on them the obligation of a big serious financial commitment . I would like to know whether there is any norm determining the selection of the newspapers in releasing the advertisements among the medium news papers . Many of the newspapers being for away from Delhi , have not been taken care of while releasing the advertisements . I would like to know what are the norms which the Government has to follow.

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA) : Sir, we have definite guidelines for issuing advertisements and those guidelines are mainly based on the object for which the advertisement is given. If the object is to cover large areas, large number of people, then we give those to the highest circulation of a particular Paper. If the object of the advertisement is

regional or localised, than we go for the area where the particular newspaper has got largest circulation in that region. we have guidelines in this respect and we follow those guidelines.

DR. RAM CHANDRA DOME: Mr. Speaker, sir, as per the answer given by the hon. Minister the expenditure on the major on the head "Radi, TV spots and audio visual publicity" has increased for 1991-92 when compared to the figures of the previous two years. I think the radio and TV are very effective media, particularly for the illiterates of the rural masses. The audio visual publicity has very much impact. I want to know from the hon. Minister, through you, that due to increasing environmental pollution and increasing public health problems in our country, whether the Government is going to increase the allocation for the audio visual publicity particularly emphasising on creating an awareness for environment pollution and public health problem of the nation. My second part of the question is that whether the Government is ready to allocate more budget for small and medium newspapers particularly in the rural areas.

SHRI AJIT PANJA : So far as the first question is concerned, the answer is Yes, we do give priority and more emphasis on public health and those are more done through radio and TV spots and audio visual publicity in order to cover our population who are not literate. So far as the advertisements are concerned, we find from the records that the big newspapers get 23 percent and the medium newspapers get 33.50 percent and the small newspapers get 43.20 percent .

[*Translation*]

SHRIMATI GIRIJA DEVI: Mr. Speaker, Sir, I would like to know through you if any research has been conducted to know the impact of the various advertisements through print and audio visual media, if so, the details thereof. You put maximum emphasis on the newspaper advertisements. When the circulation of both Hindi and English newspapers is equal, how is it that you spend more

amount on advertisements in English news papers in comparison to Hindi newspapers ?

KUMARI GIRIJA VYAS: So far as the first question is concerned I failed to understand it. However, we have a research wing here and on the basis of the information given by the public from time to time we do try to know the impact of the advertisements through the Government media.

SHRIMATI GIRIJA DEVI: But somehow or the other, there is less expenditure being incurred on advertisements given in Hindi newspapers.

KUMARI GIRIJA VYAS: That is based on policy.

SHRI BRISHIN PATEL: I would like to know from the hon. Minister as to what are those programmes and advertisements for T.V. and Radio that are meant to end social inequalities and to develop the cordial atmosphere in the country and the feeling of nationalism among the people. I would also like to know the amount being spent on that?

[*English*]

SHRI AJIT PANJA : Sir, the hon. Members must have noticed that for Ekta Yatra we had made continuous efforts throughout the country - both in radio and TV and also by advertisements and other measures so that the integrity of the country and the religion, caste, colour and creed of the country remain together.

The actual amount spent for that purpose is not with them because the question does not relate to that, but I will (Interruptions).

[*Translation*]

SHRI NITISH KUMAR: He is not asking about 'Ekta Yatra' he is asking about national unity. About Ekta Yatra, even Joshiji could not do as much publicity as your T.V. did... (*Interruptions*)..

[English]

SHRI AJIT PANJA: Don't be biased with the word 'Ekta Yatra' That is because my knowledge of Hindi is poor. I meant national integration, Quami Ekta not Ekta Yatra meant by some political party . please understand that . What I meant is the integration of this country. Please do not mix up language with a particular political slogan. For the purpose at national integrity special efforts are made, you must have noticed it in the various media But what amount was spent actually for publicity for national integration is not with me because the question does not direct to that . I can inform the hon . Member if he so desires.

T.V. Coverage in Hilly Areas of Uttar Pradesh

*761 . SHRI BHUWAN CHANDRA KHANDURI: Will the minister of INFORMATION AND BROADCASTING be pleased to refer to the reply given to Starred Question No. 450 on March 30, 1992 and state:

(a) the percentage of estimated population covered by Doordarshan in the eight hill districts of Uttar Pradesh;

(b) the details of the plans drawn up to increase the coverage of these districts; and

(c) the year- wise plan to bring the coverage to 90 percent of the population of districts Chamoli and Pauri Garhwal?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) (A) to (c): A Statement is laid on the Table of the House.

STATEMENT

(a) At present , an estimated 38.6% population in hill districts of Uttar Pradesh is expected to be covered by TV service. This includes population in fringe areas where elevated antennae and boosters are required for obtaining satisfactory reception .

(b) and (c). Two low power TV transmitters, one each at Kotdwar and Champawat and three very low power TV transmitters, one each at Chaukhutia, Joshimath and Didihat are under implementation in the hill districts of Uttar Pradesh. With the commissioning of these TV transmitters during 1994, an estimated 42% population (inclusive of population in fringe areas) in hill districts of Uttar Pradesh is expected to be brought under TV coverage. Chamoli and Garhwal districts are expected to be covered to the extent of about 10.7% and 52.7% respectively, population-wise (inclusive of population in fringe areas) . Further expansion of TV coverage in the hill districts of Uttar Pradesh including Chamoli and Garhwal can be undertaken in a phased manner depending upon future availability of resources for the purpose.

SHRI BHUWAN CHANDRA KHANDURI: Sir, the minister in his reply has stated that the T V coverage in Chamoli and Garhwal districts will be 10.7 per cent and 52.7 per cent respectively by 1994 . I submit, Sir, that this is neither correct nor possible .

Sir, one of the districts in my constituency, Chamoli, is an area of 9000 sq. Kilometres. There is one VLTP (Very Low Power Transmitter) which covers an area of 5 to 8 kilometres . radius. One more is to come up at Joshi Mutt. Thus , with just two VLPTS covering an area of 5 to 8 kilometres, it is not possible to increase the percentage from the present 3 per cent to 10.7 per cent . Similarly, for Garhwal district the percentage is 23 and it cannot be increased to 52.7. The Minister may like to explain this.

The Minister in his reply has stated that future expansion will depend on availability of funds. Sir, the cost of one LPT is 1.25 crores and that of VLPT is only Rs. 85 lakhs only . My question is: Considering the difficult mountainous terrain, complete absence of other facilities for information and entertainment and pathetically low TV coverage there , will the Minister agree to make special allotment of about 6 LPTS for Chamoli