

imum Wages Act is a continuous process which is being strengthened by programmes of workers' education under various schemes in the Ministry. The enforcement of Minimum Wages in agriculture is also being complemented by various schemes of employment generation in the rural areas such as NREP and RLEGP which have an indirect effect of raising wages in the farm sector.

Ban on Advertisements about Imported Goods

3032. SHRI B. K. GADHVI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government are aware that a number of advertisements appear in newspapers about imported goods, particularly electronic goods and watches ;

(b) if so, whether Government propose to put a ban on such advertisements so as to put a stop to the craze for imported goods ; and

(c) the measures proposed to be taken in this regard ?

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

(a) Yes, Sir.

(b) No, Sir.

(c) Does not arise.

Absorption of General Assistants as Production Assistants in Doordarshan

3033. SHRI RADHAKANTA DIGHAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the number of general assistants, Station-wise, working in the Doordarshan at present ;

(b) whether Government passed the order to abolish these posts ;

(c) how many of these general assistants were absorbed as production assistants ; and

(d) the time by which all the remaining general assistants will be absorbed as production assistants ?

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

(a) Information is being collected and will be laid on the table of the House.

(b) Under the scheme of conversion of Staff Artists of All India Radio & Doordarshan as Government employees subject to their option and screening, the posts of General Assistants have since been treated as on par with Clerk Grade II.

(c) Posts of Production Assistants are not promotional posts for General Assistants.

(d) Does not arise.

Cost of Milk Production

3034. SHRI BANWARI LAL BAIRWA: Will the Minister of AGRICULTURE AND RURAL DEVELOPMENT be pleased to state :

(a) whether any independent studies have been made regarding cost of production of milk by any institution, public or private ;

(b) if so, their findings ; and

(c) the details thereof ?

THE MINISTER OF AGRICULTURE AND RURAL DEVELOPMENT (SHRI BUTA SINGH) : (a) to (c). In order to develop a satisfactory technique for estimating the cost of production of milk, the Indian Agricultural Statistics Research Institute (I.C.A.R.) conducted pilot sample surveys in a few selected areas. Based on these surveys, a methodology was developed and tested at four centres. These studies have shown that the cost of feed and labour constitute major components of production cost ; feed accounting for 50% to 60% and labour 15% to 30% of the cost of production.