

(a) whether the demand for high-yielding cocount seedlings is on the increase in Kerala;

(b) if so, whether the Coconut Board has any scheme to supply adequate seedlings to the needy farmers at cheaper prices; and

(c) if so, the details thereof ?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION (SHRI YOGENDRA MAKWANA) : (a) Yes, Sir.

(b) and (c). The Coconut Development Board is financing the following schemes for increasing supply or quality cocount seedlings in Kerala :

- (i) Production of Quality Coconut Seedlings.
- (ii) Production and Distribution of T × D Hybrid Seedlings; and
- (iii) Establishment of Hybrid Seed Gardens for the production of D × T Hybrids.

Under the scheme at (i) above *i.e.* Production of Quality Coconut Seedlings, a provision has been made for giving financial support for strengthening departmental and co-operative nurseries and increasing supply of quality cocount seedlings.

Under the schemes at (ii) and (iii) mentioned above, assistance is being provided for production of hybrid cocount seedlings.

There is also a Seed Procurement Unit under the Coconut Development Board for procurement and distribution of seednuts to indenting States on no-profit-no-loss basis.

Adoption of Agency system to Collect Advertisements

2434. SHRI ANOOPCHAND SHAH : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether there is any agency to collect advertisement and sponsorship programme on AIR and T.V.;

(b) if so, the advertising agencies in Bombay for AIR and T.V. and the commission paid to them;

(c) if not, whether Government propose to adopt any type of agency system or to appoint agents throughout the country; and

(d) if so, the norms laid down in this regard ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V.N. GADGIL) : (a) Yes, Sir. Besides direct advertisements from Central and State Government, Public Sector Undertakings and Small Scale Industries, AIR and T.V. get advertisements and sponsored programmes through approved advertising agencies operating all over India.

(b) There are more than 200 Accredited, Recognised and Registered advertising agencies with headquarters at Bombay. The rate of commission paid to Accredited and Recognised agencies is 15% and to Registered agencies it is 10% on the gross business booked by them. The present system looks after the interests of local, regional and national advertisers and is working satisfactorily.

(c) There is no such proposal.

(d) Does not arise.

Rules for Issue of C and D forms in Okhla Industrial Area

2435. SHRI MOHANBHAI PATEL : Will the Minister of URBAN DEVELOPMENT be pleased to state :

(a) whether any Rules/Instructions have been issued by the Delhi Development Authority for issue of 'C' and 'D' forms in industrial area;

(b) if so, whether Government propose to lay a copy thereof on the Table of the House;

(c) whether Government have reviewed the position at any time during the last one year with a view to ensure that Rules/Instructions are followed by the staff;