

proposal on 21 March, 1984 for various items under Disaster Preparedness Scheme such as construction of community cyclone shelters etc.;

(b) whether Union Government have evolved a national strategy for anticipating, mitigating and preventing disasters and sought the views of State Governments in this regard;

(c) if so, the details thereof; and

(d) the schemes or programmes under which financial assistance was granted to Andhra Pradesh during the last two years for improving disaster preparedness?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION IN THE MINISTRY OF AGRICULTURE (SHRI YOGENDRA MAKWANA): (a) to (d). In response to the Government of India's request for schemes to be included in the Seventh Five Year Plan of Disaster Preparedness, the Government of Andhra Pradesh also submitted their schemes in the month of August, 1985. The details of these schemes have not yet been finalised. No financial assistance has been provided to the Government of Andhra Pradesh in this regard during the last two years.

Foodgrains Output and Per Capita Availability

859. SHRI BHATTAM SRI RAMA MURTY: Will the Minister of AGRICULTURE be pleased to state:

(a) the per capita availability of foodgrains and pulses during the last three years, year-wise;

(b) whether the per capita availability has declined; and

(c) if so, the steps taken to bridge the gap between the requirement and availability thereof?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION IN THE MINIS-

TRY OF AGRICULTURE (SHRI YOGENDRA MAKWANA): (a) The following table indicates the per capita net-availability of foodgrains and pulses:

Year	Per Capita Net-Availability (Gram Per Day)	
	Foodgrains	Pulses
1984 (P)	477.9	41.8
1985 (P)	454.0	38.1
1986 (P)	478.1	40.6

(P)—Provisional.

(b) The per capita net-availability of foodgrains and pulses declined in 1985 as compared to 1984. In 1986, it showed an improvement both in foodgrains and pulses as compared to 1985.

(c) To increase the production of pulses in the Seventh Plan, the following strategy has been proposed:

(i) Introduction of Pulses crops in irrigated farming system through double and multiple cropping;

(ii) Bringing additional area under;

(a) Short duration varieties of urd, moong, etc. in rice fallows by utilising the residual moisture in rabi season.

(b) In summer season, with irrigation after oilseeds, sugarcane, potato and wheat and

(c) In rabi under lentil.

(iii) Inter-cropping of arhar in soya-been, bajra, cotton, sugarcane and groundnut both under irrigated and unirrigated conditions.

(iv) Multiplication and use of improved pulses seeds; adoption of plant protection measures; use of phosphatic fertilizers and rhizobium culture; and

- (v) Improved post-harvest technology; public policies including pricing and marketing support for pulses.

Growing of Cocoa in Coastal Areas

860. SHRI V. S. KRISHNA IYER : Will the Minister of AGRICULTURE be pleased to state :

(a) whether there is a vast scope for growing of cocoa in coastal areas, particularly in Karnataka; and

(b) if so, the action taken by Government to encourage growing of cocoa in coastal areas of the country ?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION (IN THE MINISTRY OF AGRICULTURE (SHRI YOGENDRA MAKWANA) : (a) There is good scope for growing cocoa coastal areas, including Karnataka.

(b) A Central Sector Scheme to educate the farmers on the scientific method of cultivation including pruning and training of trees, controlling pests and diseases and fermenting and drying of beans through field demonstrations is under implementation in Kerala and Karnataka.

Seed gardens have been established for production and distribution of quality planting materials.

Cocoa fermentation and drying units have been established in the important production centres.

Hike in Rates of TV Advertisements

861. SHRI V. S. KRISHNA IYER : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) when the Doordarshan hiked its TV advertising rates; and

(b) the extra income derived due to the hike ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI A. K. PANJA) :

(a) The rates have been revised with effect from 1.3.1987.

(b) It is too early to make any assessment of extra income as the revised rates have come into effect only from 1.3.1987.

Improvement of Media Policy

862.. SHRI R. M. BHOYE :
SHRIMATI MADHUREE
SINGH :

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

(a) whether a major TV viewership survey has reported that people in Madras and Bangalore watch the Hindi serials and films more avidly than their counterparts in Delhi, Bombay or Calcutta; and

(b) if so, whether Doordarshan authorities would accordingly review their programme structure ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI A. K. PANJA) : (a) No, Sir. No such survey has come to notice.

(b) Does not arise.

Increase in Rates of Advertisements by Doordarshan

863. SHRI VIJAY KUMAR YADAV : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Doordarshan has proposed to further increase the rates of advertisements; and

(b) if so, the details thereof ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI A. K. PANJA) :

(a) The rates have been revised with effect from 1.3.87.

(b) A copy of the rate card containing the new rates is given in Statements I and II below.