

- (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.