

capacity of the office machinery installed in the LIC at present.

### **Expenditure of Nationalised Banks on Advertisements**

2206. SHRI R. K. MHALGI: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that nationalised and scheduled banks are spending huge amounts on advertisements;

(b) if so, the total amount spent on advertisements in newspapers, magazines, special issues, souvenirs etc. during 1979-80, 1980-81 and from April 1981 upto date;

(c) from the above, how much was spent on English advertisements and

how much was spent on advertisements in language newspapers;

(d) whether Government have given any guidelines and set some norms or percentage to be spent on advertisements and such other expenditure of nationalised and scheduled banks; and

(e) if so, what are the directives?

THE DEPUTY MINISTER IN THE MINISTRY OF FINANCE (SHRI JANARDHANA POOJARY): (a) to (c) The accounts of public sector banks are maintained calendar year-wise and not financial year-wise. The expenditure on advertisements in newspapers, magazines, special issues, souvenirs etc. during 1979 and 1980 are as follows:—

Year	Expenditure on advertisements in newspapers, magazines, special issues, souvenirs etc.			Remarks
	In English	In Languages	Total	
(Rs in lakhs)				
1979	115.17	97.49	212.66	For 22 public sector banks
1980.	212.30	186.01	398.31	For 28 public sector banks i.e. including 6 banks nationalised in 1980

Figures for 1981 are being collected and will be laid on the Table of the House as soon as possible.

(d) and (e). Public Sector Banks have been advised from time to time to exercise utmost care in the formulation of their publicity programmes and to affect maximum economy in respect of expenditure on this account. The guidelines issued by the Reserve Bank in this context emphasises on the need for increasing use of regional/language newspapers joint publicity programmes at the industry level; greater use of official media, etc. Banks were also suggested in July, 1981 a notional target for production of their expenditure on publicity programmes etc.

### **Deposits held by State Governments in Scheduled Commercial Banks**

2207. SHRI R. K. MHALGI: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that Governments of Bihar, U.P., West Bengal, Kerala, Punjab, Gujarat and M.P. hold sufficient bank deposits in scheduled commercial banks; if so, the latest figures in respect of each of the above State's deposits in scheduled banks;

(b) whether the bank credits to the above States are not provided according to the ratio of bank deposits of each State;