

and settlement of existing claims relating to seniority. This has been done with a view to avoiding cases of supresessin etc.

(d) Thirty officers have been taken on deputation during the period 1968—70. During the same period six officers were appointed from non-executive posts to Class III executive posts.

(e) In the draft Recruitment Rules certain quota has been proposed for departmental candidates and such posts have not been offered to non-departmental candidates.

Study Undertaken by Directorate of Advertising Publicity Re : Advertisements on Five Year Plans

6844. SHRI DEVINDER SINGH GARCHA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether the Directorate of Advertising and Visual Publicity has carried out a study of response to four advertisements, on different aspects of economic development in the Five Year Plans ; and

(b) if so, the findings thereof ?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRIMATI NANDINI SATPATHY) : (a) and (b). No study was carried out, but to ascertain whether Government advertisements were being read an offer was made to the readers as a foot note to a newspapers advertisement inserted by D. A. V. P. of a free booklet entitled 'India Today' if they wanted it .

This booklet contains statistical information on important subjects connected with the socio-economic development of the country.

In response to this offer, the Directorate received 33,000 letters of request between June 18, 1971 and July 26, 1971. Taking into consideration the circulation of the newspapers and periodicals in which this series of four advertisements was published, the response works out to 9.4 per thousand readers which is considered a good response.

Export of Fashion Garments

6845. SHRI DEVINDER SINGH GARCHA : Will the Minister of FOREIGN TRADE be pleased to state :

(a) whether there is a substantial increase in the export of fashion garments ;

(b) if so, the value of export of fashion garments for the last three years ; and

(c) the names of countries to which these garments have been exported ?

THE DEPUTY MINISTER IN THE MINISTRY OF FOREIGN TRADE (SHRI A. C. GEORGE) : (a) and (b). There has been increase in export of fashion garments as is evident from following figures :

1969	Rs. 55.1 lakhs
1970	Rs. 141.2 lakhs
1971	Rs. 80.2 lakhs
(Jan.-June Estimated)	

Export figures in respect of fashion garments for 1968 are not available.

(c) Western Europe, Scandinavia and U. S. A.

Dailies, Weeklies etc. registered for Publication in Bihar, Madhya Pradesh and West Bengal

6846. KUMARI KAMLA KUMARI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the number and names of daily, Weekly, Fortnightly and Monthly newspapers and Journals which were registered with the Registrar of Newspapers of India during the last three years for publication in Bihar, Madhya Pradesh and West Bengal ;

(b) the number of publishers who filed their applications for registration ; and

(c) how many of them who had actually started the publication ?

THE MINISTER OF STATE IN THE
MINISTRY OF INFORMATION AND
BROADCASTING (SHRIMATI NANDINI
SATPATHY): (a) The information is

being collected and will be laid on the Table
of the House shortly.

(b) and (c). The information is given in
the enclosed statement.

STATEMENT

Year	State	No. of applications re- ceived from publishers of dailies, weeklies, fort- nightlies and monthlies for filing declarations	No. of dailies weeklies, fortnight- lies, and monthlies which started publication
1968	Bihar	132	27
	Madhya Pradesh	228	44
	West Bengal	596	105
1969	Bihar	112	11
	Madhya Pradesh	369	87
	West Bengal	576	75
1970	Bihar	168	21
	Madhya Pradesh	380	83
	West Bengal	556	83

**Benefit to India by New Policy of West
German Industrialists**

6847. SHRI G. VENKATASWAMY :
Will the Minister of FOREIGN TRADE be
pleased to state :

(a) whether India is expected to benefit
substantially from a new policy of West
German industrialists as a whole have not
decided on a new policy to shift part of
their production to developing countries as
a result of rising labour costs in their
country. Each firm takes its own decision as
regards the economic feasibility and profita-

(b) if so, the broad outlines of the new
policy ; and

(c) the likely benefit to India ?

bility of diverting part of its production to
developing countries, and if so, to which
one. Potentially, India can benefit from
this trend provided our manufacturers are
able to establish direct contacts with the
German firms and convince them that
diverting part of their production to India
will be economically justified and standard
of quality and strict adherence to delivery
schedules will be maintained. If Indian
parties are unable to conclude such deals
with the German parties, it would help in
building up the export potential in India
and Indian products having a greater access
in the foreign markets.

**Report of Committee appointed to Examine
Problems of People and Employees in
Border Areas of Punjab**

6848. SHRI B. S. BHAURA : Will the
Minister of HOME AFFAIRS be pleased to
state :

(a) whether the Punjab Government
constituted any Committee sometime back

THE DEPUTY MINISTER IN THE
MINISTRY OF FOREIGN TRADE (SHRI
A. C. GEORGE) : (a) to (c). The West
German industrialists as a whole have not
decided on a new policy to shift part of
their production to developing countries as
a result of rising labour costs in their
country. Each firm takes its own decision as
regards the economic feasibility and profita-