

(c) if so, the reasons therefor and whether the new Telephone Directory continues to have a number of wrong telephone numbers or telephones numbers which have since long been changed; and

(d) the reaction of Government in this regard?

**THE MINISTER OF COMMUNICATIONS (SHRI H. N. BAHUGUNA):**

(a) Yes, Sir.

(b) Yes, Sir.

(c) After the Directories distribution was started, further distribution had to be discontinued as supply of Directories could not be maintained due to unforeseen transport difficulties. Specific instances of undue large number of such wrong entries have not come to notice.

(d) A few mistakes were brought to the notice of the Department which have since been rectified in the manuscript of the next issue of Telephone Directory.

**Combined Offices and Public Call Offices Opened in the Country**

2569. **PROF. NARAIN CHAND PARASHAR:** Will the Minister of COMMUNICATIONS be pleased to state:

(a) the total number of C.Os. and P.C.Os. opened in the country, Circle-wise, during the years 1970-71, 1971-72 and 1972-73;

(b) the number of such among them, Circle-wise, which were found unremunerative for which Rent and Guarantee Terms were invited by the Post and Telegraph Department and accepted by the parties concerned; and

(c) the number of such C.Os for which the Rent and Guarantee Terms were offered but were not accepted by the parties concerned?

**THE MINISTER OF COMMUNICATIONS (SHRI H. N. BAHUGUNA):**

(a) to (c). The information is placed on the table of the Lok Sabha. [Placed in Library. See No. LT-5359/73].

**Basis for Releasing Advertisements to Dailies, Weeklies and Monthlies by Director of Audio Visual Publicity**

2570. **PROF. NARAIN CHAND PARASHAR:** Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the basis for releasing advertisements to the Dailies, Weeklies, Monthlies and Bi-monthlies by the Director of Audio Visual Publicity; and

(b) whether the Newspapers and Journals of Developing dialects and languages are also given these advertisements, though they have a small circulation because of their pioneering role in the field of Language Development and their utility to rural areas of linguistically backward regions and sections of society?

**THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI DHARAM BIR SINHA):** (a) In selecting newspapers and periodicals for different Government campaigns due regard is paid to:—

- (i) Effective circulation (normally papers having paid circulation below 1000 are not used).
- (ii) Regularity in publication (a period of six months uninterrupted publication is essential).
- (iii) Class of readership.
- (iv) Adherence to accepted standards of journalistic ethics
- (v) Other factors such as pulling power, production standards, the languages and areas intended to be covered within the available funds.