

taken to have eminent Indian Scientists on them?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND IRRIGATION (SHRI SHAHNAWAZ KHAN): (a) Yes, Sir, Government have approved a Fifth Plan scheme for creation of Chairs of excellence at Rs. 3000 p.m. for Professors of Eminence and Professorial Chairs for National Fellows in the University professors' scale (1500—2500).

(b) These chairs will be located in Agricultural Universities, ICAR Research Institutes and some general universities. Exact locations are being decided on the basis of national priorities in agricultural research. Out of 35 Chairs proposed in the scheme, 10 would be Chairs of Excellence and 25 Professorial Chairs designated as National Fellows.

(c) and (d). Scientists abroad have not yet been contacted. Details will be circulated to Indian Scientists abroad through our Embassies, as soon as they are finalised.

Unsold Books lying with N.B.T. and Akademies

800. SHRI NITIRAJ SINGH CHAUDHARY:

SHRI S. A. MURUGANANTHAM:

SHRI N. E. HORO:

SHRI VASANT SATHE:

Will the Minister of EDUCATION, SOCIAL WELFARE AND CULTURE be pleased to state:

(a) whether improper selection of books for publication by National Book Trust was responsible for 95 per cent of its books remaining unsold;

(b) if so, the steps taken or proposed to be taken to stop its recurrence in future;

(c) if not, the other reasons for the books remaining unsold;

(d) whether similar conditions exist regarding publication of Sahitya Akademy, Lalit Kala Akademy & Sangeet Natak Akademy; and

(e) if not, percentage of their books, still remaining unsold?

THE DEPUTY MINISTER IN THE MINISTRY OF EDUCATION AND SOCIAL WELFARE AND IN THE DEPARTMENT OF CULTURE (SHRI D. P. YADAV): (a) to (e). The percentage of total unsold stock, to the number of copies printed in respect of the different publications is as follows:—

National Book Trust—50 per cent of the publications of the last 5 years.

Sahitya Akademi—

29.2 per cent of the direct publications of the Akademi.

Lalit Kala Akademi—

Ancient art publications and Contemporary art publications 27.59 per cent

Multi-colour reproduction 66.88 per cent

Sangeet Natak Akademi—59.52 per cent.

It is not a fact that a poor selection of titles is responsible for the sales position of the publications. The titles are selected very carefully in respect of the specific areas of interest of the individual organisations and not on commercial considerations. The selections are made on the basis of the recommendations of advisory bodies, which consist of eminent writers, scholars and artists.

Lack of book-mindedness on the part of the literate section of the population, as well as the lack of the economic means to purchase books, are among the chief causes for the generally slow rate of sales even of books which constitute popular read-

ing. On the other hand, the books which are published with a social purpose, books (classics) which are brought out to promote the development of literature and inter-regional appreciation of literature, besides quality books on specialised subjects and those which have even research value, have all recorded an understandably slow rate of sales. Nonetheless, the important fact is that the publications do not lose value with the passage of time.

The arrangements for sale of books are indicated below organisation-wise:—

National Book Trust

Since March 1976, the Trust has taken steps to modify the earlier Sole Selling Agency arrangements, towards gradual assumption of direct sales itself. This gives an opportunity to the Trust either to sell its language publications itself or through agents of its choice on terms most advantageous and convenient to it. The Trust has also succeeded in making arrangements for the sale of its English, Hindi and Marathi publications in the metropolitan cities of Bagalore, Bombay, Calcutta, Delhi, Kanpur and Pune. Steps have also been taken to strengthen its sales organisation and field representatives appointed to develop contacts with the book trade, libraries etc. The Trust has also entered into arrangements with the Publications Division for sale of its publications through their emporia

Sahitya Akademi

Sales arrangements exist at the Akademi's office at New Delhi and its regional offices at Bombay, Calcutta and Madras. Besides, 18 book-seller concerns have been appointed as chief agents for sale of titles in some languages (viz., Assamese, Bengali, Gujarati, Malayalam,

Marathi, Oriya, Sindhi, Tamil and Telugu). The Publications Division of the Ministry of Information and Broadcasting has also undertaken to sell the Akademi's publications through its Sales Emporia. The Akademi has had the best results through its direct sales supplemented by direct contacts and other sales promotion measures.

Lalit Kala Akademi

The publications are available for sale in the Akademi's Office at New Delhi, as well as the Sales Emporia of the Publications Division located at Bombay, Calcutta and Delhi, besides the Sales Depot of the Ministry of Education and Social Welfare, the Prince of Wales Museum, Bombay, and the leading booksellers in all important cities.

The Akademi does not have any Sole Agent or other stockist, and handles all orders itself.

Sangeet Natak Akademi

Sales arrangements exist in the Sales Depots of the Ministry of Education and Social Welfare and in the Akademi's Office. A reputed book-seller (Munshiram Manohar Lal, New Delhi) has also been appointed on a commission basis for selling some of the major publications.

Buffer Stock of Foodgrains

801. SHRIMATI ROZA DESHPANDE

SHRIMATI PARVATHI KRISHNAN:

Will the Minister of AGRICULTURE AND IRRIGATION be pleased to state:

(a) whether Government have reached its target of foodgrain buffer stock; and