

THE MINISTER OF STATE IN THE MINISTRY OF DEFENCE (SHRI L. N. MISHRA) : (a) Yes, Sir. Three purchase orders were placed by the Indian Oil Corporation on Ordnance Factory, Bhusawal, during the last two years for 1,00,020, 1,00,000 and 2,00,000 Barrels respectively. The first two orders have been completed and the third is being executed. It will not be desirable in the commercial interests of the purchaser to divulge information about the prices.

(b) Ordinarily barrels are manufactured in Ordnance Factory Bhusawal for the Defence Services and Border Roads Organisation. As the quantum of load on this account was inadequate in terms of workload for the Barrel Section of the factory, manufacture of barrels for the I.O.C. was accepted. Acceptance of these orders has not affected Defence production.

(c) The steel sheets utilised by Ordnance Factory, Bhusawal for supply of barrels to I.O.C. are of different specifications from those required for barrels for the Defence Services.

(d) The information is being collected and will be placed on the Table of the House.

ATOMIC ENERGY FOR FERTILIZER PRODUCTION

4057. **SHRI D. N. PATODIA :**

SHRI MAHARAJ SINGH BHARATI :

Will the **PRIME MINISTER** be pleased to state :

(a) whether the feasibility of making use of the atomic energy mainly for fertilizer production is being examined by Government separately apart from its being examined by the Study Team on Agro-Industrial Complex;

(b) if so, the particulars thereof; and

(c) if not, whether Government consider getting the proposal examined through a separate source as well ?

THE PRIME MINISTER, MINISTER OF ATOMIC ENERGY, MINISTER OF PLANNING AND MINISTER OF EXTERNAL AFFAIRS (SHRIMATI INDIRA GANDHI) : (a) Yes, Sir.

(b) Does not arise.

(c) There is no proposal under consideration at present.

COMMERCIAL BROADCASTS

4058. **SHRI D. N. PATODIA :**

SHRI S. R. D. ANI :

Will the Minister of **INFORMATION AND BROADCASTING** be pleased to state :

(a) whether the rates for commercial advertisements on the different stations of All India Radio for the different hours are same;

(b) if not, the principle on which the rates have been fixed; and

(c) the experience of the working of the commercial advertisement on A.I.R. since its inception ?

THE MINISTER OF INFORMATION & BROADCASTING (SHRI K. K. SHAH) :

(a) and (b). At present commercial advertisements are broadcast only from Bombay, Poona and Nagpur, and composite rates have been adopted for all these three stations. However, different rates are charged for peak hours, semi peak hours and off peak hours. The rates for other stations where Commercial advertisements may be introduced in the future may vary depending on a variety of factors. Rates are fixed having regard to several factors, such as advertising rates of competing media such as cinema and newspapers, popularity of the programmes carrying commercials, the number of licensed radio sets in the area etc.

(c) Experience of the working of the Bombay pilot Project of commercial advertising over All India Radio has been very encouraging. Demand for time far exceeds availability.

MEDIATION BY INDIA FOR PEACE IN VIETNAM

4059. **SHRI BENI SHANKER SHARMA :**

SHRI D. C. SHARMA :

Will the Minister of **EXTERNAL AFFAIRS** be pleased to state:

(a) whether any offer of mediation for peace in Vietnam has been made by India;

(b) if so, the details thereof; and

(c) the outcome thereof ?