

been detailed to contact each individual family for rendering any assistance required by them. Other agencies undertaking this work are the Central Social Welfare Board and the Citizens Central Council with its units at State and District levels.

Reconstitution of Prime Minister's Secretariat

1215. Shri Dharmalingam: Will the Prime Minister be pleased to state:

(a) whether it is a fact that the reconstitution of the Prime Minister's Secretariat is under consideration;

(b) if so, the broad changes that are likely to be made; and

(c) when the final decision is likely to be taken in the matter?

The Prime Minister and Minister of Atomic Energy (Shrimati Indira Gandhi): (a) to (c). No major changes are contemplated, except that it has been decided to strengthen the Secretariat to deal more adequately with the press and public.

Government Advertisements in Kerala

1216. Shri P. Kunha: Will the Minister of Information and Broadcasting be pleased to state:

(a) the name of the Department concerned responsible for giving Government advertisements to the newspapers and periodicals in Kerala;

(b) the criterion for deciding the media chosen for advertisements;

(c) whether Government will lay on the Table the list of papers and respective audited circulation and the charges actually paid to them for advertisements inserted in 1964-65 and 1965-66;

(d) whether any deserving newspapers as per circulation criterion has been dropped out of the list of recognised media; and

(e) if so, why?

The Minister of Information and Broadcasting (Shri Raj Bahadur): (a) The Directorate of Advertising and Visual Publicity issue advertisements

on behalf of the various Ministries of the Government of India and their Attached and Subordinate Offices (excepting Railways) to newspapers and periodicals in Kerala also as and when required. State Government advertisements are not issued by the Directorate.

(b) In selecting newspapers and periodicals for Government of India advertisements due regard is paid to:

(a) effective circulation;

(b) regularity in publication;

(c) class of readership;

(d) adherence to accepted standards of journalistic ethics; and

(e) other factors such as production standards, the language and areas intended to be covered.

(c) The list of publications with the required particulars is placed on the Table of the House. [Placed in Library. See No. LT-5612/66].

(d) and (e). Circulation is no doubt an important factor but it is not the sole criterion in the selection of newspapers for Government of India advertisements, because advertisements are withheld from newspapers and periodicals which indulge in virulent and persistent propaganda inciting communal hatred and violence which offend the socially accepted conventions of public decency and morals, which go against the basic national interests, and those which fall below the accepted journalistic standards and could be described as the "fellow press".

Requirements of Defence Material

1217. Shri Shiv Charan Gupta: Will the Minister of Defence be pleased to state:

(a) the estimated requirements of defence material in 1962-63, 1963-64, 1964-65 and 1965-66;

(b) how much has been met by internal defence production and how much by imports in each year;