

date of appointment as Additional Secretary subject to a minimum of 5 years and maximum of 7 years of combined tenure as JS/AS.

(vii) Secretary: No fixed tenure.

Ordinarily, an officer joining the Central Government on deputation basis under the Central Staffing Scheme, would revert at the end of his tenure. However, if the parent cadre of the officer wants his services for an assignment, in the cadre, the Central Government normally accedes to such a request. Similarly, if an officer gets promotion to the next higher grade in his parent cadre for availing himself of promotion, he is permitted to return. Further, the provisions of para 17.13 of the Central Staffing Scheme stipulates that no lateral shift of officers from one Ministry/Department to another will normally be considered.

(d) Provisions relating to tenure as contained in the Central Staffing Scheme and the provisions of para 17.13 of Central Staffing Scheme stipulating that no lateral shifts of officers from one Ministry/Department to another will normally be considered, provide adequate protection to officers from frequent transfers.

Sriram Sagar and Ichampalli Irrigation Projects

538. SHRIMATI LAKSHMI PANABAKA: Will the PRIME MINISTER be pleased to state:

(a) whether the Union Government have received any proposal from the State Government of Andhra Pradesh to declare major irrigation projects such as Sriram Sagar and Ichampalli on the Godavari river as national project;

(b) if so, the decision taken by the Union Government in this regard; and

(c) the time by which the projects are likely to be declared as national projects?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SOMPAL): (a) No, Sir.

(b) and (c) Do not arise.

New Advertising Policy for AIR and DD

539. SHRI RAVI SITARAM NAIK: Will the PRIME MINISTER be pleased to state:

(a) whether the Government have formulated a new Advertising Policy for AIR and Doordarshan to mop up huge potential of resources;

(b) if so, the details thereof;

(c) the names of the approved agencies for the collection of advertisements and the commission given to them on the business booked by them during each of the last three years, agency-wise; and

(d) the names of the fresh agencies under consideration for approval?

THE MINISTER OF STATE IN THE MINISTRY OF

INFORMATION AND BROADCASTING (SHRI MUKHTAR NAQVI): (a) and (b) Matters relating to advertising for All India Radio and Doordarshan are handled by the Prasar Bharati as an autonomous corporation. In view of the need for augmenting the advertising revenue, Prasar Bharati are considering various initiatives including strengthening of their commercial wing.

(c) Detailed information is being collected from Prasar Bharati.

(d) List of agencies under consideration by Doordarshan for accreditation/registration is attached as statement. No fresh request for registration/accreditation of agencies is pending for consideration in All India Radio.

Statement

S.No. Agency Name	
1	2
1.	M/S Equation(s) Advertising and Marketing, Chennai
2.	M/S Bright Advertising(P) Ltd., Calcutta
3.	M/S F.K. Advertising Co., Srinagar
4.	M/S Blmb TV Advertising, Bhopal
5.	M/S Insignia-intercom, Mumbai
6.	M/S Creative Workshop, Mumbai
7.	M/S Divyadrishti, New Delhi
8.	M/S Mangla Advertising Agency, Hydrabad
9.	M/S Everest Integrated, Mumbai
10.	M/S Video AD, Cuttack
11.	M/S Indian Publicity(P) Ltd., Calcutta
12.	M/S AD Vantage, Bhubneshwar
13.	M/S Remya Advertising, Kerala
14.	M/S Apex Judgement, New Delhi
15.	M/S Raaji Screen, Chennai
16.	M/S Naini Media Marketing Company, New Delhi
17.	M/S Globe Village TV, Trivandrum
18.	M/S Aarambh Advertising and Marketing, Calcutta
19.	M/S 21 Century Advertising and Creative Agency, Lucknow
20.	M/S Allan Advertising and Marketing, Hyderabad
21.	M/S A.K. Advertisers, Bhubneshwar
22.	M/S Harmony Advertising Communications, Chennai
23.	M/S New Time Production Advertising & Marketing, Bangalore

1	2
24.	M/S Aquarian Multichannel Media P. Ltd., New Delhi
25.	M/S Indus Marketing and Advertising Services, Patna
26.	M/S Vinotham Ads Erode
27.	M/S Cine India International, New Delhi
28.	M/S Ech Telemagic, Bhopal
29.	M/S Sangeetha Vision (P) Ltd., Trivandrum
30.	M/S Vibrant Advertising, Ahmedabad
31.	M/S Solution Integrated Marketing, New Delhi
32.	M/S Vertex Infotech P. Ltd., New Delhi
33.	M/S International Merchantising Corp., New Delhi
34.	M/S Bihar Institute of Films, Patna
35.	M/S Adakar, New Delhi
36.	M/S Access India, New Delhi
37.	M/S Y. Communications, New Delhi
38.	M/S Seven Arts Advertising, Madras
39.	M/S Chhetri Advertising, New Delhi
40.	M/S Sign, Noida
41.	M/S Breeze Advertising P. Ltd., Secundrabad
42.	M/S Dee's Marketing P. Ltd., New Delhi
43.	M/S Flame Advertising Company, Madras
44.	M/S Bar Brown Advertising, New Delhi
45.	M/S Transvision Comm., Hyderabad
46.	M/S Priyanka Communications, Hyderabad
47.	M/S World Wave Advertising, Ludhiana
48.	M/S Bhairavi Pub., New Delhi
49.	M/S TN 2 Communications, Chennai
50.	M/S Brahmaputra Advertising Agency, Guwahati
51.	M/S Time Slot, New Delhi

[Translation]

Development of Eastern U.P.

540. SHRI HARI KEWAL PRASAD: Will the PRIME MINISTER be pleased to state:

(a) whether the Union Government have received any representations regarding the development of Eastern Uttar Pradesh;

(b) if so, whether the Government have constituted any study group for purpose; and

(c) if not, the details of the action the Union Government propose to take to set up such study group?

THE MINISTER OF STATE IN THE MINISTRY OF RAILWAYS, MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS AND MINISTER OF STATE IN THE MINISTRY OF PLANNING AND PROGRAMME IMPLEMENTATION (SHRI RAM NAIK): (a) No, Sir.

(b) and (c) Questions do not arise.

[English]

Food Aid to Sudan

541. PROF. SAIFUDDIN SOZ: Will the PRIME MINISTER be pleased to state:

(a) whether Southern Sudan was in the grip of yet another drought and that was killing people especially the children;

(b) if so, whether the Government knew that UN issued an appeal for food; and

(c) whether the Government of India responded to this human tragedy and if so, in what manner?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SOMPAL): (a) to (c) The recent drought and floods in Sudan have caused considerable destruction of lives and property. The Government of Sudan and the UN have issued appeals for assistance to meet the situation. The Government of India have decided to send relief supplies consisting of dry milk powder and medicines to Sudan. While the former item has already reached Sudan, steps are being taken to send the consignment of medicines expeditiously.

[Translation]

Edible Oil/Pulses

542. SHRI RAGHUVANSH PRASAD SINGH:

SHRI JANG BAHADUR SINGH PATEL:

Will the PRIME MINISTER be pleased to state:

(a) the details of the production and consumption of pulses and edible oil in the country at present, State-wise;

(b) whether the production of the above items have increased or decreased in comparison to the year 1977;

(c) whether the Government have formulated any plan to increase the production to meet the shortage; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SOMPAL): (a) A Statement showing State-wise production of pulses and oilseeds is attached. The reported consumption of pulses and edible oils during 1996-97 was 150.59 lakh tons and 85.45 lakh tons respectively.