

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:7937  
ANSWERED ON:17.05.2000  
EXPENDITURE ON PUBLICITY  
RAMJI MANJHI

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) the amount sanctioned on advertisement and publicity under Department of Animal Husbandry and Dairying for the year 1999-2000 and how does it compare with the last three years;
- (b) the reasons for increasing the allocation for the year 2000-2001;
- (c) whether the funds are utilised fully and effectively; and
- (d) if so, the details thereof?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI HUKUMDEO NARAYAN YADAV)

(a): The position is as under:

(Rs. in lakh)

Year Sanctioned Budget Grant

Plan Non-Plan

1996-97	-	2.00	
1997-98	-	2.00	
1998-99	-	3.00	
1999-2000	2.00	3.00	

(b): Office International Des Epizooties (OIE), the World Organisation for Animal Health has instituted one Gold Medal and three Meritorious Awards to be given annually for international recognition of special or outstanding services to the veterinary science. India is a member of the OIE and, therefore, can make nominations for these awards. A Committee has been constituted to screen the nominations. The Committee have not received any response from private individuals and organisations in India in the past. It has therefore, now been decided that wide publicity be given for these awards to elicit nominations from individuals and private sector also. This would require release of advertisements in newspapers on all India basis for which the plan Budget under this head has been proposed at Rs.28.00 lakhs during BE 2000-2001.

Additional provisions has been proposed in the Non-plan for release of advertisements in major daily newspapers inviting sound and viable proposal for conduct of research studies and holding of seminars/workshops under the plan scheme entitled 'Project on Animal System' which is an important scheme for proper coordination between livestock/dairying sector and other sectors of economy. The budget also includes expenditure liability on issue of tenders for Hardware etc. for the Information Technology Plan and for normal recruitment notices.

(c) & (d): The funds are utilised depending upon the requirement of recruitment notices to be issued.