

(b) and (c). Government have conveyed to the U.S. Government through diplomatic channels their unhappiness about such action and have appealed for an immediate cessation of bombing.

- (2) printing difficulties and labour trouble;
- (3) inability to face competition;
- (4) disputes between partners and shareholders appear to be the main contributory factors.

Selective Conscription

***213. Shri Ramachandra Ulaka:
Shri Dhuleshwar Meena:
Shri Khagapathi Pradhani:
Shri Heerji Bhal:**

Will the Minister of Defence be pleased to refer to the reply given to Starred Question No. 395 on the 21st November, 1966 and state the further progress made so far in the matter of selective conscription in the context of Pindi-Peking threatening attitude?

The Minister of Defence (Shri Swaran Singh): The scheme is still under consideration.

(c) The Press Council of India is seized of the matter.

(d) The policy of the Government is to divert maximum advertisements to small and medium newspapers consistently with the fulfilment of the object which the advertisement is expected to serve.

Appointments of Ambassadors and Trade Consuls

***215. Shri N. K. Somani:
Shri Meethalal Meena:**

Will the Minister of External Affairs be pleased to state:

(a) the considerations and qualifications which Government take into account in the appointment of our Ambassadors and Trade Consuls abroad;

(b) whether the facilities and assistance offered to our nationals particularly non-officials, in foreign countries by our Embassies and Trade Consulates are comparable to those which are made available by other countries to their nationals abroad; and

(c) if not, the steps Government propose to take to improve them?

The Minister of External Affairs (Shri M. C. Chagla): (a) In such appointments, Government take into account the professional competence, experience, and suitability of the persons under consideration.

(b) and (c). Yes. But Government are always striving to improve standards of service consistent with financial resources available.

Mortality of Newspapers

***214. Shri Anantrao V. Patil:
Shri Ram Charan:**

Will the Minister of Information and Broadcasting be pleased to state:

(a) whether the mortality of newspapers is on the increase during the last five years;

(b) if so, the reasons thereof;

(c) the steps taken to check newspaper monopolies; and

(d) the reasons for giving a step-motherly treatment to the language newspapers by Directorate of Advertising and Visual Publicity giving advertisements?

The Minister of Information and Broadcasting (Shri K. K. Shah): (a) Yes, Sir.

(b) (1) Lack of adequate finance and advertisement support;