

(b) If so, the main features thereof; and

(c) whether the sale of T.V. sets has increased after the reduction in their prices?

THE PRIME MINISTER, MINISTER OF PLANNING, MINISTER OF ATOMIC ENERGY, MINISTER OF ELECTRONICS AND MINISTER OF SPACE (SHRIMATI INDIRA GANDHI): (a) and (b). A large number of TV manufacturers have introduced 51 cm. TV sets with an ex-factory price of Rs. 1800 in the market. To do this they have had to introduce more simple and functional TV sets compared to earlier models.

(c) It is too early to make a meaningful assessment.

State Information Ministers' Conference

*577. **SHRI B. S. BHAURA:**
SHRI S. A. MURUGANANTHAM:

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

(a) whether he had called a Conference of the State Information Ministers recently in New Delhi, and

(b) if so, the subjects discussed and the outcome thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI VIDYA CHARAN SHUKLA): (a) Yes, Sir The 13th Conference of State Information Ministers was held in New Delhi on 6th April, 1976

(b) The subjects discussed ranged from co-ordination between Central and State information agencies from the national to the district level and major campaign themes, to measures for effective utilisation of each medium of communication and prob-

lems of personnel and training. A statement of the main recommendations that emerged from the Conference is placed on the Table of the House.

Statement

MAIN RECOMMENDATIONS OF THE CONFERENCE OF INFORMATION MINISTERS, APRIL 1976

Coordination of Central and State information agencies:

1. The existing structure of Coordination Committees, having proved effective in bringing together the Central and State agencies for coordinated programmes, should be continued.

2. The Chairman of the Inter-Media Publicity Coordination Committees at State/Union Territory capitals should be made a member of the State Level Committee formed by State Governments/Union Territory administrations to review implementation of the 20-point Economic Programme, to secure a vital link for publicity as sponsored by the State Governments/Union Territory administrations through Central Media.

3. A small Task Force of the Inter-Media Publicity Coordination Committees consisting of selected senior State and Central Publicity officers should meet every week to exchange information on the implementation of agreed programmes.

4. The District Coordination Committees should have a representative of the Central media functioning in or around the district. At these meetings the way in which the publicity programmes are being implemented should be adequately discussed.

5. Central and State field publicity units should apportion the areas of the district which they will cover in

a given month, so as to maximise coverage.

6. The States/Union Territories should evaluate their publicity programmes. The Ministry of Information and Broadcasting may assist States/Union Territories in drawing up such evaluation schemes.

7. Adequate funds should be provided for publicity in view of higher priority to be accorded to publicity now.

Major Campaign Themes

8. The main strategy of publicity should be to bring the people who stand to benefit from a particular programme of activity to participate in the programmes of publicity. The major campaign themes commended are: Speedy implementation of land reform measures; Ceiling on Urban Land holdings; Fixation of Minimum wages for agricultural labour; Allocation of house sites to the landless; Apprenticeship Scheme; Worker's participation in industries, Swadeshi; and Importance of sanitation and civic hygiene. Sustained campaigns are also commended on Family Planning for family welfare and the country's good; Measures taken by the Central and State Governments for helping the Harijans; tribal people and other weaker sections of society; Improvement in the status of women, including campaign against dowry; Role of students and youth; and Hazards of smoking and drinking.

9. Apart from the above major comprehensive themes, States/Union Territories may devise other subsidiary themes specially called for in their respective areas

Motivational Slogans and Visual Publicity:

10. The States/Union Territories should supplement Directorate of Advertising and Visual Publicity's

efforts in displaying motivational slogans through hoardings and panels at prominent places in rural and urban areas. The slogans can be displayed on panels of public transport buses and private transport carriers, bus stops, Government Offices, public institutions, court buildings, public sector undertakings, along highways and railway lines and at various places of congregation. The slogans emphasising discipline, punctuality, hard work etc. should be carried by the house journals of public sector undertakings and the journals published by the Government. To make use of opportunities presented for mass publicity by fairs, festivals and melas, a calendar of festivals should be kept ready. The Government of India is already in touch with various Ministries and Central public sector undertakings, airport and port authorities on the question of displaying motivational slogans. The States/Union Territories also should take similar necessary action in respect of organisations in their areas.

11. Cinema slides which offer an effective medium for short, simple messages, should also be used widely and the States/Union Territories may ensure that the slides are being shown regularly in the Cinema halls

Radio:

12. Because of its wide reach and programme flexibility, Radio plays a crucial role in promoting among the people a proper understanding of the larger national objectives. In view of the importance of Radio and Television in a large country like ours with limited literacy, they should be accorded a high priority in the allocation of Plan funds.

13. The Community Listening Scheme, which ceased to be a Centrally sponsored scheme in 1969, should be revived in a limited manner at least in the backward and border areas because, inspite of the tran-

sister revolution and the production of low-cost radio sets, the spread of radio in the rural areas has not been as much as it should be. The States which have been contemplating winding up of this scheme, should not only refrain from doing so but also extend it to areas where radio listening is not widespread.

Television:

14. Manufacture of small and inexpensive television sets should be encouraged.

15. On the conclusion of Satellite Instructional Television Experiment on 31st July, 1976, terrestrial system will be set up to cover 40 per cent of the clusters of villages served by Satellite Instructional Television Experiment, and in addition about 8,000 villages in the vicinity. It is important to provide conventional community viewing sets to all these villages. In this programme, the States and local authorities also should share the financial burden.

Press:

16. The Prevention of Publication of Objectionable Matters Act would be implemented effectively with the assistance of the State Governments.

17. There should be greater emphasis on giving a larger share of advertisements to small and medium newspapers. The State/Union Territory Governments may consider channelising their advertisements through Directorate of Advertisement and Visual Publicity or on the norms and rate-structure of Directorate of Advertisement and Visual Publicity.

18. The Press and Registration of Books Act should be suitably amended to examine the credentials of the parties who wish to file applications for declarations under the Act, to prevent papers intended for black-mail and yellow journalism from being started.

Films:

19. The States/Union Territories should encourage construction of cinema houses. The procedure of licencing should be simplified.

20. The possibility of some regulation on the exhibition of films in the order in which they are certified should be considered to equalise the opportunities available to all types of films in the matter of exhibition in theatres.

21. Facilities for production and exhibition of children's films should be expanded.

Publications:

22. Since mailing of unpriced publicity literature has proved more efficacious than institutional distribution, individual mailing should be resorted to as far as possible.

Training and Personnel:

23. A systematic inventory of training needs should be drawn up by State/Union Territory Information Departments in consultation with the Indian Institute of Mass Communication.

Crisis in Electronic Calculator Industry

SHRI M. KATHAMUTHU:
SHRI C. JANARDHANAN:

Will the Minister of ELECTRONICS be pleased to state:

(a) whether there is a demand recession in electronic calculator industry in the country;

(b) whether some of the small scale units in this field have been closed down due to this crisis;

(c) whether the prices of the indigenous electronic calculators are very high as compared to the international prices; and