

[English]

### **Agricultural Programmes on Doordarshan**

3150. SHRI V. SOBHANADREESWARA RAO VADDE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the number of hours allocated to various sectors such as commercial advertising, news, arts, health and family welfare, agriculture etc. in Doordarshan;

(b) whether the Government propose to increase the time allocated for agricultural programmes in Doordarshan to propagate the adoption of the latest technology by the farmers;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) According to Doordarshan, time allotted to agricultural programmes is about 101 hours per month. The time allotted for news is around 713 hours per month. Information regarding programmes on health, art, family welfare etc. are not maintained centrally in a compiled form. Most of the Doordarshan Kendras mount programmes on a fixed weekly frequency, on health and family welfare for a duration of 15 to 20 minutes, the time devoted for telecast of programmes on other aspects like art, craft varies depending upon the topicality, viewers interest and the programme requirement of the Doordarshan. Doordarshan can make available upto 10% of the total transmission time for commercial advertisements.

However, at present, only 2.5% of the transmission time is being utilised for commercial advertisements.

(b) to (d) Through agriculture programmes, efforts are being made by Doordarshan to acquaint the farmers with the adoption of latest technology in agriculture. However, there is no proposal to increase the time already allocated to agricultural programmes keeping in view the limited transmission hours and other programme commitment/requirement of Doordarshan.

### **Export Order to PFPL**

3151. SHRI SOBHANADREESWARA RAO VADDE : Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state :

(a) whether Pepsi Cola International has placed an export order for 3.6 million dollars to Pepsi Foods Private Limited (PFPL) in India;

(b) if so, the details of the export order on various items;

(c) whether these items are being produced in the units of PFPL in India; and

(d) if so, to what extent?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO) : (a) As per the information furnished by the Company, Pepsi Cola International have given M/s Pepsi Foods Pvt. Ltd., an export order advance of US \$ 13.6 million.

(b) to (d) As per the information furnished by the Company, the Company envisages to export the following items as per their export plan for the current financial year :

Item	Value (Rs. in lakhs)	Countries
Tomato Paste	310.00	Australia/Philippines/Singapore/USA/ Saudi Arabia
Tea	130.00	Europe, Middle East
Marine Products	130.00	Japan/USA
Rice	1010.00	Middle East/Saudi Arabia/USA
Cashew, RBE seeds/ spices, Guar gum, seafood, pepper etc.	823.00	
	2403.00	

In addition, the order will also include export of soft drink concentrate, glass bottles, trucks, promotional materials, etc.

Tomato paste and soft drink concentrate would be produced in plants set up by M/s Pepsi Foods Pvt. Ltd.

[Translation]

#### **Per Capita Income of Rajasthan**

3152. SHRI GIRDHARI LAL BHARGAVA: Will the MINISTER OF PLANNING AND PROGRAMME IMPLEMENTATION be pleased to state :

(a) the per capita income of Rajasthan at the end of Third Five Year Plan vis-a-vis per capita income of other States;

(b) whether the per capita income of Rajasthan is continuously declining as compared to the per capita income of other States; and

(c) if so, the reasons therefor and the remedial steps taken in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF PLANNING AND PROGRAMME IMPLEMENTATION (SHRI H. R. BHARDWAJ):

(a) Per capita income at current prices of Rajasthan at the end of Third Five Year Plan i.e. for 1965-66 was Rs. 373/-. State-wise comparative position of per capita income at current prices of other States is given in the Statement.

(b) No, Sir.

(c) Does not arise.