

(b) if so, the details thereof;

(c) the area proposed to be covered by the above transmitter; and

(d) date by which transmitter is proposed to be set up?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI L. K. ADVANI): (a) Yes, Sir.

(b) The transmitter will be of 10 kw power. It will relay programmes of the Jullundur TV centre, when commissioned, off-air. The project is estimated to cost Rs. 130 lakhs.

(c) Kasauli transmitter is expected to cover an area of 13,600 Sq. Kms. (excluding overlap from Mussoorie and Jullundur) in the plains of Punjab, Haryana and Himachal Pradesh. In addition, this transmitter will also provide coverage to certain hilly areas in Himachal Pradesh, the extent of which can be ascertained only by means of a field strength survey after the transmitter has been commissioned.

(d) By 1980-81.

Amount spent by A.I.R. on Audience Research

8286. SHRI K. RAMAMURTHY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total amount spent by A.I.R. on audience research throughout the country during this year;

(b) the duration of broadcasting for entertainment and information respectively, each day; and

(c) the steps taken or proposed to be taken to organise programmes to inspire and instruct listeners?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI L. K. ADVANI): (a) The final grant on Audience Research by All India Radio throughout the country for the year

1977-78 was Rs. 10,45,000/-. The actual amount spent has not yet been compiled and it will be laid on the Table of the House as soon as ready.

(b) The average duration of broadcasting per day in the home and external services (excluding the commercial service) during 1977 worked out to as follows:—

(i) Entertainment 443 hrs. 44 mts.

(ii) Information 468 hrs. 57 mts.

(iii) Information-cum-entertainment 110 hrs. 57 mts.

(c) All India Radio already broadcasts such programmes by way of News news commentaries and talks and discussions, and special programmes for farmers, youths, students, industrial workers, women and children and on science.

Special programmes are also broadcast on subjects like prohibition, eradication of untouchability, family welfare, etc.

Expansion of installed capacity of Birla Group

8287. SHRI K. RAMAMURTHY: Will the Minister of INDUSTRY be pleased to state:

(a) the details of scheme of expansion of installed capacity of Birla group of industries submitted to the Government;

(b) the schemes which have been approved; and

(c) the schemes which have not been approved with reasons for rejection?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY (SHRI MATI ABHA MAITI): (a) to (c). 8 licensing applications for effecting substantial expansion were received from industries controlled by Birla Group of Industries during the period