

NAGPUR STATION OF A.I.R.

410. **Shri N. A. Borkar:** Will the Minister of Information and Broadcasting be pleased to state:

(a) the number of programmes broadcast by the Nagpur Station of the All India Radio for villagers specially during 1953-54; and

(b) the number of villagers trained for broadcasting such programmes?

The Minister of Information and Broadcasting (Dr. Keskar): (a) All India Radio, Nagpur, broadcasts daily rural programmes from 1900 to 1930 hrs. in Hindi and 19:30 to 20:00 hrs. in Marathi.

(b) All India Radio does not train villagers for broadcasting rural programmes, but artistes from rural areas are engaged as far as possible. During 1953-54, 1,280 artistes were booked for the rural programmes from Nagpur; of these 770 were villagers.

दिल्ली में हुई अखिल भारतीय प्रदर्शनी

४११. **सेठ गोविन्द दास:** क्या वाणिज्य तथा उद्योग मंत्री यह बताने की कृपा करेंगे,

(क) १९५३-५४ में दिल्ली में हुई अखिल भारतीय प्रदर्शनियों की कुल संख्या कितनी है;

(ख) इन प्रदर्शनियों के लिये सरकार ने कुल कितनी वित्तीय सहायता दी;

(ग) उन पर कुल कितना व्यय हुआ;

(घ) बचे गये टिकटों से कितनी आय हुई?

The Minister of Commerce and Industry (Shri T. T. Krishnamachari): (a) to (d). The information is being collected and will be laid on the Table of the House.

PURCHASE OF VILLAGE INDUSTRIES PRODUCTS

412. **Shri Jhulan Sinha:** Will the Minister of Works, Housing and Supply be pleased to state the total

value of the village industries products other than Khadi purchased by the Central Government during the year 1953-54, mentioning the purchases made by the Commerce and Industry Ministry side by side with those made by the other departments?

The Minister of Works, Housing and Supply (Sardar Swaran Singh): Value of such purchases by Directorate General, Supplies and Disposals for all Government Departments is Rs. 132.45 lakhs.

This does not include purchases made by the indenting Ministries including the Commerce and Industry Ministry under their own powers, which extend to Rs. 2,000 at any one time.

NATIONAL PLAN LOAN

413. **Shri Bibhnti Mishra:** Will the Minister of Information and Broadcasting be pleased to state:

(a) the nature of publicity carried on so far to popularise 'National Plan Loan';

(b) whether any specific publicity is being done in rural areas; and

(c) the results achieved thereby?

The Minister of Information and Broadcasting (Dr. Keskar): (a) Publicity to popularise the Loan has been done through:

1. Display advertisements in newspapers and periodicals.

2. Display advertisement through bus hoardings and cinema slides.

3. Press releases.

4. Articles and photographs in news papers and journals.

5. Newsreels and documentary films in regional languages, besides English and Hindi.

6. Radio broadcasts of news items, talks, discussions, dialogues, symposia, plays, features, sketches etc. in different regional languages.

7. The Mobile Publicity Vans and the Field Staff of Integrated Publicity