

ESTIMATES COMMITTEE 1961-62

HUNDRED AND FIFTY-EIGHTH REPORT (SECOND LOK SABHA)

MINISTRY OF INFORMATION AND BROADCASTING

PART I

- I. Secretariat.**
- II. Directorate of Advertising and Visual Publicity**
- III. Directorate of Field Publicity**
- IV. Song and Drama Division**



**LOK SABHA SECRETARIAT
NEW DELHI**

March, 1962/Phalguna, 1883 (Saka)

Price: 90 nP

LIST OF AUTHORISED AGENTS OF LOK SABHA SECRETARIAT

ANDHRA PRADESH

1. G. R. Lakshmipathy Chetty & Sons, General Merchants & News Agents, Newpet, Chandragiri, Chittoor District (Andhra Pradesh).
2. Hindustan Diary Publishers, Market Street, Secunderabad.
3. Hyderabad Book Depot, Abid Road (Gun Foundry), Hyderabad.
4. International Consultants Corporation, 48, C. Marredpally, (East), Secunderabad-3.
5. K. J. Asservadam and Sons, Cloughpet, P.O. Ongole, Guntur District (Andhra Pradesh).
6. M.S.R. Murthy & Company, Visakhapatnam.
7. People's Book House, B. 2-829/1, Nizam Shahi Road, Hyderabad-1.
8. The Triyeni Publishers, Masulipatnam.

BIHAR

9. Amar Kitab Ghar, Diagonal Road, Jamshedpur-1.
10. Book Centre, Opposite Patna College, Patna.
11. 'Jagriti,' Bhagalpur-2.

GUJARAT

12. Chanderkant Chiman Lal Vora, Law Publishers and Law Book Sellers, P.B. No. 163, 57/2, Gandhi Road, Ahmedabad.
13. Gandhi Samiriti Trust, Bhavnagar.
14. Lok Milap, District Court Road, Bhavnagar.
15. The New Order Book Company, Ellis Bridge, Ahmedabad-6.
16. Swadeshi Vastu Bhandar, Booksellers etc., Jamnagar.

KERALA

17. C. V. Venkitachala Iyer, Near Railway Station, Chalakudi.
18. International Book House, Main Road, Triavandrum.
- 18a. M. Mukunda Krishna. Nayak, Manjeshwar S.K., Cannore Distt., Kerala State.

MADHYA PRADESH

19. Modern Book House, 286, Jawahar Ganj, Jabalpur-1.
20. The National Law House, Near Indore Library, Opposite Old High Court Building, Indore.

MADRAS

21. E. M. Gopalkrishna Kone, (Shri Gopal Mahal), North Chitral Street, Madura.
22. The Kalpana Publishers, Booksellers, Trichinopoly-3.
23. The Presidency Book Supplies, 8-C, Pycroft's Road, Triplicane, Madras-5.
24. S. Krishnaswami and Company, P.O. Teppakulam, Tiruchirapalli-2.
25. (Vacant)

MAHARASHTRA

26. Charles Lambert & Company, 101, Mahatma Gandhi Road, Opposite Clock Tower, Fort, Bombay.
27. The Current Book House, Maruti Lane, Raghunath Dadaji Street, Bombay-1.
28. D. B. Taraporevala & Sons, Co., (P) Limited, 210, Dr. Naoroji Road, Bombay-1.
29. Deccan Book Stall, Fergusson College Road, Poona-4.

30. The Good Companions, Rasputra, Baroda.

31. The Imperial Book Depot, 266, Mahatma Gandhi Road, Poona.

32. The International Book House, Private Ltd., 9, Ash Lane, Mahatma Gandhi Road, Bombay-1.

33. The International Book Service, Deccan Gymkhana, Poona-4.

34. Minerva Book Shop, Shop No. 1/80, Netaji Subhash Road, Marine Drive, Bombay-2.

35. The New Book Company (P) Limited, Kitab Mahal, 188-90, Dr. Dadabhai Naoroji Road, Bombay.

36. The New Book Depot, Modi No. 3, Nagpur.

37. The Popular Book Depot (Registered), Lamington Road, Bombay-7.

38. Sahitya Sangam, Booksellers, 44, Lok Manyu Vastu Bhandar, Dadar, Bombay-28.

MYSORE

39. H. Venkataramesh & Sons, Vidyavidhi Book Depot, New Statue Circle, Mysore.

40. Makkalapustaka Press, Balamandira, Gandhi Nagar, Bangalore-9.

41. People's Book House, Opp. Jaganmohan Palace, Mysore-1.

42. Pervaje's Book House, Koppikar Road, Hubli.

43. The S. S. Book Emporium, 'Mount Joy' Road, Basavangudi, Bangalore-4.

ORISSA

44. The Cuttack Law Times Office, Cuttack-2.

- 44a. Ekamra Vidyabhaban, Eastern Tower Room No. 3, I. H. V. N. S. Road-3, Orissa.

C O R R I G E N D A

Hundred and Fifty-eighth Report of
the Estimates Committee on the
Ministry of I & B (Part I)

age 2, para 2, item (x1), line 2, for 'the' read 'in'
 age 4, para 7, line 12, add 'may' before 'bring'
 age 5, para 9, marginal heading, for 'o' read 'of'
 age 7, para 14, sub-para 1, line 6, for 'insertions'
 read 'insertion'
 age 22, para 49, marginal heading, for 'Region 1'
read 'Regional'
 age 24, para 55, marginal heading, for 'Numbers'
read 'Number'
 age 31, para 62, Cols. 3-6, against heading
 'Actual expenditure', for 3.69 read 3.84
for 3.68 read 6.69
for 5.65 read 5.56
for 5.64 read 5.65
 age 31, para 63, Col. 3, against 'No. of drama
 performances including folk plays', for '939'
read '934'
 age 33, para 68, marginal heading, for 'Ob ective'
read 'Objective'
 age 45, Col. 1, line 14, for 'Telgu' read 'Telugu'
 age 45, Col. 2, line 19, for '33' read '63'
 age 46, Col. 1, line 13, for 'Telegu' read 'Telugu'
 age 48, S.No. 16, add 'of' between 'Trust' and
 'India'
 age 49, S.No. 69, for 'Gas' read 'Cess'
 age 50, below S.No. 33, for S.No. ' 4' read '34'
 age 53, Col. 1, line 12, for 'Buss' read 'Bus'

P.T.O.

- Page 55, Col. 3, line 4, for '2,20,700' read
'2,20,800'
- Page 55, Col. 3, line 9, for '9,94,100' read
'9,74,100'
- Page 55, heading in the middle of the page, for
'Matrials' read 'Materials'
- Page 61, Col. 3, line 6, for 'Mainpur' read 'Mainp'
- Page 67, Col. 3, line 1, for 'Deprtments' read
'Departments'
- Page 74, S.No. 42, Sub-para 3, line 2, for 'Ofi'
read 'Officers'
- Page 75, S.No. 48, line 3, add 'Uttar Pradesh'
between 'Punjab' and 'Himachal Pradesh'
- Page 76, S.No. 50, Col.3, line 3, for 'of' read
- Page 77, S.No. 57, Col. 3, line 11, for 'series'
read '(Series'

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ESTIMATES COMMITTEE
(1961-62)

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30. **Shri K. G. Wodeyar.**

SECRETARIAT

Shri Avtar Singh Rikhy—*Deputy Secretary.*

Shri K. Ranganadham—*Under Secretary.*

INTRODUCTION

I, the Chairman of the Estimates Committee, having been authorised by the Committee to submit the report on their behalf, present this Hundred and Fifty-eighth Report on the Ministry of Information and Broadcasting (Part I) on the subjects "Secretariat", "Directorate of Advertising & Visual Publicity", "Directorate of Field Publicity" and "Song and Drama Division".

2. A statement showing the analysis of the recommendations contained in this Report is also appended to the Report (Appendix XI).

3. The Committee wish to express their thanks to the Secretary of the Ministry of Information and Broadcasting and other officers of the Ministry for placing before them the material and information that they wanted in connection with the examination of the estimates. They also wish to express their thanks to the Director, Family Planning, Ministry of Health for placing before them information on family planning publicity.

4. The Committee further wish to express their thanks to the representatives of the All India Newspaper Editors' Conference, New Delhi; the Family Planning Association of India, Bombay; the Indian and Eastern Newspaper Society, New Delhi and the Indian Federation of Working Journalists, New Delhi for giving evidence and making valuable suggestions to the Committee.

H. C. DASAPPA,

Chairman,

Estimates Committee.

NEW DELHI;

March 17, 1962|Phalguna, 26, 1883 (Saka).

SECRETARIAT

.. The Department of Information and Broadcasting (now ^{Introductory.} called the Ministry of Information and Broadcasting) came into existence in October, 1941. A chart showing the organisational set up of the Ministry of Information and Broadcasting as on the 6th May, 1961 is given in Appendix I. The Ministry consist of a Secretariat, four attached and eight subordinate offices.

2. The Ministry of Information and Broadcasting are ^{Functions of the Ministry} mainly responsible for the following functions:—

- (i) Broadcasting and television (except issuing of Broadcast Receiving Licences).
- (ii). Production and distribution of documentaries, newsreels and other films and film strips for internal and external publicity.
- (iii) Legislation regarding Cinematographic Rules for exhibition, administration of the Cinematograph Act, 1952 and matters connected with the film industry in general.
- (iv) Production and release of all display advertisements of the Government of India through the media of press, posters, folders, calendars, blotters, leaflets, hoardings, cinema slides etc.; also release of classified advertisements on behalf of the Government of India.
- (v) Publicity through exhibitions.
- (vi) Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
- (vii) Administration of the Press and Registration of Books Act, 1867, relating to Newspapers and of the Newspaper (Price & Page) Act, 1956.
- (viii) Production, sale and distribution of popular pamphlets, books and journals on matters of national importance for internal as well as external publicity with a view to imparting to the general public at home and abroad up-to-date and correct information about India.

- (ix) To assist the media Units of the Ministry in collection, compilation and preparation of material involving research into published works etc. and building up a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Media Units of the Ministry.
- (xi) News coverage and photographic assignments, the rural areas through cinema shows, lectures and discussion groups as well as through the media of song, drama, folk arts etc.
- (xi) News coverage and photographic assignments, production and dark room work and experimental work.

Staff Position.

3. A statement showing the sanctioned as well as actual number of posts in the Secretariat of the Ministry of Information and Broadcasting as on the 1st April, 1959, 1960 and 1961 together with their scales of pay is given in Appendix II. The actual staff position as on the 1st April, 1961 was 23 Class I, 20 Class II (Gazetted) 71 Class II (Non-Gazetted), 123 Class III and 82 Class IV. The Committee note that subsequently some temporary posts including one post of Joint Secretary and one post of Adviser, Plan Information and Publicity have been created in lieu of one post of Deputy Secretary and one post of Deputy Principal Information Officer respectively.

Post of Joint Secretary.

4. It was stated in evidence by the representative of the Ministry that the post of Joint Secretary had been created in the Ministry to assist the Secretary as the latter had been posted in the Ministry only a few months ago and would have in particular no experience of the working of the All India Radio. It was also considered that the work at higher level would be somewhat heavier for a Secretary to discharge by himself. *The Committee hope that the post of Joint Secretary will not be continued longer than is absolutely necessary.*

Adviser, Plan Information & Publicity.

5. The post of Adviser, Plan Information and Publicity (Scale Rs. 2000 fixed) to co-ordinate the work relating to plan publicity, has been revived on 27-7-1961. In a note furnished to the Committee, it was pointed out that the post of Adviser for Plan Publicity was earlier in existence between 1953 and 1958 when it was held whole-time successively by two officers and later part-time by another officer. The Adviser was to handle policy matters, integrated publicity programme and to maintain liaison with other Ministries, Planning Commission, State Governments etc. and to be in

charge of a small field publicity organisation. The post was not continued after 1958 since the post of Director, Field Publicity was sanctioned to take over his functions relating to the field publicity organisation and it was considered that the liaison work might be done at the level of the Ministry. When the position was reviewed on the eve of the Third Five Year Plan, the Planning Commission emphasized that co-ordination and liaison work was extremely important for plan publicity work. The Government therefore decided to revive the post of Adviser. The duties of the Adviser were stated thus in a circular to the State Governments:—

“He will be responsible for co-ordinating the publicity for the Plan as well as for national unity and emotional integration of the country. He will act as a link between the Planning Commission, this Ministry and its Media Units for the purposes of plan publicity. He will also maintain close liaison with the State Directors of Publicity and the State Development Commissioners so as to ensure that the Centre and the States both project the Plan and the various aspects of national integration along broadly agreed lines, exchange information and material relating thereto continuously and generally co-ordinate their efforts in educating public opinion.”

The Committee have no doubt that it is very desirable to effect all the co-ordination necessary between the Ministries of the Central Government and the Media Units on the one hand and the Central and State Governments on the other in the matter of Plan publicity. Since, however, there are specified Central organisations in the field such as the Directorate of Field Publicity, Directorate of Advertising and Visual Publicity, etc. which also purport to effect co-ordination in important aspects of this matter, the Committee feel that once the broad pattern and frame work of Plan publicity has been formulated in sufficient detail in consultation with the Ministries and State Governments and made known to media units in the initial stages of the Five Year Plan, it may not be necessary to maintain for long a separate high level officer for co-ordination and liaison work. They suggest that the position may be carefully reviewed by Government to see whether the post could be surrendered and work devolved on the Principal Information Officer, Directorate of Advertising and Visual Publicity, Directorate of Field Publicity and the Ministry of Information and Broadcasting in so far as the residuary co-ordination work is concerned. It should also

be possible for the Ministry to ensure through close co-ordination that overlapping in the matter of publications is avoided.

**O. S. D.
(Kashmir
Publicity.)**

6. There is an Officer on Special Duty (Kashmir Publicity) in the scale of Rs. 1300-60-1600 who is in charge of all publicity work in Jammu & Kashmir. It was stated in evidence that this officer dealt with plan publicity and other information relating to that State in co-ordination with the Ministries of Defence and External Affairs. *The justification for having this high grade post which at the time of its creation in February 1949 carried only a fixed pay of Rs. 920 p.m. and which has been held by the present incumbent from the inception, is not quite apparent and the position needs to be reviewed.*

**Class IV
Staff.**

7. There are at present 21 daftries and 58 peons in the Secretariat of the Ministry of Information and Broadcasting. The number of Sections of the Secretariat is only about 22. It is observed that almost each Section has a daftri. *In this connection, the Committee would like to draw attention to para 24 of their Seventy-sixth Report on the Ministry of S.R. & C.A.—C.S.J.R. where they had suggested that the strength of class IV staff might be adjusted on the basis of one daftri and one peon for two sections and would urge that not only economies be effected in this behalf in the Ministry of Information and Broadcasting but that the Cabinet Secretariat bring the Estimates Committee's recommendations to the notice of all Ministries and Departments for compliance. Where there is a messenger pool, as in this case, the Committee would naturally expect that the strength of peons should even be less than the number admissible on the above scale.*

II

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

A. *Introductory*

8. The Directorate of Advertising and Visual Publicity had its beginning in the Advertising Branch of the Office of the Chief Press Adviser which was brought under the newly constituted Department of Information and Broadcasting in 1942. With the progressive increase in the volume and nature of its activities, the Advertising Branch was constituted as an attached office of the Ministry of Information and Broadcasting on the 1st October, 1955 and designated as the "Directorate of Advertising and Visual Publicity".

B. *Functions and Set Up*

9. The Directorate of Advertising and Visual Publicity functions as the central organisation of the Government of India for the execution of its advertising and visual publicity requirements. It is responsible for the planning, production and release of display advertisements to newspapers and periodicals, the designing and production of printed publicity materials, and the issue of classified advertisements on behalf of the various Ministries and Departments except the Railways. Centralisation of Publicity work.

10. For visual and outdoor publicity, the Directorate utilises various media like posters, folders, broadsheets, pamphlets, hand-bills, calendars, hoardings, display panels, cinema slides, neon signs, models and charts, as also organises exhibitions. Media Utilised.

11. The Directorate is headed by a Director who is assisted by 3 Deputy Directors incharge of Advertising, Visual Publicity and Administrative Wings. A chart showing its organisational set up and staff strength is attached as Appendix III.

C. *Advertisements*

(a) *Criteria Observed*

12. The Committee were informed that the following criteria were followed for giving advertisements to newspapers:—

- (i) effective circulation;
- (ii) regularity in publication;

(iii) class of readership; and

(iv) adherence to accepted standards of journalistic ethics and other factors such as production standards and the languages and areas intended to be covered.

**Views of
Newspaper
Organisa-
tions.**

In a number of memoranda submitted to the Committee by various newspaper organisations as well as in the evidence tendered by them, it was stated that the distribution of advertisements was not generally done on the basis of circulation but on the basis of views pursued by the various journals etc., that the Directorate favoured big newspapers and that there were no means to find out whether the diverse papers got their equitable share of advertisements.

It was stated by the representative of the Ministry during evidence that the political affiliation of a newspaper or periodical was not taken into account in placing Government advertisements. He added that Government advertisements were not placed in disregard of national interest and were with-held from newspapers or periodicals which indulged in virulent or persistent propaganda inciting communal trouble, and which fell below accepted journalistic standards and could be described as the yellow press.

The Committee would like to stress that the inter-se distribution of advertisements in acceptable papers should be related to their circulation. Since ready data about circulation of papers (language-wise) is now available with the Registrar of Newspapers whose office is also incidentally located in Delhi there should be no difficulty in applying this criterion.

**Display
Advertise-
ments.**

13. With a view to making use of as many publications of different regions and languages as possible within the funds available, display advertisements are staggered and released in suitable rotation to the papers. The number of newspapers and periodicals used for display advertisements has gone up from 794 in 1958-59 to 994 in 1960-61.

**Language-
wise break-
up.**

14. A detailed statement showing the language-wise break up of the number of papers used, space consumed and amount spent on display and classified advertisements during 1960-61 of (i) the Government Departments; and (ii)

the autonomous bodies is given in Appendix IV, while a summary thereof is given below:—

| Papers | % age circulation* | Classified Adv. | | Display Adv. | |
|--|-----------------------|----------------------------|--------------------------|----------------------------|--------------------------|
| | | % age space consumed | % age amount spent | % age space consumed | % age amount spent |
| <i>Government Advertisements</i> | | | | | |
| English | 26 | 56 | 73 | 26.2 | 46 |
| Language | 74 | 44 | 27 | 73.8 | 54 |
| <i>Advertisements of Autonomous bodies placed through D.A.V.P.</i> | | | | | |
| English | 26 | 73.7 | 86 | 52.1 | 75.6 |
| Language | 74 | 26.3 | 14 | 47.9 | 24.4 |

Since the rates charged by English newspapers are generally higher than those of language papers, the Committee were given to understand that the space consumed by the advertisements rather than the amount spent thereon may be taken as the criterion to determine whether the insertions of Government advertisements is done equitably having regard to the proportionate circulation of the English and language papers.

Viewing from this stand-point, the Committee find that the percentage of space taken in language papers for classified advertisements of Government Departments, Ministries, etc. and for both classified and display advertisements of autonomous bodies, is low. The representative of the Ministry stated during evidence that insertions of classified advertisements of Government Departments had to be regulated in accordance with their requirements, for instance, recruitment advertisements for Army Commissions and of the Ministry of Scientific Research and Cultural Affairs for post-graduate scholarships in foreign countries, certain advertisements relating to the Publications Division, etc. were inserted only in English papers. It was claimed that continuous efforts were being made to make use of Hindi and other language papers and that the percentage of space consumed had been raised from 24.5 per cent in 1956-57 to 44 per cent in 1960-61.

*This is in respect of papers in which Governments advertisements were placed.

While recognising that all advertisement insertions have to be guided by the type of reading public to be reached, the Committee feel that there is further scope for making increasing use of language papers, particularly for display advertisements of autonomous bodies.

The Committee would also suggest that in order to allay any misgivings on the part of the public or the press about distribution of advertisements, the Ministry may include details regarding the number of papers used for advertisements, the space consumed and the expenditure incurred (language-wise) for classified and display advertisements separately in its Annual Report.

(b) Rates for Advertisements

15. From the statement given in Appendix IV, the Committee observe that the rates charged for classified advertisements by the English papers average Rs. 12.1 per inch while for language papers they average only Rs. 5.7. They further note that among the language papers, the rates charged by Bengali and Tamil papers are very much higher than for other language papers.

The representative of the Ministry stated that the rates for advertisements negotiated by the Directorate varied according to the circulation of papers, the language media and the rates they were able to get from commercial advertisers etc. He assured the Committee that the rates accepted by the Directorate were the lowest charged by the paper from any advertiser.

Recommendations of Press Commission.

The Press Commission had suggested that there should be a telescopic tariff for Government advertisements varying with circulation and subject to a maximum. The Committee were informed that as Government found that conditions, including the circulation of papers, had considerably changed from the time of the Commission's report, it was decided to negotiate with papers individually.

While it may be that the rates suggested by the Press Commission have become somewhat unrealistic due to efflux of time, there is no gainsaying the fact that there should, in equity, be some direct and close relationship between the advertisement rates and circulation of papers. The Committee suggest that the Directorate may keep this in view while settling rates for Government advertisements.

Settlement of Bills.

16. Both in the memoranda submitted to the Committee and in oral evidence by representatives of papers, it was mentioned that there was inordinate delay in settling the rates for initial insertion of advertisements or when the papers revised the rates.

The representative of the Ministry stated in evidence that the policy had been revised about two years back and that advertisements were not placed in papers without first settling the rates. As far as classified advertisements were concerned, a procedure had been devised in consultation with the newspapers under which if there was a deviation of upto 10 per cent between the space used by a particular newspaper and that used by another newspaper of the same type, the bill was accepted. It was also stated that during the last six years, there had been a few cases where there was delay in settling the revised rates, as authentic figures regarding increased circulation of the paper and increased rates charged from commercial advertisers etc. were not available.

The Committee were informed that the average time taken in passing a bill was about 45 days and that information about the number of bills which were held up for 75 days or more during the last three years was not readily available and would require much time and labour in collection.

Average
Time Taken.

The Committee would like a target time to be fixed for making payment to papers for advertisements. The Directorate should also try and settle all matters regarding revised rates for the ensuing year before its commencement.

A suggestion was made to the Committee that a common consultative forum for the Directorate and the newspapers would go some way in resolving the difficulties in settlement of rates, payment of bills etc. *The idea of having such a consultative body to go into these matters and to improve in general, relationship with the papers may also be examined.*

(c) Advertisements relating to Public Undertakings

17. The Committee understand that the Central Economy Board had recommended as far back as in 1959 that the autonomous Government organisations should release their classified advertisements through the DAVP "as a matter of routine" and their display advertisements through the Directorate "as far as practicable".

Recommendations of the Central Economy Board.

It was stated in evidence that in pursuance of this recommendation, a letter was addressed to all the autonomous bodies requesting them to route their advertisements through the DAVP. As a result, 81 autonomous bodies were routing their advertisements through the Directorate.

The Committee understand that on a joint representation made by the Indian and Eastern Newspaper Society and the Indian Advertising Agencies Association, Government had

agreed that the commercially competitive undertakings may not route their advertisements through the DAVP. A list of the undertakings which route their advertisements through the DAVP and of those which do not route them through DAVP is given in Appendix V.

The Committee find that a number of Government undertakings/organisations which are not commercially competitive, are not routing their advertisements through the DAVP. Centralisation of the work of advertisements of autonomous Government undertakings in the DAVP would, on the one hand, further strengthen its bargaining position and on the other, secure concessional rates for the undertakings. The Committee fail to see why all Government undertakings which are not of a commercially competitive nature, are not routing all their advertisements through the DAVP and are thereby unnecessarily losing the benefit of concessional rates.

The Committee also feel that it should be possible for even commercially competitive Government undertakings to route their classified advertisements through the DAVP in order to get the benefit of concessional rates for insertion of such advertisements does not require any specialised assistance of any advertising agency.

The Committee have every hope that the commercially competitive and other autonomous bodies follow accepted principles in inserting advertisements in papers.

Department-
al Charges.

18. It was stated in evidence that departmental charges of 10 per cent. were realised by the DAVP from all autonomous undertakings and commercial departments for their advertisements. *The Committee suggest that the Ministry might review the position with a view to see if these charges are fully justified in relation to the expenditure involved in handling the work and whether a greater proportion of the benefit of the lower rates for advertisements obtained by channelising them through DAVP could be passed on to the autonomous undertakings etc. by reducing the departmental charges, as a further incentive to them to route the advertisements through it.*

The DAVP should also ensure that the quality and promptness of its service is in no way inferior to what the public undertakings could have got from private advertising agencies.

(d) Readership Surveys

19. The Committee understand that all the leading advertising agencies have arrangements for conducting

readership surveys so that they can mould their advertisements and their placement in the light of such knowledge. *Now that the Directorate of Advertising & Visual Publicity has a programme for catering to the needs of Public Undertakings, the Committee feel that such readership surveys should be arranged to be carried out by the Directorate.*

D. Printed and Outdoor Publicity

(a) Media Adopted

20. Apart from display press advertisements, the DAVP undertakes printed publicity and outdoor publicity for which the following media are adopted:—

Printed Publicity

Monochrome and multicolour advertisement material printed on paper and card, including—

- (a) posters, folders, booklets, brochures, leaflets etc.;
- (b) calendars and diaries.
- (c) bookmarks, slogan stamps, match labels, blotters, picture post cards, stickers. etc.

Outdoor Publicity

- (a) designing, supply and exhibition of cinema slides in black and white or colour;
- (b) designing and erection of hoardings;
- (c) photographic copies of graphic material upto about 15"x18" in size;
- (d) neon signs;
- (e) publicity through other outdoor media such as display panels in buses, trams, railway coaches, display sites at railway stations, projectographs etc.
- (f) Metallic tablets, and enamel boards.

(b) Major Publicity Campaigns

21. The work is undertaken in English and principal Indian languages, viz. Hindi, Gurmukhi, Urdu, Bengali, Assamese, Oriya, Tamil, Telugu, Malayalam, Kannada, Marathi and Gujarati as well as in 3 European languages, viz. French, German and Spanish. The major publicity

campaigns organised by the Directorate during the last three years were on the following subjects:—

- (1) Community Projects.
- (2) Metric System of Weights and Measures.
- (3) National Savings Schemes.
- (4) Handloom and Handicrafts.
- (5) Tourism.
- (6) Family Planning.
- (7) Help the Plan—Help Yourself.
- (8) Anti-Untouchability.
- (9) Census.
- (10) Food and Agriculture.
- (11) Defence.

(c) *Quantity and Cost of Material Produced*

22. A statement showing the quantity and cost of printed publicity material produced during the Second Plan period is given in Appendix VI.

(d) *Supply of Paper & Drawing Material*

Paper Requirements.

23. The Committee were informed that restrictions on the import of paper coupled with the price fixation done by the Tariff Commission had to a large extent effected the easy availability of good quality paper in the Indian market. The supplies made by the Chief Controller of Printing & Stationery during the past few years hardly covered a fraction of the requirements of the DAVP as will be seen from the figures given below:—

| Year | Estimated Requirements | Supplies made by CCP&S |
|---------|------------------------|------------------------|
| | Reams | Reams |
| 1957-58 | 12,000 | 1,200 |
| 1958-59 | 12,500 | nil |
| 1959-60 | 15,600 | 5,500 |
| 1960-61 | 35,000 | nil |

It was further stated that even these supplies were not made in time. As a result, the DAVP had to depend on printers' paper which cost the exchequer an additional expenditure of Rs. 6 to 8 lakhs annually on account of the higher price of paper applicable for commercial sale as compared to the price for Government orders and the printers' profit etc. thereon.

While it may be that because of the wide gap between the supply and demand of paper in the country and the dearth of foreign exchange, it is difficult for the Chief Controller of Printing & Stationery to meet the growing requirements of the DAVP in full, it is surprising that during the last four years, for which figures are available, no supplies were made during 1958-59 and 1960-61 and that during 1957-58 they were only 1/10th and in 1959-60 about 1/3rd of the quantity asked for. *In order to bring down the huge extra expenditure on procurement of paper, the Committee consider that greater efforts should be made to satisfy the requirements of major consuming units like the DAVP.*

The Committee would also suggest that the DAVP, on its part, should be prepared to accept, through the Chief Controller of Printing & Stationery, substitutes, if they are close enough to its specifications, rather than obtain from the printers the desired quality at considerable extra cost.

24. The position regarding supplies of art paper, drawing material and other articles required for the Studio & Exhibition Division almost all of which have to be imported, was stated to be even worse. In order to facilitate prompt supply of such materials, the Printing & Stationery Department of the Ministry of W.H. & S. have advised the DAVP to obtain *ad hoc* release of foreign exchange of their inescapable requirements for a whole year whereupon it would place an emergent indent on the Director General, India Supply Department, London for procurement of the required stores. *The Committee feel that the procedure suggested may help to make the best of a difficult situation and may be followed in future.*

Supply of
Drawing
Material.

(e) *Supply of Poster Boards etc.*

25. It was stated in evidence that due to the rigours of the climate, the posters did not last for more than a week whereas in some other countries, they lasted for as many as three months, on an average. *In order to prolong the life of the posters, the Committee suggest that arrangements might be made in collaboration with the State Governments, to supply poster boards like those in use in Post Offices and Railway Stations, to Panchayats and Block Development Offices, or else to provide special display surfaces duly protected from rain etc. The question of giving the posters some special chemical treatment which would prolong their life may be got investigated with the assistance of the appropriate national laboratories.*

Prolonging
the life of
Posters.

(f) *Distribution of Publicity Material*

Functions
of the Dis-
tribution
Branch.

26. The Distribution Branch of the DAVP was set up in the year 1955-56 for undertaking distribution of printed publicity material. The Branch handles distribution on behalf of all the Ministries of the Government of India except Railways.

27. The representative of the Ministry stated in evidence that while the average rate of production of publicity material was about 25 lakh pieces a month, the average despatch was about 19 to 20 lakh pieces with the result that there was a back-log of about 5 lakh pieces every month. The material which thus got accumulated was kept for 3 to 4 months and then cleared as much as possible by extra effort. 10 per cent. of the material was kept in stock to meet unexpected demand. Even so, the accumulated stock as on 1st November, 1961 was stated to be 68.54 lakh pieces of the value of Rs. 12,08,215.

Whether any system which envisages putting in 'extra effort' periodically to clear accumulated stock of nearly 20 lakh pieces which alone in the ordinary course would have taken a whole month to distribute, can be satisfactory and work efficiently and successfully, is itself open to serious doubts. While it was stated that the Directorate 'had always felt the need for more material', such a large accumulation of material, numbering over 68 lakhs, cannot but be an obvious pointer to the need for streamlining the distribution machinery.

The Committee are also of the view that prima facie the percentage prescribed for reserve stock to meet unexpected demand is excessive and suggest that economies in the print order may be explored by keeping the reserve to the absolute minimum based on the past trends of such demands and the nature of the material to be produced.

28. The Study Group of the Committee noticed during their visit to the Distribution Branch that there was no arrangement for the seating of workers or work tables and racks, etc. for sorting. *The Committee feel that it should be possible to considerably increase efficiency of distribution by modernising the methods and improving the working conditions.*

Irregular and
Inadequate
Supplies.

29. From the Evaluation Report on Five Year Plan Publicity (Series 2), the Committee observe that 25 per cent of the persons who replied to a questionnaire in this regard, stated that the supply of publicity materials was

'irregular' and 'inadequate'. The Committee suggest that the Ministry may investigate the reasons for non-receipt of materials by the people|institutions concerned with a view to plug the loopholes in the distribution system.

30. The Committee were informed that for speedier distribution of publicity material, the Ministry proposed to decentralise the work by setting up regional distribution offices in Bombay, Calcutta and Madras. The distribution from Madras had already started while efforts were being made to get suitable accommodation for these centres in Bombay and Calcutta. Regional Distribution Offices.

The Committee observe that the Regional Distribution Offices of the Publications Division of the Ministry are already functioning at these places and there is no reason why they could not be entrusted with the function of distributing the material brought out by the D.A.V.P. *The Committee do not find any justification for setting up a parallel machinery by DAVP for the purpose. They would suggest that the assistance of the Regional/Branch Offices of the Press Information Bureau may, where necessary, be sought for distributing the publicity material in other places.*

31. The Committee were informed that to cope with the growing volume of work, the Directorate employed 30 to 40 packers on daily wages as and when required in addition to 20 regular packers and that the sanctioned strength of packers as well as of the supervisory staff required augmentation. Staff requirements.

The Committee feel that with the decentralisation of work on the lines suggested above, the workload in the Directorate proper is bound to lessen and would accordingly recommend that the position regarding staff requirements may be reviewed thereafter.

(g) Shortage of Accommodation

32. The Committee note that the DAVP is located in temporary barracks and is suffering from lack of accommodation and storage facilities which greatly hamper its work and that this matter was brought to the notice of the Ministry about two years back. The Ministry of Works, Housing and Supply have allotted an acre of land for the workshop of the Directorate in the Indraprastha Estate, New Delhi, but a suitable building is needed for housing the entire office in a compact area and for storing the exhibits and other materials. *The Committee consider that the*

Directorate as a whole should be provided early with a suitable and adequate habitation and suggest that the matter may be taken up with the Ministry of Works, Housing, and Supply.

E. Family Planning Publicity

Work done. 33. One of the most important items of publicity undertaken by the DAVP during recent years pertains to family planning. The Directorate was associated with the programme first in 1957-58. Since then, the publicity campaign has been conducted in close coordination with the Director of Family Planning. So far, over 67.6 lakh copies of reading matter and 18.8 lakh copies of posters in 13 languages have been produced.

It has been stated in the Third Five Year Plan that—

“..... the objective of stabilising the growth of population over a reasonable period must be at the very centre of planned development.... This will involve intensive education, provision of facilities and advice on the largest scale possible and wide-spread popular effort in every rural and urban community. In the circumstances of the country, family planning has to be undertaken not merely as a major development programme, but as a nation-wide movement which embodies a basic attitude towards a better life for the individual, the family and the community.”

The table below indicates the population of the country as revealed in the census reports of 1951 and 1961 and the percentage increase during the decade*:

| Population in millions | | % increase |
|------------------------|------|------------|
| 1951 | 1961 | |
| 359 | 438 | 21.49 |

At the present rate of increase (about 8 million annually) the population may well double itself in the next three to four decades. The Committee, therefore, consider that for a sizeable reduction in the rate of increase, it is imperative that public education in family planning is intensified to bring home to the people the gravity of the problem.

**Integration
of Family
Planning
with Medi-**

34. The Committee note that the central feature of the family planning services in the Third Five Year Plan is to integrate them with the normal medical and health services

*Provisional population (1961 census) totals published by the Office of the Registrar General, India.

specially those rendered through the primary health centres including maternity centres. As far as Central Government agencies are concerned e.g. hospitals in Union Territories, Contributory Health Service Scheme, medical services in Railways and Public Undertakings, Employees State Insurance Corporation etc., the Committee are of opinion that there should be no insurmountable difficulty in making family planning an integrated part of these services. This could well be the model for the States to emulate.

cal and
Health
Services.

35. Studies of population growth during the past few decades show that the growth of population is very much marked in the States of Kerala and West Bengal. It is necessary that publicity on family planning is intensified in these States in particular, as also in those areas in other States where similar trends are noticeable.

Need for
Intensifica-
tion of
Publicity.

The Committee would also like to lay special stress on the imperative necessity of conveying the message of family planning in industrial, rural and slum areas. This should be accompanied by the ready availability of contraceptives and facilities for sterilisation etc. so as to make the programme truly effective.

36. The Family Planning Exhibition Unit of the DAVP has organised a number of exhibitions on family planning. On a rough estimate, these are stated to have drawn over seven million visitors during the last two and half years. To meet the insistent demand for intensification of publicity for this campaign through exhibitions, 15 complete exhibition sets on family planning have been produced and supplied to the Directorates of Health Services of various States.

Exhibitions
on Family
Planning.

It was however stated during evidence that the duplicates of exhibits on family planning given to the State Governments had not been fully made use of. The Committee suggest that the Ministry may investigate the reasons for this and effect necessary improvements keeping in view the requirements of different States.

37. The DAVP should also help in making available audio-visual publicity aids such as magic lantern slides, filmstrips, models, flannelgraphs, etc. which are required by family planning workers to explain the message to the people. The feasibility of providing standard portable exhibition material to form part of the kit of the family planning educators, particularly those going into the rural, industrial and slum areas, may be explored.

Reliance on
Audio-visual
Aids.

**Films on
Family
Planning.**

38. So far, only three films on Family Planning have been produced by the Films Division of the Ministry. These are—

- (i) Planned Parenthood (1949)
- (ii) Family Planning (1954)
- (iii) A Great Problem (1961).

The first two have been dubbed in four languages besides English while the last one has been dubbed in 12 regional languages besides English.

The Committee suggest that these films may be dubbed in all regional languages and converted into 16 mm. so that they can be shown by Central and State field publicity units to rural audiences. Since films constitute an important media of family planning publicity, the Committee consider that there is need for producing more films on the subject to focus public attention on this crucial national problem.

**Mobile
Vans.**

39. The Committee were informed that a proposal to provide mobile vans for each district for family planning had been approved by the Planning Commission recently. *The Committee suggest that action may be initiated early to obtain the necessary equipment and the vans pressed into service without delay.*

40. As stated by the Family Planning Third Five Year Plan Committee (1960), sterilization has a useful part to play both from the point of view of population control and for relief from unwanted progeny. The Committee understand that the sterilization programme has made good progress in Madras and Maharashtra. *They recommend that the DAVP should, in conjunction with the Ministry of Health, endeavour to disseminate information on sterilization to the lay public on as wide a scale as possible through pamphlets specially prepared for the purpose in regional languages so that such prejudice as may exist, based on vague knowledge and hearsay, is removed.*

**Impact of
Publicity.**

41. In a memorandum submitted to the Committee by a family planning association, it was stated that the publicity materials produced by the DAVP on family planning were too few in variety and too slow in coming out and there was reason to believe that the distribution channels through which they were supposed to reach the people at large were still very undeveloped.

The Committee understand that no scientific survey has been undertaken so far to assess the impact of the publicity campaign on family planning. They suggest that the Ministry may arrange to undertake very early a study of the impact of the publicity campaign on family planning by random sampling in selected areas with a view to ascertain (a) whether the material has actually reached the villages and has been displayed properly, and (b) how far it has succeeded in creating the necessary motivation for family planning.

42. In chalking out its publicity programme and in the preparation of publicity material on family planning, the Committee suggest that the DAVP should enlist the cooperation of voluntary organisations. operation of voluntary agencies like the Family Planning Association of India which has a rich fund of field experience in the line.

F. Publicity for National Savings Schemes

43. Another important item of publicity undertaken by the DAVP relates to National Savings Schemes including the Prize Bond Scheme. The media adopted are metal tablets, enamel boards, hoardings, cinema slides, exhibitions etc. With a view to fostering the saving habit among the children and the youth of the country, attractively printed metal saving boxes have been designed and are sold through the Regional National Savings Officers at a subsidised price of Re. 1 per box as against the estimated cost price of Rs. 1.34 per box. Three lakh boxes were proposed to be produced in 1961-62.

It was stated in evidence that certain suggestions had been received for improving the locking arrangement in the saving boxes as well as in the slot with a view to facilitate insertion of notes and coins. Besides making these modifications, the Ministry may also consider the question of manufacturing the saving boxes in a variety of designs and colours to capture people's imagination. There is need for making them available extensively and of informing the people at large of their price and availability.

G. Exhibitions

(a) Field Exhibition Units

44. Besides the headquarters unit, there are 11 field exhibition units functioning at present for publicising the Five Year Plans. Four more units are proposed to be set up at Ahmedabad, Jaipur, Bhubaneswar and Jammu. These units are meant to participate in big exhibitions and fairs in

the State in which they are located. The exhibits comprise photographs, charts, maps, models, etc. The expenditure incurred on exhibitions during the last three years was as under:—

| | Rs. |
|---------|----------|
| 1958-59 | 9,38,028 |
| 1959-60 | 7,34,697 |
| 1960-61 | 7,59,862 |

The Committee observe that besides Field Exhibition Officers who are in charge of the field units, there is another intermediary level of Regional Exhibition Officers between these units and the Directorate. The Regional Exhibition Officers (Scale Rs. 350-800) are stationed at Delhi, Calcutta, Madras and Indore. *Since the supply of exhibits is centralised in the DAVP, there does not appear to be enough justification for the existence of these posts. Co-ordination with State Governments could as well be effected through the Regional Field Publicity Officers. The Committee recommend that the posts of Regional Exhibition Officers may be abolished.*

(b) Mobile Exhibition Vans

45. The three mobile exhibition vans operating from New Delhi, Calcutta and Madras are intended to take the message and achievements of the Plan to remote villages. They are equipped with small exhibits and usually halt at an important village for one or two days. In the Third Plan, provision has been made for 4 additional vans. It was stated during evidence that 25 vans were needed to cover the entire country and that the Planning Commission itself felt that plan provision of 4 additional vans was inadequate. *The Committee suggest that an assessment of their utility in carrying the message of the Plan to the masses may be made before multiplying the vans on an ambitious scale.*

(c) Railway Exhibition Coaches

46. A broad gauge exhibition coach meant to put up exhibitions at way-side railway stations which cannot be reached by the field exhibition units or the mobile exhibition vans, has been functioning for the last three years in north, central and eastern India. Since September, 1959 the coach has covered 8392 miles and the exhibition has been seen by over 10 lakh people.

It has been stated that another metre gauge coach is being fitted and will be commissioned shortly. The coaches have

been provided free by the Railways and are allowed free haulage. If the experiment proves a success, the Ministry of Railways would make available one coach on each of the Railway zones. *The Committee suggest that an evaluation of plan publicity achieved through the broad gauge coach may be carefully made having regard not only to the staff employed by DAVP and the expenditure incurred on it, but also keeping in view the haulage charges borne by the Railways and the proposal to increase mobile exhibition vans. In the light of the evaluation, a programme may be drawn up for each Railway zone having regard to the gauge in use and the number of way-side stations to be covered.*

H. Budget and Expenditure

47. The budget estimates and actual expenditure of the DAVP during the last three years and the budget estimates for the current year were as follows:—

| | (Rupees in lakhs) | | | |
|--------------------|-------------------|---------|---------|---------|
| | 1958-59 | 1959-60 | 1960-61 | 1961-62 |
| Budget Estimates . | 126·95 | 133·65 | 150·76 | 153·16 |
| Actuals . | 106·50 | 109·45 | 127·59 | |
| Variation . . . | —20·45 | —24·20 | —23·17 | |

It is thus seen that a sum of more than Rs. 20 lakhs has had to be surrendered during each of the last three successive years.

The budget grant of the DAVP is a consolidation of the estimates proposed by the various Ministries and autonomous bodies. The Committee were informed that under the experimental scheme of decentralisation of financial control introduced in September 1961, the Ministry had been given greater powers to sanction posts, expenditure, etc. It was intended that the proposals would be examined by the Ministry of Finance in greater detail at the pre-budgetary stage. *The Committee hope that under the revised procedure, the Ministry of Finance will ensure that funds are not unnecessarily locked up on schemes which may not materialise during the course of the year.*

III DIRECTORATE OF FIELD PUBLICITY

A. *Introductory*

48. The Field Publicity Organisation was established in the Ministry's Secretariat in 1953 as a part of the Integrated Publicity Programme on the Five Year Plans. In 1958, a separate Directorate of Field Publicity was set up under a full time Director to promote, co-ordinate and supervise the field work.

B. *Organisation*

Region 1
Offices and
Mobile
Units.

49. A Regional Officer has been appointed at each State headquarters to supervise the working of the Field Publicity Mobile Units and to maintain close liaison with the State Governments in the matter of plan publicity. Out of 14 Regional Offices, 12 are under the charge of whole-time Regional Officers, while the remaining two in the States of Jammu and Kashmir and Kerala are placed under the Information Officers of the Press Information Bureau. The Union Territories are under the charge of Regional Officers stationed at the headquarters of the respective States nearest to them. The total number of Mobile Units spread all over the country is 76.

C. *Functions*

50. The Mobile Units of the Directorate are to publicise the Plan among the masses by arranging film shows, public meetings, group discussions, seminars, poetical symposia, exhibitions, drama performances, including folk dances, "Harikathas," "Burrakathas" and sale/free distribution of literature and display of posters, folders, charts, etc. The activities of the Field Units are stated to be concentrated primarily on large fairs, festivals etc. at which large number of people collect.

Assessment
of work
done.

51. The Committee understand that most of the State Governments have their own departments for publicising the plan schemes pertaining to their States. The representative of the Ministry stated in evidence that the justification for having a central organisation for plan publicity was based on two principal grounds, viz.,

- (i) inadequacy of the resources with the State Governments to carry out the work intensively and extensively.

- (ii) the need for providing an all India angle to the publicity work which would also promote national integration.

If the coverage by the State Governments of all the areas is inadequate for want of resources, the coverage by the Central Government is in no way better for 76 units cannot effectively cover the vast country.

The representative of the Ministry stated that the Planning Commission had recently agreed to 50 per cent. increase in the number of field units and that the ultimate aim of the Ministry was to have one field unit for each district. *In the absence of a detailed assessment of the activities of the organisation since its inception in 1953, it is difficult to say how far it has succeeded in its objective of providing an all-India angle to publicity which will promote national integration. The Committee are of the view that before carrying out any large scale expansion of the Organisation as proposed, the Government should make a careful and objective assessment of the work done by the Field Publicity Units to make sure that there is no avoidable duplication of effort between the Central and the State machinery.*

52. The Committee understand that no talking points on the Third Plan had been given to the field staff by the Director of Field Publicity. *The advantages of providing the junior field staff with talking points hardly need emphasis. The Committee are not convinced that the points could not be furnished by the Directorate for want of adequate staff. The Director could have taken steps to fill the gap either on his own or with the assistance of the Directorate of Advertising and Visual Publicity, or the Song and Drama Division under the guidance of Adviser, Plan Publicity. In any case, the Committee would like the work to be given immediate attention since nearly a year of the Third Plan has elapsed. In the mean time, it should be possible for all the Regional Officers who are in a sufficiently high scale of Rs. 700-1250, to provide talking points to the Field Publicity Officers as indeed, the Committee find, has been done by some of them.*

Talking
Points.

53. The Committee note that the literature brought out for Plan publicity on the Third Five Year Plan till November, 1961 was meagre. *They cannot but regard this as unsatisfactory. Literature on the draft Third Five Year Plan and on the finalised Plan should have been brought out soon after their publication so that natural curiosity generated at the time when the Plan was on the anvil was gainfully exploited. The Committee would stress that literature on the Plan should be made available in the regional languages and should be so prepared that it shows how*

Literature
on Third
Plan.

the regional requirements have been well taken care of in the national Plan. It may be a good idea if the important changes which are made in the Plan from time to time, specially at the time of annual review, are publicised so that people at large are kept informed and their interest in planning sustained.

D. Regional Offices and Mobile Units

(a) Composition

54. The composition of a Regional Office and a Mobile Unit is as under:

Regional Office

| | |
|------------------|---|
| Regional Officer | I |
| Accountant | I |
| L. D. Cs. | 2 |
| Stenographer | I |
| Peon | I |
| Dafttry | I |
| Chowkidar | I |

Mobile Unit

| | |
|---|---|
| Field Publicity Officer/ Mass Contact Officer/ Publicity Organiser | I |
| Projector Operator | I |
| L.D.C. | I |
| Driver | I |
| Cleaner | I |
| Peon | I |

***Scope for
Economy.**

The Committee do not see adequate justification for the posts of one L.D.C. and one peon in a mobile unit in addition to the various other posts. Routine reports and returns could be filled up by the Field Publicity Officer himself in the proforma laid down for the purpose. The Committee suggest that the posts of L. D. C. and peon in the units may be abolished. Likewise, the staffing pattern of Regional Offices needs to be revised and economy effected by abolishing the post either of the peon or dafttry.

(b) Jurisdiction

**Numbers of
Districts.
covered.**

55. A statement showing the headquarters and jurisdiction of the Mobile Units is given in Appendix VII. The average number of districts (or other territorial entities)

under one Field Unit in each of the Regions is shown below:—

| Regions | Average no. of districts covered by a Field Unit |
|---|--|
| Andhra Pradesh | 3·3 |
| Assam | 3·6 |
| Bihar | 3·2 |
| Gujarat | 8 |
| Jammu & Kashmir | 1·9 |
| Kerala | 2· |
| Madhya Pradesh | 7·1 |
| Madras | 3·7 |
| Maharashtra | 6·7 |
| Mysore | 4·7 |
| Orissa | 3·5 |
| North West (including Delhi, Punjab & Himachal Pradesh) | 3·7 |
| Rajasthan | 4·3 |
| Uttar Pradesh | 8·5 |
| West Bengal (excluding Andaman and Nicobar Islands) | 5·3 |

It will be seen that the number of districts covered by a field unit varies from 8·5 (in the case of Uttar Pradesh) to 1·9 (in the case of Jammu and Kashmir). *While there may be some special reasons for having a larger number of field units in some States, it is anomalous that heavily populated States like Uttar Pradesh should be so poorly covered.* The representative of the Ministry stated that in the matter of setting up field units, *ad hoc* decisions were taken in the past. He admitted that a certain amount of rationalisation and reorganisation was necessary. *The Committee suggest that the rationalisation and reorganisation may be effected early keeping in view the proposed addition to the number of field units and the following factors:*

- (1) *Population and area to be covered;*
- (2) *communication facilities available;*
- (3) *intensity of the publicity organisation of the State Government in the area; and*

(4) *its importance from the point of view of big congregations, melas, etc.*

Days on tour.

56. The mobile units are expected to remain on tour for 20 days in a month. The following table shows the region-wise average of field tours per unit during the year 1960-61;

| Region | Monthly average Per Unit |
|--|-----------------------------|
| Andhra Pradesh | 17·6 |
| Assam | 13·8 |
| Bihar | 14·0 |
| Bombay (including Maharashtra & Gujarat) | 16·5 |
| Jammu & Kashmir | 12·1 |
| Kerala | 17·7 |
| Madhya Pradesh | 14·9 |
| Madras | 13·9 |
| Mysore | 17·7 |
| Orissa | 21·2 |
| North-West | 16·9 |
| Rajasthan | 15·3 |
| Uttar Pradesh | 15·9 |
| West Bengal | 22·0 |

It will be seen that the touring average has ranged from 12·1 days per month in the case of Jammu & Kashmir to 22 days per month in the case of West Bengal.

Reasons for Shortfall.

The Committee were informed that the shortfalls were primarily **due to:**

- (a) disability of the equipment, particularly of the vehicles, a large number of which are old;
- (b) absence on leave of the field staff, particularly of the Field Publicity Officer; and
- (c) important events in the headquarters of a Unit necessitating stay in the headquarters over a long period *e.g.* exhibitions;

The Committee also find that the monthly average for two of the Field Units in the State of Jammu & Kashmir for 1960-61 was as low as 2.2 and 8.0 respectively. It was stated during evidence that one of the vehicles had met with an accident and there had been consequent delay of several months in getting replacement of a part from the United States.

The Committee need hardly stress that the vehicles should be kept road-worthy at all times. They recommend the drawing up of an efficient schedule of maintenance for the mobile units and strict adherence thereto. Instructions should be laid down to ensure that the field staff are gainfully employed when any field vehicle goes out of order. The Committee would like the Director, Field Publicity and the Regional Officers to keep a close watch on the touring performance of the regions so that the prescribed target of 20 days is reached.

57. It was stated in evidence that no proportion had been fixed for the number of days to be spent by the field staff in rural and urban areas, though by and large the units devoted more attention to the rural areas. *The Committee suggest that the monthly programmes drawn up for field staff should be carefully scrutinised to see that the objective of reaching the masses is served by devoting greater attention to the rural areas. For this purpose, the definition of the term 'rural areas' as adopted by the census authorities may be followed.* Tours in rural areas.

The Committee further suggest that certain areas may be selected in each State for intensive publicity so that people's reactions to the programmes may be closely studied and the programme improved in the light thereof.

The Committee suggest that in the course of the inspection tours the Regional Officers may also occasionally take charge of a unit, say once a month by rotation, and hold model demonstrations so that on the one hand, the junior field staff are trained in the adoption of better methods of handling audiences and on the other, the Regional Officer gets to know at first hand the reactions of the people which should help him to effect further improvements in the programmes.

E. Budget and Expenditure

58. The following table shows the budget estimates and Rise in Ex-
actual expenditure on the Directorate of Field Publicity penditure,

during the last three years and the budget estimates for the current year:

| (Rupees in lakhs) | | | | |
|--------------------|--------------------------|-----------------------------------|-------|--------------------------|
| Year | Directorate Proper | Regional Offices and Mobile Units | Total | Percentage of (2) to (3) |
| 1 | 2 | 3 | 4 | 5 |
| 1958-59 | | | | |
| Budget Estimates . | N. A. (R. E. 0.28) | 22.00 | 22.28 | |
| Actual Expenditure | 0.24 | 17.63 | 17.87 | 1.3 |
| 1959-60 | | | | |
| Budget Estimates | 1.32 | 19.51 | 20.83 | |
| Actual Expenditure | 0.78 | 21.56 | 22.34 | 3.6 |
| 1960-61 | | | | |
| Budget Estimates . | 1.03 | 23.00 | 24.03 | |
| Actual Expenditure | 0.85 | 21.50 | 22.35 | 3.9 |
| 1961-62 | | | | |
| Budget Estimates . | 0.90 | 26.00 | 26.90 | |

The representative of the Ministry stated in evidence that a proposal to augment the staff at the headquarters of the Directorate had been accepted by the Ministry. *The Committee observe that the percentage of expenditure on the Directorate (proper) to that incurred on the mobile units (including Regional Offices) has risen from 1.3 in 1958-59 to 3.9 per cent in 1960-61. Since the Directorate of Field Publicity is primarily a field organisation and has fairly senior officers in the scale of Rs. 700-1250 incharge of regions, the Committee are not convinced of the need to strengthen the headquarters office which will further increase the already high rate of expenditure.*

Scope for
Economy.

59. *As the different media units of the Ministry viz., the All India Radio, the Press Information Bureau, the Directorate of Field Publicity, the Exhibition Division of the DAVP and the Publications Division have their establishments at a number of places all over the country, and*

in some cases two or more of the offices are in the same place, the Committee feel that by locating these offices under one roof wherever possible, economy could be effected on rent of buildings and on establishment, by pooling the Class III and IV staff. Such an arrangement would also make for better coordination between the media units and efficient functioning.

The Committee observe that various offices under the same Ministry are situated in the same place but in different buildings. They suggest that efforts may be similarly made to house the offices in a single building in order to bring about economy and increase coordination among them.

F. Grants-in-aid for Plan Publicity

60. In addition to the publicity work undertaken by or through official agencies, non-official voluntary organizations are given financial assistance to bring the message of the Plan to the common man. Role of
Voluntary
Organisations.

The bulk of the grants-in-aid are given to the Jan Jagaran Vibhag of the Bharat Sevak Samaj. As regards other non-official voluntary organisations engaged in social welfare activities, grant is normally sanctioned at the rate of Rs. 500 per seminar for holding seminars on different aspects of the Plan. In addition, smaller subsidies are also sanctioned to the Planning Forums of colleges and universities for plan publicity activities.

During the First Plan, besides Bharat Sevak Samaj, other non-official organisations such as All India Women's Conference, Harijan Sevak Sangh, etc. also received grants-in-aid under the scheme. The total expenditure during the First Plan period came to Rs. 1.39 lakhs against the budget provision of Rs. 2 lakhs under this scheme. The total provision for Plan publicity during the First Plan period was Rs. 1.5 crores.

During the Second Plan, out of a provision of Rs. 7 crores for Plan publicity, a sum of Rs. 32 lakhs was earmarked for grants-in-aid (Rs. 20 lakhs for Bharat Sevak Samaj and Rs. 12 lakhs for other non-official voluntary organisations) for publicity of the Plan. This allotment was later reduced to Rs. 21 lakhs. A statement showing the details of grants-in-aid sanctioned by the Ministry to non-official organisations in the Second Plan period is given in Appendix VIII.

The Committee observe that 96% of the grants-in-aid available for plan publicity in the Second Plan were given to the Bharat Sevak Samaj. The main schemes undertaken by the Samaj for which grants were sanctioned were:

- (i) Mass Contact Work;
- (ii) Jan Sahyog Kendras;
- (iii) Issue of Journal "Bharat Sevak" in English and Hindi;
- (iv) Issue of Bulletins; and
- (v) Issue of Brochures.

Referring to the question of assessment of the work done by the Bharat Sevak Samaj, the representative of the Ministry stated in evidence that in January, 1958 a circular letter was addressed to the Regional Officers of the Directorate and State Directors of Publicity asking them to give their opinion regarding the impact of the activities undertaken by the Samaj for Plan publicity. The information received did not, however, furnish adequate data to make any worthwhile assessment.

A committee was proposed to be appointed early in the year 1962-63 to judge public reactions on publicity efforts of the Ministry which might also be entrusted with the work of evaluation of the Plan publicity activities of Bharat Sevak Samaj. It would consist mostly of persons from public life and was expected to present its report in a period of about 4 months. It was also stated that the question of appointing such a committee had been under consideration since September, 1959.

It is surprising that even after having felt the necessity as early as 1958 of making an enquiry into the results of publicity done by the Bharat Sevak Samaj out of the funds made available to it by Government, the Ministry have not taken any concrete steps so far in that direction.

The Committee understand that during the year 1961-62 a total grant of Rs. 4.60 lakhs has so far been sanctioned to the Bharat Sevak Samaj which includes the unspent balance out of the previous year's grant. *They are of the view that before any further funds are released to the Samaj and other voluntary agencies for publicity work in the Third Plan, a thorough review of the utilisation of grants by such bodies together with an assessment of the results achieved, should be undertaken by the Ministry in order to establish clearly that the country derives benefit commensurate with the substantial outlay involved.*

IV SONG AND DRAMA DIVISION

A. Functions

61. The Song and Drama Division was set up in October, 1954. It is responsible for publicity of the nation building activities through different entertainment media like dramas, ballets, songs, 'harikathas', 'burrakathas', puppet shows and similar other popular folk media. The Song and Drama Division also organises cultural programmes on behalf of the other Ministries and Governmental organisations.

B. Plan Provision and Achievements

62. The allocation and actual expenditure during each year of the Second Plan period was as follows:

| | (Rs. in lakhs) | | | | | |
|--------------------|----------------|-------------|-------------|-------------|-------------|-------|
| | 1956- 57 | 1957- 58 | 1958- 59 | 1959- 60 | 1960- 61 | Total |
| Budget grant | 5.00 | 6.50 | 6.16 | 6.23 | 5.73 | 29.62 |
| Actual expenditure | 4.29 | 3.69 | 3.68 | 5.65 | 5.64 | 23.03 |

63. The number of drama and other categories of performances organised during this period was as under:—

| | 1956- 57 | 1957- 58 | 1958- 59 | 1959- 60 | 1960- 61 | Total during Second Plan period |
|--|--------------|--------------|--------------|--------------|--------------|---|
| No. of drama performances including folk plays | 956 | 939 | 434 | 584 | 545 | 3,453 |
| No. of other categories of performances | 806 | 540 | 783 | 1,898 | 2,191 | 6,218 |
| TOTAL | 1,762 | 1,474 | 1,217 | 2,482 | 2,736 | 9,671 |

C. Drama Performances

64. Performances of approved plays of instructive and educative value are stated to be organised by the Song and Drama Division through—

- (a) private registered troupes;
- (b) State Government troupes;
- (c) selected sponsored troupes; and
- (d) departmental drama troupes.

Performances through private troupes registered with the Song and Drama Division and the troupes sponsored by the State Governments are arranged on payment of fees on per performance basis. The maximum fee per performance inclusive of all expenses, paid to a private registered troupe, is Rs. 400/-.

(a) Selected Troupes

65. The Committee were informed that in order to raise the quality and effectiveness of performances, it had been decided to sponsor a few selected troupes in different States and that the scheme would be implemented during the Third Five Year Plan. Under this scheme, the selected sponsored troupes would be given a lump sum initial preparatory grant of upto Rs. 8,000 and a sum of about Rs. 40,000 for giving at least 100 drama performances in a year. Twelve such troupes are to be sponsored in the Third Plan, one troupe for each State.

It was stated in evidence that contracts with two troupes, one in Madhya Pradesh and another in Gujarat, were being finalised. *The Committee recommend that having regard to the quality of the performances and the publicity achieved, the effectiveness of the scheme may be evaluated before it is extended to other States.*

(b) Central Drama Troupe

**Expendi-
ture.**

66. The Central Drama Troupe was formed in January, 1959 for experimenting with new plays and evolving standards which could be demonstrated to other private troupes in various States. The expenditure incurred so far on the Central Drama Troupe is as follows:—

| | Rs. |
|-------------------------|--------|
| 1958-59 (Jan.-March). | 2,018 |
| 1959-60 | 40,468 |
| 1960-61 | 58,455 |
| 1961-62 (upto July, 61) | 35,481 |

The Committee observe that though the Central Drama Troupe is expected to give not less than 60 performances in a year, only 30 performances were given in 1959-60. The shortfall was stated to be due to the fact that the Troupe was ready to give the first performance only in September, 1959. The Committee, however, find that in the current year also, the number of performances is only 17 so far. *They would like the Government to ensure by advance planning, that the minimum number of performances, as laid down, are actually staged by the Central Drama Troupe and that they are spread out evenly throughout the year.*

67. The Committee note that the performances of the Central Drama Troupe have so far been given in Hindi and were confined to Delhi, Punjab, Uttar Pradesh, Himachal Pradesh and Jammu and Kashmir. *They would suggest that the question of staging performances of the Troupe in the other States may be considered.*

In view of the fact that the Central Drama Troupe is mainly for purposes of experimentation and demonstration, the Committee suggest that a study might be made with a view to see how far it has succeeded in its objectives of raising the standard of the stage in the Hindi speaking areas and of usefully influencing the stages in other areas in the country.

(c) Summer Drama Festivals

68. Summer Drama Festivals are organised each year during the months of April-May in the Open Air Theatre, Talkatora Gardens, New Delhi. In this Festival, troupes sponsored by the State Governments and other well known theatre troupes are invited to stage performances. The festival provides an opportunity for study of the production methods and techniques adopted by the participating troupes. Objective.

A statement showing the expenditure incurred on the Festival, the income from sale of tickets, the number of troupes which took part and the number of performances staged during the last 3 years is given below:—

| | 1959 | 1960 | 1961 |
|---|------------------|------------------|------------------|
| | Rs. | Rs. | Rs. |
| 1. Expenditure | | | |
| (a) Fees to artistes . | 24,170·47 | 21,608·65 | 26,441·38 |
| (b) Miscellaneous (Hire of auditorium etc.) . | 12,073·64 | 15,497·97 | 12,910·82 |
| TOTAL . | 36,244·11 | 37,106·62 | 39,352·20 |

| | 1959 | 1960 | 1961 |
|---|----------|----------|----------|
| | Rs. | Rs. | Rs. |
| 2. Sale proceeds of tickets | 3,672.00 | 6,275.00 | 5,271.50 |
| 3. No. of participating troupes | 14 | 11 | 12 |
| 4. No. of performances . | 14 | 16 | 14 |

The representative of the Ministry stated in evidence that Delhi was considered the best place for holding the Summer Drama Festival since sufficient audiences in all regional languages could be had there. *The Committee would like to point out that other cosmopolitan cities like Bombay could also readily provide audiences in different languages. The feasibility of holding the Festival in other cosmopolitan cities, by rotation, may be examined.*

69. The Committee note that the receipts from the sale proceeds of tickets for the Festival are very meagre as compared to the expenditure incurred. *They would suggest that ways and means may be found to reduce the gap by cutting down to the minimum, if not altogether, the issue of complimentary tickets etc.*

D. Other media

70. Items such as 'harikathas', 'burrakathas', puppet shows, kavisammelans, mushairahs, songs, qawalis, music concerts etc., are arranged through private artistes on payment of consolidated fees ranging between Rs. 25 to Rs. 150.

(a) Training of Traditional Folk Entertainment Parties

71. As in the case of the dramas, the Ministry propose to use only selected traditional folk entertainment parties for plan publicity. Under a scheme to train such parties in the use of modern themes for Third Plan publicity, it is proposed to train 80 folk parties (40 folk play and 40 folk song) from various parts of the country at an estimated cost of Rs. 2 lakhs. *The Committee recommend that the scheme may be tested on a pilot basis in the first instance by starting one camp in the North and another in the South and extended only when found successful.*

(b) Ballet Performances

72. The Song and Drama Division organises performances of especially prepared ballets and dance-dramas. Since the formation of the Division, 3 ballets have been produced. One was the ballet 'Indrapuja' produced by a troupe from Rajasthan which was paid an initial preparatory grant of Rs. 25,000 and stage and travelling expenses etc.

for six performances. The other ballet 'Gangavataran' was produced by the Folk Entertainment Section of the Government of West Bengal who were paid a sum of Rs. 10,320 for staging three performances thereof in Delhi. A third ballet entitled 'Bhagirath' was produced by the Central Drama Troupe.

It was stated during evidence that money had been paid to the Ballet parties after detailed checking of the cost incurred by them on costumes, setting etc. The provision for ballets in the Third Plan was stated to be Rs. 1,51,000.

As ballets are an expensive media of publicity, the Committee suggest that the Ministry would do well to concentrate on other popular media. It would also be desirable to undertake an assessment of the ballet as a medium of plan publicity in relation to the production cost involved, before making any large scale commitments in the Third Plan.

E. Registration of Artistes/Troupes

73. From a statement (Appendix IX) furnished by the Ministry of the number of artistes and troupes registered State-wise for the various types of performances organised by the Song and Drama Division, the Committee observe that the selection/registration of artistes and troupes has not made much headway in several States. *Even though it is a continuous process, the Committee would like the Government to take concerted steps to see that at least a few registered artistes/troupes are available in every State for the various types of performances which form an integral part of the activities of the Song and Drama Division.*

74. *In the Committee's view, better results in spotting out talent are likely to be obtained if some non-official elements are associated with the machinery for registering and selecting artistes, troupes, etc. They suggest that a small advisory body composed of eminent authors, playwrights etc. may be set up at the regional level to assist the Regional Officers, Five Year Plan Publicity, in this work.* Spotting out Talent.

F. Selection of Scripts

75. It has been stated that the Song and Drama Division has not been able to attract outstanding writers to write on themes in which it is interested, due to the following reasons: Drawbacks.

- (i) The amount of royalty i.e. Rs. 1,000 paid by the Division for the purchase of copyright for a full length play, compares unfavourably with

the monetary gain to a good author on a popular play in the open market.

- (ii) An established author prefers that once a theme is given to him, his script should be approved as such and modifications etc. required from the production point of view only may be made in consultation with him while the play is being rehearsed. The reputed popular dramatists are, therefore, generally unwilling to submit to the procedure of scrutiny observed in the Song and Drama Division.
- (iii) Unlike the conditions prevailing during the struggle for Independence, the present day authors, by and large, do not appear to be in close contact with the countryside and therefore their thematic treatment to the problems of national reconstruction appears to be superficial.

It was also stated in evidence that some of the State Governments were giving cash prizes of the value of even Rs. 2,500 without copyright obligations, as incentive for good plays. *The Committee suggest that the Ministry may, in consultation with the State Governments, devise an attractive scheme in this regard so that good authors may give of their best for the cause of publicising the plan. It may also be ensured that the procedure followed for scrutiny and selection of scripts is not unduly cumbersome and that the time lag in the receipt and final approval of the scripts is reduced to the minimum.*

Attracting
Good
Artistes.

76. The representative of the Ministry stated in evidence that good artistes for performances like 'Harikathas' and 'Burrakathas' etc. who were registered with the Division did not stay very long and went out of the list after a year or two when they could get something better. *As 'Harikathas' and 'Burrakathas' have a wide appeal in rural areas, the Committee consider that Government should look into the question and devise suitable means of retaining the good artistes for sufficiently long period to give performances in these media.*

G. Evaluation

77. A number of critical comments and suggestions on the performances organised by the Song and Drama Division are contained in the Report on Evaluation (Series 1—3) of Five Year Plan Publicity, conducted by the Research and Reference Division. The Committee would

particularly like to draw the attention of the Ministry to the following important suggestions:—

- (i) Theme must relate to real problems of every day life;
(Series 1)
- (ii) There should be more publicity for plans relating to South Indian States;
(Series 1)
- (iii) Programmes smack of official attitudes and the public relations work on the part of field officers has to be improved and reoriented.
(Series 1 & 3)

The Ministry may examine these and other suggestions which have been highlighted by the Evaluation Report and ensure that those which would go to make plan publicity more effective and popular within the existing outlay are adopted without avoidable loss of time.

NEW DELHI-1,
March 17, 1962.

Phalgun 26, 1883 (Saka)

H. C. DASAPPA,
Chairman,
Estimates Committee.

APPENDIX II

(Vide para 3)

Statement showing the sanctioned as well as the actual number of posts in the Secretariat of the Ministry of Information and Broadcasting as on 1st April, 1959, 1st April, 1960 and 1st April, 1961 together with their scales of pay.

| Designation of post | Staff position as on 1st April, 1959 | | Staff position as on 1st April, 1960 | | Staff position as on 1st April, 1961 | | Scale of Pay |
|--|--------------------------------------|-----------|--------------------------------------|-----------|--------------------------------------|-----------|--|
| | Sanctioned | Actual | Sanctioned | Actual | Sanctioned | Actual | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| Class I Posts | | | | | | | |
| Secretary | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 3,000/-. If held by an ICS Officer, Rs. 4,000/-. |
| Deputy Secretary | 3 | 3 | 3 | 3 | 3 | 3 | Rs. 1,100-50-1,300-60-1,600-100-1,800. |
| Officer on Special Duty (Kashmir Publicity). | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 1,300-60-1,600. |
| Under Secretary (including one Internal Financial Adviser) | 8 | 8 | 7 | 7 | 7 | 7 | Rs. 900-50-1,200. |
| Director, International Film Festival | .. | .. | .. | .. | 1 | 1 | Rs. 900-50-1,200. |
| Campaign Officer | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 700-40-1,100-50/2-1250. |
| P. S. to Minister | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 700-40-900. |
| Section Officer (Gr. II)* | 7 | 7 | 7 | 7 | 7 | 7 | *Rs. 350-25-500-30-590-EB-30-800-830-35-900-Do. Do. |
| Assistant Director, International Film Festival | .. | .. | .. | .. | 1 | 1 | |
| Total Class I | 22 | 22 | 21 | 21 | 23 | 23 | |
| Class II (Gazetted) Posts | | | | | | | |
| Section Officer Grade III)* | 19 | 19 | 18 | 18 | 18 | 18 | *The grades of Section Officer Gr. II and Section Officer Gr. III have been merged into a single Gr. of Section Officer from 1-7-1959 in Class II. |
| 1st P.A. to Minister | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 350-25-650. |
| P.S. to Secretary | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 350-25-650 |
| TOTAL | 21 | 21 | 20 | 20 | 20 | 20 | |

(1)

(8)

Class II (No. 1-Gazetted) Posts.

| | | | | | | | | | |
|----------------------|---|---|----|----|----|----|----|----|---|
| Assistant | . | . | 58 | 55 | 57 | 56 | 57 | 56 | Rs. 210-10-290-15-320- EB-15-425-EB-15-530. Do. Do. Do. Do. |
| Hindi Assistant | . | . | 1 | 1 | 1 | 1 | 1 | 1 | Do. |
| 2nd P.A. to Minister | . | . | 1 | 1 | 1 | 1 | 1 | 1 | Do. |
| P.A. to Secretary | . | . | 1 | 1 | 1 | 1 | 1 | 1 | Do. |
| Stenographer | . | . | 11 | 11 | 11 | 11 | 11 | 11 | Do. |
| Hindi Stenographer | . | . | 1 | 1 | 1 | 1 | 1 | 1 | Do. |

| | | | | | | | | | |
|-------|---|---|----|----|----|----|----|----|--|
| TOTAL | . | . | 73 | 70 | 72 | 71 | 72 | 71 | |
|-------|---|---|----|----|----|----|----|----|--|

Class III.

| | | | | | | | | | |
|---------------------------|---|---|----|----|----|-----|----|-----|--|
| Accountant | . | . | 2 | 2 | 1 | 1 | 1 | 1 | Rs. 210-10-290-15-320 |
| Upper Division Clerk | . | . | 30 | 28 | 29 | 20* | 29 | 30* | Rs. 130-5-160-8-200-EB -8-256-EB-8-280. |
| Lower Division Clerk | . | . | 98 | 97 | 95 | 95 | 95 | 91 | Rs. 110-3-131-4-155-EB -4-175-5-180. |
| Staff Car Driver | . | . | 1 | 1 | 1 | 1 | 1 | 1 | Rs. 110-3-131-4-139. |
| Senior Gestetner Operator | . | . | 1 | 1 | .. | .. | .. | .. | Rs. 110-3-131. |

*One U.D.C. has been appointed against a post of Assistant.

Class IV.

| | | | | | | | | | |
|---------------------------|---|---|----|----|----|----|----|----|----------------------------|
| Junior Gestetner Operator | . | . | .. | .. | 1 | 1 | 1 | 1 | Rs. 80-1-85-2-95-EB-3-110. |
| Jamadar | . | . | 2 | 2 | 2 | 2 | 2 | 2 | Rs. 75-1-85-EB-2-95. |
| Selection Gr. Daftry | . | . | 2 | 2 | 2 | 2 | 2 | 2 | Rs. 80-1-85-2-95-EB-3-110. |
| Daftry | . | . | 20 | 20 | 19 | 19 | 19 | 19 | Rs. 75-1-85-EB-2-95. |
| Peon | . | . | 59 | 58 | 57 | 56 | 57 | 55 | Rs. 70-1-80-EB-1-85. |
| Sweeper | . | . | 3 | 3 | 3 | 3 | 3 | 3 | Rs. 70-1-80-EB-1-85. |

| | | | | | | | | | |
|-------|---|---|----|----|----|----|----|----|--|
| TOTAL | . | . | 86 | 85 | 84 | 83 | 84 | 82 | |
|-------|---|---|----|----|----|----|----|----|--|

APPENDIX IV

(Vide para 14)

Statement showing the space consumed and the expenditure incurred on advertisements in English and Indian Language papers during the year 1960-61.

I. CLASSIFIED ADVERTISEMENTS

(a) Government Advertisements

| Language | No. of Papers used | Space consumed in col. inches | Amount spent in Rs. |
|-------------------------------------|--------------------------|--|---------------------------|
| English | 63 | 124,833 | 15,13,727 |
| Hindi | 92 | 31,606 | 1,46,045 |
| Urdu | 39 | 10,201 | 40,224 |
| Panjabi | 7 | 1,768 | 5,315 |
| Bengali | 10 | 7,138 | 96,950 |
| Assamese | 2 | 6,540 | 25,133 |
| Manipuri | 2 | 235 | 235 |
| Oriya | 6 | 8,660 | 29,844 |
| Sindhi | 1 | 16 | 48 |
| Gujrati | 20 | 6,385 | 24,592 |
| Marathi | 26 | 6,620 | 42,175 |
| Kannada | 11 | 2,373 | 16,978 |
| Tamil | 8 | 3,817 | 37,322 |
| Telgu | 6 | 2,304 | 15,746 |
| Malayalam | 17 | 10,551 | 83,470 |
| | 310 | 2,23,047 | 20,77,804 |
| Hindi | 92 | 31,606 | 1,46,045 |
| Other Indian Languages | 155 | 66,608 | 4,18,032 |
| English | 33 | 124,833 | 15,13,727 |
| % of Indian Language media to Total | 79.9 | 44 | 27 |

(b) Advertisements released on behalf of autonomous bodies

| Language | No. of Papers used | Space (Col. in) | Cost Rs. |
|---|--------------------|-----------------|-----------------|
| English | 52 | 39,715 | 5,79,243 |
| Hindi | 47 | 3,995 | 21,262 |
| Urdu | 13 | 1,207 | 4,954 |
| Panjabi | 5 | 251 | 934 |
| Sindhi | 3 | 51 | 170 |
| Gujerati | 16 | 2,124 | 9,698 |
| Marathi | 8 | 899 | 8,138 |
| Kannada | 4 | 220 | 882 |
| Bengali | 6 | 1,600 | 24,904 |
| Assamese | 1 | 707 | 2,787 |
| Oriya | 3 | 1,193 | 4,313 |
| Tamil | 4 | 838 | 8,760 |
| Telegu | 5 | 263 | 2,401 |
| Malayalam | 10 | 792 | 5,061 |
| TOTAL | 177 | 53,855 | 6,73,507 |
| English | 52 | 39,715 | 5,79,243 |
| Hindi | 47 | 3,995 | 21,262 |
| Other Indian Languages | 78 | 10,145 | 73,002 |
| | 177 | 53,855 | 6,73,507 |
| % of Indian Language Media to total | 70.6 | 26.3 | 14 |

II. DISPLAY ADVERTISEMENTS

| Language | No. of papers used | Space (Col. in.) | Cost Rs. nP |
|--------------------------------------|--------------------|------------------|--------------|
| (a) Government Advertisements | | | |
| English | 283 | 1,45,872 | 12,30,475.46 |
| Hindi | 229 | 1,22,593 | 4,45,991.22 |
| Urdu | 120 | 65,744 | 1,60,216.21 |
| Panjabi | 36 | 16,532 | 46,315.10 |
| Bengali | 51 | 28,573 | 1,81,075.05 |
| Assamese | 8 | 5,605 | 18,809.05 |

| Languages | No. of Papers used | Space (Col. in.) | Cost Rs. nP. |
|------------------------|-----------------------|---------------------|---------------------|
| Oriya | 5 | 7,395 | 20,623.75 |
| Marathi | 52 | 35,856 | 1,15,572.45 |
| Gujerati | 45 | 35,953 | 1,21,961.20 |
| Sindhi | 3 | 1,864 | 5,786.67 |
| Tamil | 49 | 23,437 | 1,33,027.85 |
| Telugu | 39 | 20,253 | 60,113.10 |
| Malayalam | 40 | 25,973 | 94,224.75 |
| Kannada | 33 | 19,063 | 49,259.87 |
| Manipuri | 1 | 122 | 122.00 |
| TOTAL | 994 | 5,54,835 | 26,83,573.94 |

(b) Advertisements released on behalf of Autonomous Bodies

| | | | |
|------------------------|------------|--------------|------------------|
| English | 54 | 4,097 | 48,234.60 |
| Hindi | 35 | 1,314 | 5,036.32 |
| Urdu | 11 | 330 | 677.54 |
| Panjabi | 3 | 96 | 285.60 |
| Bengali | 4 | 174 | 2,009.40 |
| Assamese | 2 | 72 | 256.20 |
| Oriya | 2 | 72 | 193.00 |
| Marathi | 5 | 208 | 1,094.70 |
| Gujerati | 11 | 570 | 1,804.72 |
| Tamil | 5 | 194 | 1,396.68 |
| Telugu | 3 | 72 | 373.75 |
| Malayalam | 20 | 381 | 1,601.21 |
| Kannada | 8 | 276 | 810.30 |
| TOTAL | 163 | 7,856 | 63,775.21 |

APPENDIX V

(Vide para 17)

List of Autonomous bodies which are routing their advertisements through the DAVP

1. Indian Central Cotton Committee, Bombay.
2. National Mineral Development Corporation (Private Ltd.), New Delhi.
3. All India Cattle Show Committee, Delhi.
4. National Projects Construction Corporation (P) Ltd., New Delhi.
5. Ganga Brahmaputra Water Transport Board, New Delhi.
6. Central Council of Gosamvardhana, New Delhi.
7. Central Warehousing Corporation, New Delhi.
8. Indian Council of Agricultural Research, New Delhi.
9. Hindustan Shipyard Private Ltd.
10. School of Planning and Architecture, New Delhi
11. Indian Rare Earths Ltd., Bombay-1.
12. Indian Council of Medical Research, New Delhi.
13. Hindustan Salt Company Limited, Jaipur.
14. Indian Standard Institution, New Delhi.
15. Indian Institute of Science, Bangalore.
16. National Book Trust, India, New Delhi.
17. National Research Development Corpn. of India, New Delhi.
18. Coal Mines Labour Welfare Organisation, Dhanbad.
19. Indian Central Oilseeds Committee, Hyderabad.
20. Khadi & Village Industries Commission, Bombay.
21. Heavy Engineering Corporation Limited.
22. All India Institute of Medical Sciences, New Delhi.
23. Central Institute of Research in Indigenous Systems of Medicine, Jamnagar.
24. Central Institute of English, Hyderabad.
25. Institute of Agricultural Research Statistics (I.C.A.R.)
26. Central Silk Board, Bombay.
27. Indian Central Jute Committee, Calcutta.
28. Indian Rubber Board, Kottayam.
29. Industrial Finance Corporation of India, New Delhi.
30. Coal Board, Calcutta.
31. Central Provident Fund Commissioner, New Delhi.
32. Lalit Kala Akademi, New Delhi.
33. National Livestock Committee, Delhi.

34. Indian Central Tobacco Committee, Madras.
35. Oil & Natural Gas Commission, Dehra Dun.
36. Employees State Insurance Corporation, New Delhi.
37. Indian Central Arecanut Committee, Kozhikode.
38. Central Leprosy Teaching & Research Institute, Chingleput.
39. Indian Institute of Technology, Bombay.
40. National Productivity Council.
41. Indian Museum, Calcutta.
42. National Co-operative Development & Warehousing Board, New Delhi.
43. Indian Institute of Technology Kanpur.
44. National Institute of Sports, Patiala
45. Indian Handicraft Development Corporation Ltd., New Delhi.
46. Central Social Welfare Board, New Delhi.
47. Dental Council of India, Delhi.
48. Saha Institute of Nuclear Physics, Calcutta.
49. Institute of Technology, Madras.
50. Tata Institute of Social Sciences, Bombay.
51. Indian Central Coconut Committee, Ernakulam.
52. Pyrites & Chemicals Company Private Limited, New Delhi.
53. All India Institute of Mental Health, Bangalore.
54. Indian Lac Research Institute, Ranchi.
55. National Industrial Development Corporation Ltd.
56. Sikkim Mining Corporation, Sikkim.
57. Indian Central Sugarcane Committee.
58. Neyveli Lignite Corporation Limited, Neyveli.
59. Victoria Memorial Hall, Calcutta.
60. Inventions Promotion Board, New Delhi.
61. National Small Industries Corporation Ltd.
62. National Instruments Ltd. Calcutta.
63. Central Institute of Study & Research in Community Development, Mussoorie.
64. Pharmacy Council of India, New Delhi.
65. College of Engineering and Technology, Delhi.
66. Post Graduate Training Centre, Jamnagar.
67. Bal Bhavan Board, New Delhi.
68. Indian Institute of Technology, Kharagpur.
69. Indian Lac Gas Committee, Ranchi.
70. Hindustan Organic Chemicals Ltd., New Delhi.
71. National Children's Museum, New Delhi.

List of non-competitive autonomous undertakings which are not routing their advertisements through the DAVP

1. Hindustan Aircraft Ltd., Bangalore.
2. Integral Coach Factory, Perambur.
3. Indian Airlines Corporation, New Delhi.
4. Damodar Valley Corporation, Dhanbad.
5. Central Board of Irrigation and Power, New Delhi.
6. Indian Jute Committee, Calcutta.
7. Council of Scientific and Industrial Research, New Delhi.
8. Central Food Technological Research Institute, Mysore.
9. Lawrence School, Lovedale.
10. University Grants Commission, New Delhi.
11. Central Board of Secondary Education.
12. Delhi Public Library Board, New Delhi.
13. Bombay Dock Labour Board, Bombay.
14. Calcutta Dock Labour Board, Calcutta.
15. Madras Dock Labour Board, Madras.
16. Central Board of Trustees of the Employees Provident Fund, New Delhi.
17. Institute of Chartered Accountants of India, New Delhi.
18. Coffee Board, Bangalore.
19. Tea Board, Calcutta.
20. Coir Board, Ernakulam.
21. Cotton Textile Fund Committee, Bombay.
22. Cotton Textiles Export Promotion Council, Bombay.
23. Indian Penicillin Factory, Pimpri.
24. Travancore Minerals Ltd.
25. Indian Council for Cultural Relations, New Delhi.
26. Sahitya Akademi, New Delhi.
27. National Art Treasure Fund, New Delhi.
28. Rehabilitation Housing Corporation, New Delhi.
29. Sindhu Resettlement Corporation Ltd., Bombay.
30. Bombay Port Trust, Bombay.
31. Madras Port Trust, Madras.
32. Mazagon Docks, Bombay.
33. Garden Reach Workshops (P) Ltd., Calcutta.
4. Medical Council of India, New Delhi.
35. Indian Nursing Council, New Delhi.

36. Calcutta Port Commissioners, Calcutta.
37. Indian Statistical Institute, Calcutta.
38. Small Scale Industries Board, New Delhi.
39. Tariff Commission, Bombay.
40. Khadi and Village Industries Commission, Bombay.
41. Rehabilitation Industries Corporation, Calcutta.
42. All India Adult Education Association.
43. Training Institute of personnel of Janta Colleges.
44. Library Institute for Training Librarians.
45. Indian Culture Society.
46. National Board for Audio Visual Education.
47. National Institute for Audio Visual Education.
48. Central Film Library.
49. All India Council for Sports.
50. Lakshmibai College of Physical Education, Gwalior.
51. Youth Welfare Board and Committee.
52. All India Council for Secondary Education.
53. Inter-University Board.
54. National Council of Educational Research and Training, New Delhi.
55. Indian National Scientific Documentation Centre.
56. Regional Schools of Printing.
57. All India Council for Technical Education.
58. Sangeet Natak Akademi, New Delhi.
59. Institute of Indology.
60. Coal Grading Board.
61. Indian Mining and Construction Co. (P) Ltd., Calcutta.
62. Coal Council of India.
63. Central Boilers Board.
64. South India Textile Research Association, Coimbatore.
65. State Financial Corporation.
66. The Industrial Credit and Investment Corporation of India Ltd.
67. Sugarcane Breeding Institute, Coimbatore.
68. All India Cooperative Union, New Delhi.
69. Indian Cancer Research Centre, Bombay.
70. Tata Memorial Hospital, Bombay.
71. Chittaranjan Cancer Research Centre, Calcutta.
72. Physiotherapy Training Centre.
73. King Edward Memorial Hospital, Bombay.
74. Nutrition Research Institute, Coonoor.
75. Demographic Teaching and Research Institute, Bombay.
76. All India Council for Post Graduate Medical Education.
77. Delhi Development Authority,

78. The Central Council of Health.
79. Indian Pharmacopoeia Committee.
80. Central Council of Local Self Government.
81. Vallabh Bhai Patel Chest Institute, New Delhi.
82. Hirakud Dam Project.
83. Tungabhadra Board.
84. Central Flood Control Board.

List of Competitive Autonomous Undertakings which are not routing their advertisements through the DAVP

1. Chittaranjan Locomotive Works, Chittaranjan.
2. Singareni Collieries Co., Ltd.
3. Export Risks Insurance Corporation, Bombay.
4. Fertilizer Corporation of India, Bombay.
5. Shipping Corporation, Bombay.
6. Heavy Electricals Corporation, Bhopal.
7. Hindustan Insecticides (P) Ltd., New Delhi.
8. Nahan Foundry, Nahan.
9. Hindustan Antibiotics, Poona.
10. State Bank of India, Bombay.
11. Reserve Bank of India, Bombay.
12. State Bank of Hyderabad.
13. Life Insurance Corporation of India, Bombay.
14. Indian Refineries Ltd., New Delhi.
15. Hindustan Steel Ltd. Ranchi.
16. Hindustan Housing Factory, New Delhi.
17. Indian Telephone Industries, Bangalore.
18. State Trading Corporation, New Delhi.
19. Indian Drugs and Pharmaceuticals Ltd., New Delhi.
20. Hindustan Cables Ltd., Burdwan.
21. Hindustan Machine Tools Ltd., Bangalore.
22. National Newsprint and Paper Mills Ltd., Nepanagar.
23. Praga Tools Corporation Ltd., Secunderabad.
24. Hindustan Photo Films Manufacturing Co. Ltd., Madras.
25. Bharat Electronics, Bangalore.
26. Prototype Machine Tool Factory.
27. Hindustan Teleprinters Ltd., Guindy, Madras.
28. India Oil Company, Bombay.
29. Ashoka Hotel, New Delhi.
30. Air India International, Bombay.
31. Orissa Mining Corporation (P) Ltd.
32. Heavy Machinery Engineering Corporation.

APPENDIX—VI

(Vide para 22)

Statement showing the quantity and cost of Publicity Materials produced by the D.A.V.P. in Second Plan period

| Media | Total copies | Cost in Rs. |
|--|---------------------|-----------------|
| 1956-57 | | |
| <i>Printed Publicity</i> | | |
| Booklets/folders | 25,23,000 | 3,10,500 |
| Broadsheets | 5,15,000 | 1,13,000 |
| Posters | 10,00,000 | 1,35,000 |
| Maps/calendars/Greeting cards | 1,80,000 | 1,17,200 |
| | <u>42,18,000</u> | <u>6,75,700</u> |
| Press Advertisements | Five advertisements | 2,00,30 |
| <i>Outdoor Publicity :</i> | | |
| Enamel Boards | 1958 | 1,58,125 |
| Display Frames | 1520 | 29,700 |
| Cinema Slides | 18,732 | 22,000 |
| Buss Boards | 300 | 9,034 |
| Projectograph | .. | 6,600 |
| | | <u>2,25,459</u> |
| 1957-58 | | |
| <i>Printed Publicity :</i> | | |
| Booklets/folders | 5,51,000 | 85,300 |
| Posters | 26,55,000 | 2,96,850 |
| Broadsheets | 1,50,000 | 45,000 |
| Picture/postcards/calendars/maps/handbills | 17,86,000 | 2,93,690 |
| | <u>51,42,000</u> | <u>7,20,840</u> |
| Press Advertising | 5 advts | 1,85,750 |
| <i>Outdoor Publicity :</i> | | |
| Hoardings and Bus Boards | (1 + 420) = 421 | 12,100 |

| Media | Total copies | Cost in Rs. |
|--|--------------------|-----------------|
| <i>1958-59</i> | | |
| <i>Plan and Community Development</i> | | |
| <i>Printed Publicity</i> | | |
| Booklets/Folders | 21,79,000 | 2,81,650 |
| Posters | 9,00,000 | 1,05,000 |
| Broadsheets | 4,50,000 | 1,40,000 |
| Maps/Calendars/Handbills | 9,75,000 | 1,84,615 |
| | <u>45,04,000</u> | <u>7,11,265</u> |
| Press Advertising : | 7 advts. | 2,17,375 |
| <i>Outdoor Publicity</i> | | |
| FYP Metal Tablets (4×5275)=21,100 | 6 | 61,600 |
| FYP Bus Boards (erection) | 83 | 2,155 |
| FYP Hoarding (Repainting ($290+68$)=358 | 358 | 47,967 |
| Cinema Slides | 18,100 | 51,310 |
| Poster Frames for aerodromes | 170 | 5,700 |
| | | <u>1,68,732</u> |
| <i>1959-60</i> | | |
| <i>Plan and Community Development</i> | | |
| <i>Printed Publicity</i> | | |
| Booklets/folders | 13,13,000 | 1,69,500 |
| Broadsheets | 1,50,000 | 44,000 |
| Posters | 50,00,000 | 3,76,500 |
| Handbills/Maps etc. | 51,40,000 | 1,92,000 |
| | <u>1,16,03,000</u> | <u>7,82,000</u> |
| Press Advertising | 11 Advis. | 2,46,619 |
| <i>Outdoor-Publicity</i> | | |
| Poster Frames for P.Os. | 2,160 | 48,400 |
| FYP Hoardings (Erection) | 3 | 748 |
| | | <u>49,148</u> |

| Media | Total copies | Cost in Rs. |
|---|--------------|-------------|
| 1960-61 | | |
| <i>Plan and Community Development</i> | | |
| <i>Printed Publicity</i> | | |
| Booklets/Folders | 16,05,000 | 2,20,700 |
| Broadsheets | 7,00,000 | 1,83,000 |
| Posters | 23,30,000 | 1,98,000 |
| Handbills/Maps/Calendars/blotters | 1,17,45,000 | 3,72,300 |
| | 1,63,80,000 | 9,94,100 |
| Press Advertising | 12 Advts. | 4,23,400 |
| <i>Outdoor Publicity</i> | | |
| Metal Tablets | 5,275 | 14,300 |
| Cinema slides (5×3268)=16340 | .. | 38,178 |
| Hoardings (Erection, Painting) $3+1=4$ | .. | 1,106 |
| | | 53,584 |

Publicity for the metric system of weights and measures
Materials produced

| Printed Publicity | 1957-58 | Total number of copies | Cost in Rs. |
|---|---------|------------------------|-------------|
| Posters | | 5,00,000 | 50,000 |
| 1958-59 | | | |
| <i>Printed Publicity</i> | | | |
| Brochures/Folders | | 20,00,000 | 1,00,000 |
| Conversion Tables | | 28,00,000 | 67,000 |
| Handbills | | 2,00,000 | 5,750 |
| | | 50,00,000 | 1,72,750 |
| Press Advertising | | 7 Advts. | 5,19,960 |
| <i>Outdoor Publicity</i> | | | |
| Metal Tablets | | 50,000 | 1,07,300 |
| Cinema slides (3×3182) | | 9,546 | 21,000 |
| | | | 1,28,300 |

| Printed Publicity | Total number of copies | Cost in Rs. |
|---------------------------------|---------------------------|-----------------|
| 1959-60 | | |
| <i>Printed Publicity</i> | | |
| Brochures/Folders | 10,06,000 | 45,400 |
| Posters | 10,00,000 | 83,000 |
| Conversion Tables | 39,54,000 | 89,500 |
| | <u>59,60,000</u> | <u>2,17,900</u> |
| Press Advertising | 6 Advts. | 3,46,621 |
| <i>Outdoor Publicity</i> | | |
| Metal Tablets | 21,983 | 50,500 |
| Cinema Slides (3X381) | 9,843 | 9,675 |
| | | <u>60,175</u> |
| 1960-61 | | |
| <i>Printed Publicity</i> | | |
| Folders/Brochures | 15,000 | 6,600 |
| Posters | 2,00,000 | 22,500 |
| Broadsheets | 7,50,000 | 1,50,000 |
| Conversion Tables | 37,54,000 | 66,000 |
| Handbills | 1,50,00,000 | 1,36,000 |
| | <u>1,97,19,000</u> | <u>3,81,100</u> |
| Press Advertising | 6 Advts. | 2,67,672 |
| <i>Outdoor Publicity</i> | | |
| Metal Tablets' | 70,000 | 1,60,000 |
| Cinema slides | 948 | 1,572 |
| | | <u>1,61,572</u> |

In the Second Plan period, 3202 sets of selected denominations of metric weights were also supplied to the States for demonstration and exhibition. The total approximate cost is Rs. 48,000.

APPENDIX VII

(Vide para 55)

Statement showing the Headquarters and jurisdiction of Five Year Plan Publicity Mobile Units.

| Headquarters of the Unit | No. of districts or other territorial units covered | Names of districts |
|--------------------------|---|--------------------|
| 1 | 2 | 3 |

ANDHRA PRADESH

| | | |
|--------------------|---|--|
| 1. Cuddapah . . . | 3 | Cuddapah, Nellore & Chittoor. |
| 2. Hyderabad . | 4 | Hyderabad, Nalgonda, Madak and Nizamabad. |
| 3. Kurnool . . . | 3 | Kurnool, Anantapur and Mahboobnagar. |
| 4. Guntur . . . | 3 | Krishna, Guntur & West Godavari. |
| 5. Visakhapatnam . | 3 | Visakhapatnam, East Godavari and Srikakulam. |
| 6. Warrangal . . . | 4 | Warrangal, Khamam, Karimnagar and Adilabad. |

ASSAM, MANIPUR & TRIPURA

| | | |
|------------------|---|--|
| 1. Gauhati . . . | 5 | Kamrup, Goalpara, Khasi, Jaintia Hills and Garo Hills. |
| 2. Tezpur . . . | 3 | Darrang, Nowgong and North Lakhimpur Sub-Division of Lakhimpur Dist. |
| 3. Silchar . . . | 5 | Cachar, Aijal (Lushia Hills), and North Cachar Sub-Division of United Mikir, North Cachar Hills and Tripura. |
| 4. Jorhat . . . | 3 | Sibsagar, Dibrugarh Sub-Division of Lakhimpur district, and Mikir Hills Sub-Division of United Mikir and North Cachar Hills. |
| 5. Imphal . . . | 2 | Union Territory of Manipur and Naga Hills. |

| 1 | 2 | 3 |
|---|---|--|
| BIHAR | | |
| 1. Muzaffarpur | 4 | Muzaffarpur, Saran, Champaran and Darbhanga. |
| 2. Bhagalpur . | 4 | Bhagalpur, Monghyr, Saharsa and Purnea. |
| 3. Patna . . | 3 | Patna, Gaya and Shahabad. |
| 4. Hazaribagh . . | 3 | Hazaribagh, Santhal Parganas and Dhanbad. |
| 5. Ranchi . | 3 | Ranchi, Palamau and Singhbhum. |
| GUJERAT | | |
| 1. Baroda | 9 | Baroda, Sabarkantha, Ahmedabad, Kaira, Panchamahals, Broach, Mehsana, Bankantha and Surat. |
| 2. Rajkot . | 7 | Amreli, Sorath, Gohilwad, Halar, Kutch, Zalwad, and Madhya Saurashtra . |
| JAMMU & KASHMIR | | |
| 1. Batote | 2 | Doda and Udhampur. |
| 2. Rajouri | 2 | Poonch district and Akhnoor Tehsil only of Jammu district. |
| 3. Jammu | 4 | Kathua district and Tehsils of Jammu, Ranbirsingh Pura and Samba of Jammu district. |
| 4. Srinagar . . | 1 | Srinagar. |
| 5. Anantnag . . | 1 | Anantnag. |
| 6. Baramulla . . | 2 | Baramulla and such parts of Muzaffarabad which are on the Indian side of cease-fire line. |
| 7. Leh . . . | 1 | Ladakh. |
| KERALA AND LACCADIVE, MINICOY AND AMINDIVI ISLANDS | | |
| 1. Trivandrum . | 3 | Trivandrum, Quilon and Alleppey (<i>less</i> Ambalappuzha, Shertally & Kuttanad Talukas). |
| 2. Kottayam . . | 4 | Kottayam and Ambalappuzha, Shertally and Kuttanad Talukas of the Alleppey district. |
| 3. Trichur | 3 | Ernakulam, Trichur and Palghat (only Chittur, Alathur and Palghat Talukas). |

| I | 2 | 3 |
|-------------------------|---|---|
| 4. Kozhikode . . . | 4 | Palghat (less the aforesaid three talukas), Kozhikode, N. Wynad Taluka of Cannanore district and Laccadive and Minicoy Islands. |
| 5. Cannanore . . . | 2 | Cannanore (less N. Wynad Taluka and Mahe. |
| 6. Alleppey (Boat Unit) | 1 | Waterlogged areas. |

MADHYA PRADESH

| | | |
|-------------------|---|--|
| 1. Indore | 9 | Indore, Khargone, Khandwa, Jhabua, Dhar, Ujjain Dewas, Ratlam and Mandasaur. |
| 2. Gwalior | 6 | Gwalior, Bhind, Morena, Shivpuri, Dattia & Guna. |
| 3. Jabalpur . . . | 8 | Jabalpur, Narsingpur, Demoha, Sagar, Mandla, Chhindwara, Seoni and Balaghat. |
| 4. Bilaspur | 6 | Bilaspur, Raigarh, Sarguja, Jagdalpur, Raipur and Durg. |
| 5. Rewa | 7 | Rewa, Sidhi, Shahdol, Satna, Panna, Chhatarpur and Tikamgarh. |
| 6. Bhopal | 7 | Sehore, Raisen, Bhilsa, Raigarh, Shajapur, Hoshangabad and Betul. |

MADRAS

| | | |
|--------------------|---|---|
| 1. Madras . . . | 3 | Madras, Chingleput & North Arcot. |
| 2. Tiruchirappalli | 5 | Tiruchirappalli, Tanjore and South Arcot and Pondicherry and Karikal (former French Possessions). |
| 3. Madurai | 4 | Ramnad, Tinnevely, Madurai and Kanyakumari. |
| 4. Coimbatore | 3 | Coimbatore, Salem and Nilgiris. |

MAHARASHTRA

| | | |
|-------------------|---|---|
| 1. Poona | 7 | Poona, Ahmednagar, Dangs, Nasik, Thana, Bombay and West Khandesh. |
| 2. Nagpur | 7 | Nagpur, Amraoti, Akola, Wardha, Bhandardara, Chanda and Yeotmal. |
| 3. Aurangabad | 7 | Parbani, Aurangabad, Bhir, Nanded, Osmanabad, East Khandesh and Buldhana. |
| 4. Kolhapur . . . | 6 | North Satara, South Satara, Kolhapur, Sholapur, Ratnagiri and Kolabad. |

| 1 | 2 | 3 |
|---|---|---|
| MYSORE | | |
| 1. Belgaum . . . | 4 | Belgaum, Bijapur, North Kanara and Dharwar. |
| 2. Bangalore . . . | 6 | Bangalore, Kolar, Tumkur, Chitaldrug, Mysore & Mandya. |
| 3. Hassan . . . | 5 | Coorg, South Kanara, Hassan, Shimoga and Chikmagalur. |
| 4. Gulbarga . . . | 4 | Raichur, Bellary, Gulbarga and Bidar. |
| ORISSA | | |
| 1. Bhubaneswar . . . | 3 | Cuttack, Puri and Dhenkanal. |
| 2. Berhampur . . . | 4 | Ganjam, Baudh-Phulbani, Koraput districts, and Kalahandi District (excluding Nawapara Sub-division). |
| 3. Sambalpur . . . | 4 | Sambalpur, Sundergarh and Bolangir districts and Newapara Sub-Division of Kalahandi Distt. |
| 4. Balasore . . . | 3 | Balasore, Mayurbhanj and Keonjhar-garh. |
| PUNJAB, HIMACHAL PRADESH AND DELHI | | |
| 1. Chandigarh . . . | 4 | Ambala, Karnal and Rohtak Districts and Una Tehsils of Hoshiarpur District. |
| 2. Patiala | 4 | Patiala, Sangrur, Bhatinda and Ludhiana |
| 3. Jullundur . . . | 5 | Jullundur, Amritsar, Kapurthala and Gurdaspur districts and Dasuya and Hoshiarpur Tehsils of Hoshiarpur District. |
| 4. Hissar | 3 | Hissar, Mohindergarh and Ferozepur. |
| 5. Delhi | 2 | Whole of Union Territory of Delhi and Gurgaon district. |
| 6. Palampur . . . | 3 | Mandi, Chamba and Kangra. |
| 7. Simla | 4 | Simla, Mahasu, Bilaspur and Sirmur. |
| RAJASTHAN | | |
| 1. Jaipur | 3 | Jaipur, Bharatpur and Alwar. |
| 2. Kotah | 5 | Kotah, Bundi, Tonk, Sawai-Madhopur and Jhalawar. |
| 3. Ajmer | 4 | Ajmer, Bhilwara, Pali and Sirohi. |
| 4. Udaipur . . . | 4 | Udaipur, Dungarpur, Banswara and Chittor. |

| 1 | 2 | 3 |
|------------------|---|--|
| 5. Jodhpur . . . | 5 | Jodhpur, Jalore, Barmer, Jaisalmer and Nagaur. |
| 6. Bikaner . . . | 5 | Bikaner, Churu, Sikar, Jhunjhunu and Ganganagar. |

UTTAR PRADESH

| | | |
|--------------------|----|---|
| 1. Agra . . . | 9 | Agra, Etah, Mainpur, Etawah, Mathura, Farrukhabad, Jalaun, Jhansi and Ali-garh. |
| 2. Allahabad . . . | 8 | Allahabad, Fatehpur, Banda, Pratapgarh, Hamirpur, Sultanpur, Rae Bareilly and Kanpur. |
| 3. Lucknow . . . | 10 | Hardoi, Bahraich, Faizabad, Sitapur, Gonda, Barabanki, Lakhimpur Kheri, Lucknow, Shahjahanpur and Unnao |
| 4. Meerut . . . | 7 | Meerut, Muzaffarnagar, Dehra Dun, Saharanpur, Tehri Garhwal, Bulandshahr and Bijnor. |
| 5. Moradabad . . . | 8 | Moradabad, Rampur, Bareilly, Pillibhit, Almora, Nainital, Budaun and Pauri-Garhwal. |
| 6. Varanasi . . . | 9 | Varanasi, Jaunpur, Deoria, Mirzapur, Azamgarh, Gorakhpur, Ghazipur, Ballia and Basti. |

*WEST BENGAL AND ANDAMAN AND NICOBAR ISLANDS

| | | |
|---------------------|---|---|
| 1. Calcutta . . . | 6 | Howrah, 24 Parganas, Calcutta, Hooghly, Nadia and Murshidabad. |
| 2. Durgapur . . . | 5 | Burdwan, Birbhum, Bankura, Purulia & Midnapore (North and South). |
| 3. Jalpaiguri . . . | 5 | Jalpaiguri, Cooch Bihar, Darjeeling, West Dinajpur and Malda. |
| 4. Port Blair . . . | 1 | Whole of the Union Territory of Andaman & Nicobar Islands. |

*There is no separate Regional Officer in the West Bengal Region at present. The field publicity is being looked after by the Information Officer, Press Information Bureau, Calcutta in addition to his own duties, with effect from the 1st December, 1961.

APPENDIX VII

(Vide para 60)

Statement showing the details of Grants-in-aid sanctioned by the Ministry of Information and Broadcasting to the Non-Official Institutions during the 2nd Plan period in furtherance of Plan Publicity Programme.

| Serial No. | Name of Grantee Institutions | Amount of Grant-in-aid sanctioned during | | | | | | | Total |
|------------|---|--|----------|----------|----------|----------|-----------|-----|-------|
| | | 1956-57 | 1957-58 | 1958-59 | 1959-60 | 1960-61 | 1960-61 | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | |
| | | Rs. | Rs. | Rs. | Rs. | Rs. | Rs. | Rs. | |
| 1. | Bharat Sevak Samaj (Jan Jagran Vibhag) | 2,84,090 | 3,70,000 | 4,00,000 | 3,75,000 | 3,82,971 | 18,12,061 | 6 | |
| 2. | Harijan Sevak Sangh, Delhi | 4,000 | .. | .. | .. | .. | 4,000 | | |
| 3. | Meerut College, Meerut. | 280 | .. | .. | .. | .. | 280 | | |
| 4. | All India Women's Conference, New Delhi | 4,000 | 2,000 | 6,000 | 650 | .. | 12,650 | | |
| 5. | Rama Krishna Mission Institute, Calcutta | .. | 1,000 | .. | .. | .. | 1,000 | | |
| 6. | Banaras Hindu University, Banaras | 1,500 | .. | .. | .. | .. | 1,500 | | |
| 7. | Young Women's Christian Association, New Delhi | .. | 4,661 | .. | 300 | .. | 4,961 | | |
| 8. | Principal, Science and Banashankari Arts College, Dharwar | .. | 900 | .. | .. | .. | 900 | | |
| 9. | All India Boy Scouts' Association, New Delhi | .. | .. | 500 | .. | .. | 500 | | |
| 10. | Young Men's Christian Association, Bangalore | .. | .. | 1,200 | .. | 1,000 | 2,200 | | |

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|-----|---|----|-------|-------|-------|--------|
| 11. | Indian Adult Education Association, Delhi | 1: | 400 | .. | .. | 400 |
| 12. | Delhi State Balkan-Ji-Bari, Delhi | .. | 500 | .. | .. | 500 |
| 13. | Bharatiya Adimjati Sevak Sangh, Delhi | .. | 54 | .. | .. | 54 |
| 14. | Registrar, Punjab University, Chandigarh (for University Planning Forums Conference). | .. | 1,000 | .. | .. | 1,000 |
| 15. | Young Men's Christian Association, Ernakulam | .. | .. | 300 | .. | 300 |
| 16. | Delhi State Bharat Scouts & Guides, New Delhi | .. | .. | 300 | .. | 300 |
| 17. | National Planning Association, Patna | .. | .. | .. | 4,000 | 4,000 |
| 18. | Universities in India (for the celebration of 'National Plan Day') | .. | 3,950 | 4,800 | 5,302 | 14,052 |
| 19. | Planning Forums of the Universities (for the celebration of 'National Plan Day') | .. | 2,200 | 3,600 | 6,860 | 16,510 |
| 20. | Universities of Jadavpur, Lucknow, Baroda, Patna, Roorkee, Annamalai (for the establishment of information Centres) @ Rs. 675/- per University. | .. | .. | 4,050 | .. | 4,050 |

(The amount has not been drawn by the Patna University).

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|-----------------|----------|----------|----------|----------|----------|-----------|
| TOTAL | 2,93,870 | 3,80,761 | 4,17,454 | 3,89,000 | 4,00,133 | 18,81,218 |
|-----------------|----------|----------|----------|----------|----------|-----------|

APPENDIX IX

(Vide para 73)

Current List of Performing Troupes and Artists of each category (Statewise and Language-wise.)

Number of Artists for each category of performance :

| Name of the Region | Language | Drama: | <i>Folk play</i> <i>e.g. Naachi/ & similar</i> <i>Bhawai, performances sangam</i> <i>Tamasha/ like</i> <i>Nautanki, Daskathia</i> <i>etc.</i> | Harikatha Burrakatha Kathapra- gan, etc. | Folk Songs, Ballads, Aalha etc. | Puppet Bomma- latam and Kathputli, etc. | Dance & Music Concerts | Qawali | Kavi Samme- lan/ Mushairas | |
|--------------------|-----------|--------|--|---|--|---|------------------------------|--------|-------------------------------------|--|
| I | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Andhra Pradesh | Telugu | 3 | 2 | 3 | 9 | 5 | 6 | .. | 1 | Performers are not re- gistered. |
| Assam | Assamese | 2 | .. | .. | .. | 2 | .. | 13 | .. | |
| Bihar | Hindi | .. | .. | 6 | .. | 5 | 1 | 3 | 1 | |
| Gujarat | Gujarati | 3 | 3 | 14 | .. | 1 | .. | .. | .. | |
| Jammu and Kashmir | Kashmiri | .. | .. | .. | .. | .. | .. | .. | .. | |
| Kerala | Malayalam | 2 | .. | .. | 1 | .. | .. | .. | .. | |
| Madras | Tamil | 3 | .. | 3 | 1 | .. | 2 | 2 | .. | |
| Madhya Pradesh | Hindi | 2 | 2 | 3 | .. | 10 | .. | 7 | 7 | |
| Mysore | Kannada | 4 | .. | 5 | .. | .. | .. | 1 | .. | |
| Maharashtra | Marathi | 3 | 3 | .. | .. | .. | .. | .. | .. | |

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|-----------------------------|----|----|----|---------------|----|----|----|----|----|----|----|----|----|
| Orissa | . | . | . | Oriya | 3 | .. | 4 | .. | .. | .. | 8 | .. | .. |
| Punjab | . | . | . | Hindi | 1 | .. | 1 | .. | 1 | .. | .. | 1 | 1 |
| West Bengal | . | . | . | Bengali | 5 | .. | .. | 4 | .. | .. | 6 | .. | .. |
| Andaman and Nicobar Islands | . | . | . | Hindi/Bengali | 1 | .. | .. | .. | 1 | .. | .. | .. | .. |
| Delhi | . | . | . | Hindi | .. | .. | 2 | .. | 8 | 2 | .. | .. | .. |
| Himachal Pradesh | . | . | . | Hindi | 2 | .. | .. | .. | .. | .. | .. | .. | .. |
| Manipur/Tripura | . | . | . | Hindi | 1 | .. | 1 | .. | 1 | .. | .. | 1 | 1 |
| Manipuri | .. | .. | .. | .. | .. | .. | .. | .. | 8 | .. | 11 | .. | .. |

APPENDIX X

Summary of Recommendations/Conclusions contained in the Report

| S. No. | Reference to Para No. | Summary of recommendations/conclusions |
|--------|-----------------------------|--|
| 1 | 2 | 3 |
| 1 | 4 | The Committee hope that the post of Joint Secretary will not be continued longer than is absolutely necessary. |
| 2 | 5 | Since there are specified Central Organisations in the field such as the Directorate of Field Publicity, Directorate of Advertising and Visual Publicity, etc. which also purport to effect coordination in important aspects of Plan publicity, the Committee feel that once the broad pattern and framework of Plan publicity has been formulated in sufficient detail in consultation with the Ministries and State Governments and made known to the media units in the initial stages of the Five Year Plan, it may not be necessary to maintain for long a separate high level officer for co-ordination and liaison work. They suggest that the position may be carefully reviewed by Government to see whether the post of Adviser, Plan Information and Publicity could be surrendered. |
| 3 | 6 | The justification for having the high grade post of Officer on Special Duty (Kashmir Publicity) which at the time of its creation in February, 1949 carried only a fixed pay of Rs. 920/- p.m. and which had been held by the present incumbent from the inception, is not quite apparent and the position needs to be reviewed. |
| 4 | 7 | The Committee would like to draw attention to para 24 of their Seventy-sixth Report on the Ministry of S.R. & C.A.—CSIR where they had suggested that the strength of class IV staff might be adjusted on the basis of one daftri and one peon for two sections and would urge that not only economies be effected in this behalf in the Ministry of Information and Broadcasting but that the Cabinet Secretariat may bring the Estimates Committee's recommendations to the notice |

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of all Ministries and Departments for compliance. Where there is a messenger pool as in this case, the Committee would naturally expect that the strength of peons should even be less than the number admissible on the above scale.

5 12 The Committee would like to stress that the *inter se* distribution of advertisements in acceptable papers should be related to their circulation. Since ready data about circulation of papers (language-wise) is now available with the Registrar of Newspapers whose office is also incidentally located in Delhi there should be no difficulty in applying this criterion.

6 14 The Committee feel that there is further scope for making increasing use of language papers particularly for display advertisements of autonomous bodies.

The Committee would also suggest that in order to allay any misgivings on the part of the public or the press about distribution of advertisements, the Ministry may include details regarding the number of papers used for advertisements, the space consumed and the expenditure incurred (language-wise) for classified and display advertisements separately in its Annual Report.

7 15 While it may be that the rates suggested by the Press Commission have become somewhat unrealistic due to efflux of time, there is no gain-saying the fact that there should, in equity, be some direct and close relationship between the advertisement rates and circulation of papers. The Committee suggest that the Directorate may keep this in view while settling rates for Government advertisements.

8 16 The Committee would like a target time to be fixed for making payment to papers for advertisements. The Directorate should also try and settle all matters regarding revised rates for the ensuing year before its commencement.

Government may consider setting up a consultative body to improve in general, relationship with the papers and to go into difficulties in settlement of rates, payment of bills etc.

9 17 The Committee find that a number of Government undertakings/organisations which are not commercially competitive, are not routing their advertisements through the DAVP. Centralisation of the work of

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advertisements of autonomous Government undertakings in the DAVP would, on the one hand, further strengthen its bargaining position and on the other, secure concessional rates for the undertakings. The Committee fail to see why all Government undertakings which are not of a commercially competitive nature are not routing all their advertisements through the DAVP and are thereby unnecessarily losing the benefit of concessional rates.

The Committee also feel that it should be possible for even commercially competitive Government undertakings to route their classified advertisements through the DAVP in order to get the benefit of concessional rate for insertion of such advertisements does not require any specialised assistance of any advertising agency.

The Committee have every hope that the commercially competitive and other autonomous bodies follow accepted principles in inserting advertisements in papers.

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The Committee suggest that the Ministry might review the position with a view to see if the departmental charges of 10% are fully justified in relation to the expenditure involved in handling the work and whether they could be reduced as a further incentive to the autonomous bodies to route the advertisements through it.

The DAVP should also ensure that the quality and promptness of its service is in no way inferior to what the public undertakings could have got from private advertising agencies.

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Now that the Directorate of Advertising and Visual Publicity has a programme for catering to the needs of Public Undertakings, the Committee feel that readership surveys may also be arranged to be carried out by the Directorate.

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In order to bring down the huge extra expenditure on procurement of paper, the Committee consider that greater efforts should be made by the Chief Controller of Printing & Stationery to satisfy the requirements of major consuming units like the DAVP.

The Committee would also suggest that the DAVP, on its part, should be prepared to accept, through the Chief Controller of Printing and Stationery, substitutes,

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if they are close enough to its specifications, rather than obtain from the printers the desired quality at considerable extra cost.

- 13 24 The Committee feel that the procedure suggested by the Ministry of Works, Housing and Supply for obtaining the inescapable requirements of art paper, drawing material and other articles required for the Studio and Exhibition Division by placing an emergent indent on the Director General, India Supply Department, London may help to make the best of a difficult situation and may be followed in future.
- 14 25 In order to prolong the life of the posters, the Committee suggest that arrangements might be made in collaboration with the State Governments, to supply poster boards like those in use in Post Offices and Railway Stations, to Panchayats and Block Development Offices, or else to provide special display surfaces duly protected from rain etc. The question of giving the posters some special chemical treatment which would prolong their life may be got investigated with the assistance of the appropriate national laboratories.
- 15 27 The large accumulation of material numbering over 68 lakhs, cannot but be an obvious pointer to the need for streamlining the distribution machinery.
- The Committee are also of the view that *prima facie* the percentage prescribed for reserve stock to meet unexpected demand is excessive and suggest that economies in the print order may be explored by keeping the reserve to the absolute minimum based on the past trends of such demands and the nature of the material to be produced.
- 16 28 The Committee feel that it should be possible to considerably increase efficiency of distribution by modernising the methods and improving the working conditions.
- 17 29 The Committee suggest that the Ministry may investigate the reasons for non-receipt of materials by the people/institutions concerned with a view to plug the loopholes in the distribution system.
- 18 30 The Committee do not find any justification for setting up a parallel machinery by DAVP for distribution

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of the publicity material in various regions. They would suggest that the assistance of the Regional/ Branch Offices of the Press Information Bureau may, where necessary, be sought for distributing the publicity material in other places.

- 19 31 The Committee feel that with the decentralisation of work on the lines suggested in para 30 above, the workload in the Directorate proper is bound to lessen and would accordingly recommend that the position regarding staff requirements of the Distribution Branch may be reviewed thereafter.
- 20 32 The Committee consider that the Directorate as a whole should be provided early with a suitable and adequate habitation and suggest that the matter may be taken up with the Ministry of Works, Housing and Supply.
- 21 33 The Committee consider that for a sizeable reduction in the rate of increase of population, it is imperative that public education in family planning is intensified to bring home to the people the gravity of the problem.
- 22 34 As far as Central Government agencies are concerned *e.g.* hospitals in Union Territories, Contributory Health Service Scheme, medical services in Railways and Public Undertakings, Employees' State Insurance Corporation etc., the Committee are of opinion that there should be no insurmountable difficulty in making family planning an integrated part of normal medical and health services. This could well be the model for the States to emulate.
- 23 35 Studies of population growth during the past few decades show that the growth of population is very much marked in the States of Kerala and West Bengal. It is necessary that publicity on family planning is intensified in these States in particular, as also in those areas in other States where similar trends are noticeable.
- The Committee would also like to lay special stress on the imperative necessity of conveying the message of family planning in industrial, rural and slum areas. This should be accompanied by the ready availability of contraceptives and facilities for sterilisation etc. so as to make the programme truly effective.
- 24 36 The Committee suggest that the Ministry may investigate the reasons why the State Governments had

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not made full use of the duplicates of exhibits on family planning and effect necessary improvements keeping in view the requirements of different States.

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| 25 | 37 | The DAVP should also help in making available audio-visual publicity aids such as magic lantern slides, film-strips, models, flannelgraphs, etc. which are required by family planning workers to explain the message to the people. The feasibility of providing standard portable exhibition material to form part of the kit of the family planning educators, particularly those going into the rural, industrial and slum areas may be explored. |
| 26 | 38 | The Committee suggest that the films on family planning produced by the Films Division of the Ministry may be dubbed in all regional languages and converted into 16 mm. so that they can be shown by Central and State field publicity units to rural audiences. Since films constitute an important media of family planning publicity, the Committee consider that there is need for producing more films on the subject to focus public attention on this crucial national problem. |
| 27 | 39 | The Committee suggest that action may be initiated early to obtain the necessary equipment for the mobile vans for family planning and the same pressed into service without delay. |
| 28 | 40 | The Committee recommend that the DAVP should in conjunction with the Ministry of Health, endeavour to disseminate information on sterilization to the lay public on as wide a scale as possible through pamphlets specially prepared for the purpose in regional languages so that such prejudice as may exist, based on vague knowledge and hearsay, is removed. |
| 29 | 41 | The Committee suggest that the Ministry may arrange to undertake very early a study of the impact of the publicity campaign on family planning by random sampling in selected areas with a view to ascertain (a) whether the material has actually reached the villages and has been displayed properly and (b) how far it has succeeded in creating the necessary motivation for family planning. |
| 30 | 42 | In chalking out its publicity programme and in the preparation of publicity material on family planning, the Committee suggest that the DAVP. |

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should enlist the cooperation of voluntary agencies like the Family Planning Association of India which has a rich fund of field experience in the line.

- 31 43 Besides improving the locking arrangement in the saving boxes as well as the slot, the Ministry may also consider the question of manufacturing the saving boxes in a variety of designs and colours to capture people's imagination. There is need for making them available extensively and of informing the people at large of their price and availability.
- 32 44 Since the supply of exhibits is centralised in the DAVP, there does not appear to be enough justification for the existence of the posts of the Regional Exhibition Officers. Coordination with the State Governments could as well be effected through the Regional Field Publicity Officers. The Committee recommend that these posts may be abolished.
- 33 45 The Committee suggest that an assessment of the utility of the mobile exhibition vans in carrying the message of the Plan to the masses may be made before multiplying the vans on an ambitious scale.
- 34 46 The Committee suggest that an evaluation of plan publicity achieved through the broad gauge coach may be carefully made having regard not only to the staff employed by DAVP and the expenditure incurred on it, but also keeping in view the haulage charges borne by the Railways and the proposal to increase mobile exhibition vans. In the light of the evaluation, a programme may be drawn up for each Railway Zone having regard to the gauge in use and the number of way-side stations to be covered.
- 35 47 It is seen from the figures of budget and expenditure of the DAVP that a sum of more than Rs. 20 lakhs has had to be surrendered during each of the last 3 successive years. The Committee hope that under the revised procedure, the Ministry of Finance will ensure that funds are not unnecessarily locked up on schemes which may not materialise during the course of the year.
- 36 51 In the absence of a detailed assessment of the activities of the field publicity organisation since its inception in 1953, it is difficult to say how far it has succeeded in its objective of providing an all-India angle to

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publicity which will promote national integration. The Committee are of the view that before carrying out any large-scale expansion of the Organisation, as proposed, the Government should make a careful and objective assessment of the work done by the Field Publicity Units to make sure that there is no avoidable duplication of effort between the Central and the State machinery.

- 37 52 The Committee are not convinced that talking points could not be furnished by the Directorate for want of adequate staff. The Director could have taken steps to fill the gap either on his own or with the assistance of the Directorate of Advertising and Visual Publicity, or the Song and Drama Division under the guidance of Adviser, Plan Publicity. In any case, the Committee would like the work to be given immediate attention since nearly a year of the Third Plan has elapsed. In the mean time, it should be possible for all the Regional Officers who are in a sufficiently high scale of Rs. 700—1250, to provide talking points to the field publicity officers as indeed, the Committee find, has been done by some of them.
- 38 53 Literature on the draft Third Plan and on the finalised Plan should have been brought out soon after their publication. The Committee would stress that literature on the Plan should be made available in the regional languages and should be so prepared that it shows how the regional requirements have been well taken care of in the national Plan. It may be a good idea to publicise the important changes which are made in the Plan from time to time, specially at the time of annual review, so that people at large are kept informed and their interest in planning sustained.
- 39 54 The Committee do not see adequate justification for the posts of one L. D. C. and one peon in a mobile unit and suggest that these may be abolished. Likewise, the staffing pattern of Regional Offices needs to be revised and economy effected by abolishing the post either of a peon or daftry.
- 40 55 The Committee suggest that the rationalisation and reorganisation in the matter of setting up field units and in determining their jurisdiction may be effected early.

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- 41 56 The Committee need hardly stress that the vehicles should be kept road-worthy at all times. They recommend the drawing up of an efficient schedule of maintenance for the mobile units and strict adherence thereto. Instructions should be laid down to ensure that the field staff are gainfully employed when any field vehicle goes out of order. The Committee would like the Director, Field Publicity and the Regional Officers to keep a close watch on the touring performance of the regions so that the prescribed target of 20 days is reached.
- 42 57 The Committee suggest that the monthly programmes drawn up for field staff should be carefully scrutinised to see that the objective of reaching the masses is served by devoting greater attention to the rural areas. For this purpose, the definition of the term 'rural areas' as adopted by the census authorities may be followed.
- The Committee further suggest that certain areas may be selected in each State for intensive publicity so that people's reactions to the programmes may be closely studied and the programme improved in the light thereof.
- The Committee suggest that in the course of the inspection tours the Regional Offices may also occasionally take charge of a unit say once a month by rotation and hold model demonstrations so that on the one hand, the junior field staff are trained in the adoption of better methods of handling audiences and on the other, the Regional Officer gets to know at first hand the reactions of the people which should help him to effect further improvements in the programmes.
- 43 58 Since the Directorate of Field Publicity is primarily a field organisation and has fairly senior officers in the scale of Rs. 700—1250 in charge of regions, the Committee are not convinced of the need for increasing further the strength in the headquarters office.
- 44 59 As the different media units of the Ministry *viz.*, the All India Radio, the Press Information Bureau, the Directorate of Field Publicity, the Exhibition Division of the D A V P and the Publications Division have their establishments at a number of places all over the country, and in some cases two or more of the offices are in the same place, the Committee feel that

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by locating these offices under one roof wherever possible, economy could be effected on rent of buildings and on establishment, by pooling the Class III and IV staff. Such an arrangement would also make for better coordination between the media units and efficient functioning.

The Committee observe that various offices under the same Ministry are situated in the same place but in different buildings. They suggest that efforts may be similarly made to house the offices in a single building in order to bring about economy and increase coordination among them.

- 45 60 It is surprising that even after having felt the necessity, as early as 1958, of making an enquiry into the results of publicity done by the Bharat Sevak Samaj out of the funds made available to it by Government, the Ministry have not taken any concrete steps so far in that direction. The Committee are of the view that before any further funds are released to the Samaj and other voluntary agencies for publicity work in the Third Plan, a thorough review of the utilisation of grants by such bodies together with an assessment of the results achieved, should be undertaken by the Ministry in order to establish clearly that the country derives benefit commensurate with the substantial outlay involved.
- 46 65 The Committee recommend that having regard to the quality of the performances and the publicity achieved, the effectiveness of the scheme to sponsor a few selected troupes in different States may be evaluated before it is extended to other States.
- 47 66 The Committee would like the Government to ensure by advance planning, that the minimum number of performances, as laid down, are actually staged by the Central Drama Troupe and that they are spread out evenly throughout the year.
- 48 67 The Committee would suggest that the question of staging performances of the Central Drama Troupe in States other than Delhi, Punjab, Himachal Pradesh and Jammu and Kashmir may be considered.

In view of the fact that the Central Drama Troupe is mainly for purposes of experimentation and demonstration, the Committee suggest that a study might be made with a view to see how far it has

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| | | succeeded in its objectives of raising the standards of stage in the Hindi speaking areas and of usefully influencing the stages in other areas in the country. |
| 49 | 68 | The feasibility of holding the Summer Drama Festival in cosmopolitan cities other than Delhi, by rotation, may be examined. |
| 50 | 69 | The Committee note that the receipts from the sale proceeds of tickets for the Festival are very meagre as compared of the expenditure incurred. They would suggest that ways and means may be found to reduce the gap by cutting down to the minimum, if not altogether, the issue of complimentary tickets etc. |
| 51 | 71 | The Committee recommend that the scheme of training traditional folk entertainment parties may be tested on a pilot basis in the first instance by starting one camp in the North and another in the South and extended only when found successful. |
| 52 | 72 | As ballets are an expensive media of publicity, the Committee suggest that the Ministry would do well to concentrate on other popular media. It would also be desirable to undertake an assessment of the ballet as a medium of plan publicity in relation to the production cost involved, before making any large scale commitments in the Third Plan. |
| 53 | 73 | The Committee would like the Government to take concerted steps to see that at least a few registered artistes/troupes are available in every State for the various types of performances which form an integral part of the activities of the Song and Drama Division. |
| 54 | 74 | In the Committee's view, better results in spotting out talent are likely to be obtained if some non-official elements are associated with the machinery for registering and selecting artistes, troupes etc. They suggest that a small advisory body composed of eminent authors, playwrights etc. may be set up at the regional level to assist the Regional Officers, Five Year Plan Publicity, in this work. |
| 55 | 75 | The Committee suggest that the Ministry may, in consultation with the State Governments, devise an attractive scheme so that good authors may give of their best for the cause of publicising the plan. It may also be ensured that the procedure followed |

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for scrutiny and selection of scripts is not unduly cumbersome and that the time lag in the receipt and final approval of the scripts is reduced to the minimum.

56 76 As 'Harikathas' and 'Burrakathas' have a wide appeal in rural areas, the Committee consider that the Government should devise suitable means of retaining the good artistes for sufficiently long period to give performances in these media.

57 77 The Committee would particularly like to draw the attention of the Ministry to the following important suggestions contained in the report on Evaluation of Five Year Plan Publicity:—

- (i) Theme must relate to real problems of every day life; (Series 1).
- (ii) There should be more publicity for plans relating to South Indian States. (Series 1).
- (iii) Programmes smack of official attitudes and the public relations work on the part of field officers has to be improved and reoriented series 1 & 3).

The Ministry may examine these and other suggestions which have been high-lighted by the Evaluation Report and ensure that those which would go to make plan publicity more effective and popular within the existing outlay are adopted without avoidable loss of time.

APPENDIX XI

Analysis of recommendations contained in the Report.

I. CLASSIFICATION OF RECOMMENDATIONS

A. Recommendations for improving the organisation and working
S. Nos. 5-11, 13-17, 20-31, 33-34, 36-38, 40-42, 45-49, 51-57.

B. Recommendations for effecting economy
S. Nos. 1-4, 12, 18, 19, 32, 35, 39, 43, 44 and 50.

II. ANALYSIS OF THE MORE IMPORTANT RECOMMENDATIONS DIRECTED TOWARDS ECONOMY.

| Serial No. | No. as per summary of recommendations | Particulars. |
|------------|---------------------------------------|--|
| I | 2 | 3 |
| 1 | 1 | The post of Joint Secretary, may not be continued longer than is absolutely necessary. |
| 2 | 2 | Government may examine if the post of Adviser, Plan Information and Publicity may be surrendered. |
| 3 | 3 | Position regarding continuance of the post of Officer on Special Duty (Kashmir Publicity) may be reviewed. |
| 4 | 4 | The strength of class IV staff should be adjusted on the basis of one Daftri and one Peon for two Sections. Where there is a messenger pool, the strength should be fixed on a lesser scale. |
| 5 | 12 | Greater efforts should be made by the Chief Controller of Printing and Stationery to meet the requirements of paper of the DAVP so as to curtail the extra-annual expenditure of Rs. 7 to 8 lakhs on procurement thereof through other agencies. |
| 6 | 18 | There is no justification for establishing separate Regional Distribution Offices for the DAVP. |

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| 7 | 19 | The position regarding staff requirements for the Distribution Branch of the DAVP needs to be reviewed in the light of decentralisation of distribution work. |
| 8 | 32 | There does not appear enough justification for the existence of the posts of Regional Exhibition Officers. |
| 9 | 35 | Under the revised scheme of financial decentralisation, the Ministry of Finance may ensure that funds are not unnecessarily locked up on schemes which may not materialise during the course of the year. |
| 10 | 39 | The posts of a L.D.C. and a peon in the Mobile Units of the Directorate of Field Publicity may be abolished. Likewise the staffing pattern of the Regional Offices needs to be revised and economy effected by abolishing the post either of a peon or dafti. |
| 11 | 43 | There are no convincing reasons for strengthening the staff in the headquarters office of the Directorate of Field Publicity. |
| 12 | 44 | Economy should be effected by the Ministry by locating its offices in the same place in one building and by pooling the Class III and IV staff wherever possible. Silmilar arrangements might be made by other Ministries to accommodate their various offices in the same place in one building. |
| 13 | 50 | Ways and means may be found to reduce the gap between income and expenditure on Summer Drama Festivals by cutting down to the minimum, if not altogether, the issue of complimentary tickets etc. |