

Minister here in this House, it cannot develop.

I wanted to know from him what would be the character of the Corporation and the extent of its accountability to Parliament. The Minister has kept silent on it. I am very sorry. As regards labour relations, I pointed out that some fussy things are being done, that people are upgraded who do not deserve it, and sometimes upgrading takes place atrociously regardless of labour laws and certain principles. The Minister has kept silent. The most painful thing which occurs to me is, I never mentioned about air hostesses. I know air hostesses have a very difficult task to perform. They certainly take an enormous amount of risk. I never said anything about that. I said simply about the Passenger Relations officers who were recruited when, of course, there was no need for them. Even if there was some need, they were given a certain preferential treatment regardless of principles and regardless of rules, which has brought about unrest and discontentment among the labourers. If aviation is so important and labour has to be satisfied by giving higher salaries and higher amenities, it is also true that labour must feel satisfied that the treatment that is meted out to them is not different and discriminatory, and that it is fair and honourable.

With these words, I conclude.

*GOVERNMENT ADVERTISEMENTS

श्री भक्त बर्षान (गढ़वाल) : उपाध्यक्ष महोदय, २२ अप्रैल, १९५८ को मेरे एक पतारकित प्रश्न संख्या २५८१ के उत्तर में सूचना तथा प्रसारण मंत्री जी ने यह बतलाया था कि सन् १९५७ में जो सरकारी विज्ञापन हमारे देश के समाचार-पत्रों को दिये गये उनका मूल्य इस प्रकार था :

“सजावट यानी डिस्के विज्ञापन, अंग्रेजी मसबाराँ को—६,५०,७२७ ₹०,

श्रीर हिन्दी तथा अन्य भारतीय भाषाओं के पत्रों को—७,९५,०५१ ₹०
वर्गीकृत यानी क्लासिफाइड विज्ञापन अंग्रेजी के पत्रों को—१२,४८,०६६ ₹०
श्रीर हिन्दी तथा अन्य भारतीय भाषाओं के पत्रों को—२,५७,४२८ ₹० ।”

इस सम्बन्ध में मुझे यह निवेदन करना है कि स्वतंत्रता प्राप्ति से पहले हिन्दी तथा दूसरी देशी भाषाओं के पत्रों ने स्वाधीनता संग्राम में जो योग दिया वह इतिहास की वस्तु है। जनसाधारण के अन्दर चेतना लाने में श्रीर स्वराज्य संग्राम की कहानी को प्रत्येक गांव तक पहुंचाने में उन्होंने जो प्रशंसनीय भाग लिया उसको दोहराने की मुझे जरूरत नहीं है। हम सब लोग, जो भारतीय भाषाओं के पत्रों के शुभचिन्तक और प्रशंसक हैं, यह समझते रहें थे कि स्वाधीनता प्राप्ति के बाद हमारे पत्रों को प्रोत्साहन मिलेगा, और मैं यह भी निवेदन करना चाहता हूँ कि हमारे माननीय मंत्री महोदय तथा हमारे सरकारी प्रवक्ता लोग समय समय पर यह घोषित करते रहे हैं कि यही उनकी भी नीति है, लेकिन मुझे क्षमा किया जाय जब कि मैं यह कहना चाहता हूँ कि उनकी कथनी और करनी में अन्तर प्रतीत होता है।

कुछ वर्षों पहले जिस प्रेस आयोग की स्थापना की गई थी उसने भी इस प्रश्न का गहराई से अध्ययन किया था और उसने कुछ सुझाव दिये थे। प्रेस आयोग की सिफारिशों पर चाहे पूरी तरह अमल न हो पाया हो, लेकिन विज्ञापनों के सम्बन्ध में जो सिफारिशें उमने की थीं, उनके बारे में माननीय मंत्री जी ने यह घोषित किया था कि उनके सिद्धान्त को स्वीकृत कर लिया गया और उन पर धीरे धीरे अमल किया जायेगा। लेकिन मैं देख रहा हूँ कि इस आश्वासन के बावजूद भी अभी तक भारतीय भाषाओं के पत्रों के साथ पूरा न्याय नहीं

[श्री भक्त वार्धन]

किया जा रहा है। मेरे एक पिछले प्रश्न के उत्तर में बतलाया गया था कि सन् १९५६-१९५७ में अंग्रेजी के समाचारपत्रों को २१ लाख, ३५ हजार, २४६ रु० के विज्ञापन दिये गये, हिन्दी के समाचारपत्रों को ३ लाख, १ हजार, २६५ रु० के विज्ञापन दिये गये और अन्य भाषाओं के पत्रों को ६ लाख, ६३ हजार, ५१५ रु० के विज्ञापन दिये गये। इस वर्ष की स्थिति तो मैं आपके सामने रख ही चुका हूँ। अब हम तमाम प्रांकड़ों को देखें तो उममे स्पष्ट हो जायगा कि वास्तव में यह कितना अन्याय हो रहा है।

प्रेस कमीशन ने अपनी रिपोर्ट में बतलाया था कि हमारे देश के अन्दर उस समय जो ३३० दैनिक समाचार पत्र थे उनमें से अंग्रेजी में कुल ४१ समाचार पत्र थे और उनकी ग्राहक संख्या ६ लाख, ९७ हजार थी, हिन्दी के दैनिक पत्रों की ग्राहक संख्या ३ लाख, ७९ हजार थी और अन्य भारतीय भाषाओं के जो २१३ दैनिक पत्र थे उनकी ग्राहक संख्या १४ लाख, ५० हजार के करीब थी। यानी कुल ग्राहक संख्या २५ लाख, २५ हजार थी। इस समय स्थिति यह है, अभी प्रेस रजिस्ट्रार की रिपोर्ट ३१ दिसम्बर, १९५६ तक के बारे में निकली है, उससे कुछ प्रांकड़ों पर प्रकाश पड़ता है। उसमें यह बतलाया गया है कि जो २,३०३ सारे समाचार पत्र थे देश के अन्दर जिनके प्रांकड़ मिल पाये थे उनमें से अंग्रेजी के ४५९ समाचारपत्रों की ग्राहक संख्या २३ लाख ४९ हजार यानी २५.२५ प्रतिशत थी। हिन्दी के समाचार पत्रों की संख्या ४०३ थी, उनकी ग्राहक संख्या १५ लाख, २४ हजार थी, यानी कुल ग्राहक संख्या का १६.६ प्रतिशत। अन्य भाषाओं के समाचारपत्रों की संख्या १४४१ थी, उन की ग्राहक संख्या ५३ लाख, ३४ हजार थी, यानी ४२.१ प्रतिशत।

इन प्रांकड़ों से स्पष्ट है कि यदि ग्राहक संख्या के आधार पर इन सरकारी विज्ञापनों

का वितरण किया जाये तो अंग्रेजी के समाचारपत्रों को २५ प्रतिशत से अधिक विज्ञापन नहीं मिलने चाहिये। लेकिन जैसा कि मैंने आपसे निवेदन किया और माननीय मंत्री जी स्वयं प्रांकड़ों से स्वीकार कर चुके हैं कि अंग्रेजी के समाचारपत्रों को पिछले वर्ष १८ लाख, ९८ हजार, ७९३ रु० के विज्ञापन दिये गये और हिन्दी तथा अन्य भाषाओं के समाचारपत्रों को मिला कर १० लाख, ७० हजार, ४७९ रु० के विज्ञापन दिये गये।

इस सम्बन्ध में मैं यह भी निवेदन करना चाहता हूँ कि जो अंग्रेजी के पत्रों के साथ पक्षपात किया जा रहा है, उससे पीछे एक और भी कहानी है। सभी अंग्रेजी के समाचार पत्रों को भी समान रूप से विज्ञापन नहीं दिये जाते, और ऐसा प्रतीत होता है कि कुछ ऐसे समाचारपत्र हैं जिनको ज्यादा दिया जात है, बल्कि एक तरह से उनको मोनोपोली अर्थात् एकाधिकार दे दिया गया है। कुछ दूसरे समाचारपत्र ऐसे हैं जिनको बहुत कम मिलते हैं या नहीं के बराबर मिलते हैं। यह अंग्रेजी समाचारपत्रों के बीच में असमान नीति के अवलम्बन का परिणाम है; फिर हिन्दी और दूसरी भाषाओं के जो समाचारपत्र हैं उनका कहना ही क्या है?

श्री बी० चं० शर्मा : उदाहरण दीजिये।

श्री भक्त वार्धन : मैं उदाहरण भी बतलाता हूँ। यहीं दिल्ली के ही उदाहरण ले लीजिये। दिल्ली में हिन्दुस्तान टाइम्स के अंग्रेजी संस्करण का जितना सर्कुलेशन है, उसको छोड़ कर अगर हम देखें तो जो हिन्दी के दैनिक समाचारपत्र हैं, 'हिन्दुस्तान' और 'नवभारत टाइम्स', उनकी ग्राहक संख्या दिल्ली से निकलने वाले अन्य अंग्रेजी के समाचार पत्रों, जैसे 'स्टेट्समैन', 'टाइम्स आफ इंडिया', 'इंडियन एक्सप्रेस' और 'हिन्दुस्तान स्टैंडर्ड', की ग्राहक संख्या से भी ज्यादा है। इन अंग्रेजी के दैनिक समाचारपत्रों से यहां के हिन्दी समाचारपत्रों का सर्कुलेशन ज्यादा है।

लेकिन फिर भी विज्ञापन देने में, मुझे आंकड़े नहीं मिल पाये, पर अगर तुलना की जाय तो हिन्दी के समाचारपत्रों को पासंग बराबर भी नहीं मिलते ।

मैं इस सम्बन्ध में अधिक नहीं कहना चाहता हूँ, केवल इतना निवेदन करना चाहता हूँ कि माननीय मंत्री महोदय से कि इसमें एक सिद्धान्त स्वीकार किया जाना चाहिये कि ग्राहक संख्या के अनुपात में, जितने भारतीय भाषाओं के समाचारपत्र हैं, उनकी ग्राहक संख्या के अनुपात में उनको विज्ञापन मिलने चाहिये । यहाँ पर मैं एक बात और भी स्पष्ट कर देना चाहता हूँ कि मने जो वाद विवाद उठाया है वह केवल हिन्दी के समाचारपत्रों के लिये नहीं है, बल्कि जितने भी भारतीय भाषाओं के समाचार पत्र हैं, उनकी तरफ़ से मैं यह निवेदन करना चाहता हूँ कि उनकी ग्राहक संख्या देख कर, जम-जैमा जिम पत्र का सक्रियता हो उसके अनुसार, विज्ञापनों का वितरण किया जाय ।

दूसरी बात मैं यह कहूँगा कि जो हमारे सरकारी समाचारपत्र निकलते हैं, जैसे 'योजना' आदि, क्या गवर्नमेंट ने कभी सोचा है कि उन माध्यम का उपयोग क्यों न किया जाय ? मैंने देखा है कि बहुत से हमारे सरकारी समाचारपत्र निकल रहे हैं, मेरा व्यक्तिगत अनुभव है, हो सकता है और माननीय सदस्यों का भी हो, कि जो 'योजना' पत्र निकलने लगा है, और जो सरकारी तौर पर पत्र निकलते हैं, उनकी बनिसबत ज्यादा लोकप्रिय हो रहा है, जनता के अन्दर उसकी काफी पहुँच हो रही है, तथा लोग उसे ज्यादा पसन्द कर रहे हैं । यदि उसके द्वारा विज्ञापन दिये जायें तो यह भी एक अच्छा तरीका हो सकता है ।

इस सम्बन्ध में मुझे एक निवेदन यह भी करना है कि शायद अभी तक यह प्रथा है कि जो सरकारी विज्ञापन दिये जाते हैं वे एडवर्टाइजिंग एजेंसियों के द्वारा दिये जाते हैं । मेरी राय में नहीं आता कि जब

सरकार के पास प्रेस-रजिस्ट्रार मौजूद है, हर प्रान्त में उसकी मशीनरी मौजूद है तो वह क्यों नहीं सीधे इन समाचारपत्रों को विज्ञापन देते ? जो बीच के एडवर्टाइजिंग एजेंसीज के लोग हैं उनको क्यों नहीं कमीशन खाने दिया जाता है ? यह लोग मिडिलमैन की तरह से कमिशन खाने हैं । जहाँ तक मुझे सूचना है इन एडवर्टाइजिंग एजेंसीज में से बहुत सी एजेंसीज विदेशी हैं । दोनों ही दृष्टिकोण से यह आपत्तिजनक चीज़ है । एक और हम एक विदेशी उद्योग को प्रोत्साहन दे रहे हैं और दूसरे ही वह उन लोगों को जो कमीशन देती हैं उसमें अपने यहाँ के समाचारपत्रों के साथ अन्याय हो रहा है ।

इसके सिवा मुझे एक बात और भी कहनी है और इस मंत्रालय को इस बारे में स्वयम् देखना चाहिये कि उसके सिवा जो और तरह की संस्थाएँ विज्ञापन देती हैं वे भी देशी भाषाओं के समाचारपत्रों के साथ न्याय करें । उदाहरण स्वरूप प्रेस आयोग ने बतलाया कि सरकारी विज्ञापनों में लगभग ४५ लाख रुपये दिये जाते हैं, पर हमारे सामने जो आंकड़े विभाग की तरफ से रखे गये, उनसे पता चलता है कि उन और से ३० लाख रु० दिया जाता है । तो यह १५ लाख रु० कहाँ गया ? तो जो हमारा यूनिवर्सल पब्लिक सर्विस कमिशन है या ग्रान्ड फोर्सेज हेडक्वार्टर्स हैं, या अन्य स्वतंत्र संस्थाएँ जो विज्ञापन देती हैं उनमें कोई १५ लाख ० जाता है । मैं माननीय मंत्री महोदय से निवेदन करना चाहता हूँ कि उनको इस बारे में कोशिश करनी चाहिये कि जो हमारा यूनिवर्सल पब्लिक सर्विस कमिशन है, उसके विज्ञापन और दूसरी संस्थाओं के विज्ञापन भी, जो इस मंत्रालय के द्वारा नहीं दिये जाते हैं, उनके अन्दर भी इसी सिद्धान्त का पालन किया जाना चाहिये ।

अन्त में मैं जो बात कहना चाहता हूँ वह यह है कि हमारे जिलों के अन्दर बहुत से समाचारपत्र हैं । उनमें से बहुत से ऐसे समाचारपत्र हैं जिनके पीछे वर्षों से त्याग

[श्री भक्त दर्शन]

और तपस्या का इतिहास है, और उन्होंने स्वाधीनता आन्दोलन में अपने को खपा दिया है लेकिन आज तक उनको कोई सहायता और सहयोग नहीं मिल रहा है। अतः इसके लिये एक नीति निर्धारित की जानी चाहिये। इस देश में लगभग ५०० जिले होंगे, प्रत्येक जिले में कम से कम एक समाचार को, जो मुफ्तस्मल में चलने लगा है, गावों के अन्दर पहुंचाने वाला है, उसको छांटा जाय और हर एक जिले के ऐसे समाचारपत्रों को समूचे सरकारी विज्ञापन दिये जायें।

में निवेदन करना चाहता हूँ कि जहाँ तक हमारे माननीय मंत्री जी का सम्बन्ध है, मुझे पूरा विश्वास है कि उनका हृदय हमारे साथ है, वह हमलिये प्रयत्नशील हैं, और मैं इसके लिये उन्हें बधाई देना चाहता हूँ, लेकिन कुछ ऐसा मानूँ होता है कि शायद वे भी परिस्थितियों में लाचार हैं। हम उनके हथ्यों को मजबूत करना चाहते हैं और उनसे अनुरोध करने हैं कि वे जरा और माहम के साथ आगे बढ़ें, ताकि उन्होंने समय-समय पर जो घोषणाएँ सदन में की हैं, और जो प्रास्तावित समय-समय पर दिये हैं, उनमें अतृकृत कार्यवाही की जा सके।

Shri Khadiikar (Ahmednagar):
When the Demands for Grants of this Ministry were discussed, I had made some points. As my hon. friend, Shri Bhakt Darshan, has brought this issue before the House by means of a half-an-hour discussion, I would like to pose a few questions, which I had posed during the debate on the last occasion and which the hon. Minister could, unfortunately, not answer on that day. I hope he would be pleased to answer them today.

At the outset, I must say that he has done a very good work, which is appreciated, regarding Indian music. I expect of him to do the same so far as the language Press is concerned. So far as the pattern of ownership of newspapers is concerned, it is getting monopolised. If at all we are going

to build up democracy in this country, the small Press must be kept alive; if it is not kept alive, democracy will be in danger in this country at this juncture. Keeping this in mind, the Press Commission had stated in their Report, 'It is unfortunate that the district and mofussil Press has not received adequate attention of Government as media of advertisements'. Therefore, this must be tackled from two angles. We must help them to survive because they are run by way of a mission. The distribution must be not only equitable, but we must, to some extent, help them and give them protection. While giving protection, no considerations of political affiliation should be brought in, because in this country the Opposition is not well organised, it is not financed. So even the Opposition Press, particularly the language Press, must be given adequate share of advertisements. On this point, I would like to get some definite information from him.

We now find that on every big or small occasion when a new factory is opened or a dam is built or foundation-stone laid, big supplements are being published. I have not come across a single supplement of this nature which is being financed by Government in the language Press, at different levels. So I would like to know from the Minister what is the policy in this regard.

Now I come to the third point. The Press Commission have taken note of one factor, that the grow-more-food advertisements are made in the English Press. Now we have, for instance, the Janata policy. We want to mop up savings. But so far as advertisements are concerned, if you take the total, the major portion is given to the big English Press and only small crumbs are thrown to the smaller fries in the Press industry.

Again regarding advertisements, when recruitment of technical staff

locally or otherwise is to be made—I have come across this complaint when I visited several steel plants and other industrial establishments—their complaint was that advertisements never appeared in the local papers where people could easily see and apply. There are many institutes there, but people do not know about vacancies. There are so many new concerns where recruitment takes place; but the local people do not know anything about it before hand, because the advertisements are given in some big English paper outside. I would, therefore, like to have some information on this also.

श्री बजराम सिंह (फिरोजाबाद) :

१. भारतीय भाषाओं में से हिन्दी को व अन्य भारतीय भाषाओं को मजाबूटी व वर्गीकृत विज्ञापन में से अलग अलग कितने-कितने रुपये का विज्ञापन तथा दृश्य प्रचार निदेशालय द्वारा ५७-५८ में दिया गया ?

२. भारतीय जनता का कितने प्रतिशत अंग्रेजी समाचार पत्र पढ़ते हैं तथा जनता का कितने प्रतिशत अलग अलग हिन्दी व अन्य भारतीय भाषाओं के समाचार पत्रों को पढ़ते हैं ?

३. वर्ष १९५६-५५ ५५-५६ ५६-५७ में सरकारी विज्ञापनों की भाषावार क्या स्थिति थी ?

४. क्या जाने वाले वर्षों में हिन्दी व अन्य भारतीय भाषाओं के समाचार पत्रों को भी मारे विज्ञापन देने का सरकार निश्चय नहीं कर चुकी है ?

५. यदि नहीं तो अंग्रेजी समाचार पत्रों को दिये जाने वाले विज्ञापनों में कोई बटौतरी करने का

सरकार का इरादा है या नहीं ? यदि हाँ तो किस प्रतिशत में और पूर्ण रूप में कब तक सरकार अंग्रेजी समाचार पत्रों को सरकारी विज्ञापन देना बन्द कर देगी ?

क्या सरकार के ध्यान में यह बात आई है कि अंग्रेजी समाचार पत्रों को दिया गया विज्ञापन व्यर्थ जाता है क्योंकि अंग्रेजी समाचार-पत्र पढ़ने वाले किसी न किसी भारतीय भाषा के समाचार पत्र को भी अवश्य पढ़ते हैं ?

उपाध्यक्ष महोदय : आध वंटे के लिये तो बहुत मवाल हाँ गये ।

श्री बजराम सिंह : क्या सरकार बतलायेगी कि हिन्दी भाषी राज्यों के अन्तर्गत निकलने वाले हिन्दी समाचार पत्रों व अंग्रेजी समाचार पत्रों को दिये जाने वाले विज्ञापनों का पारस्परिक क्या प्रतिशत है ?

Shri C. K. Bhattacharyya (West Dinajpur): Sir, I have only two questions. One is this. The Press Commission has in its report given the credit of having the largest circulation among newspapers published from one place to an Indian language newspaper, a Bengali newspaper, published from Calcutta—The Anand Bazar Patrika. I want to know whether the policy of the Government relating to advertisement is being guided by the opinion expressed by the Press Commission in this matter regarding the circulation of newspapers in different languages.

The second is whether the Government is aware of or awake to the position that the future of the Indian newspapers lies with the language Press and not so much with the English Press because in reaching the mass of the people, it is the language

[Shri C. K. Bhattacharyya]

Press which will come to help and not the English Press so much.

The Minister of Information and Broadcasting (Dr. Keskar): Mr. Deputy-Speaker, it would not be possible for me to reply to the large number of questions which have been posed. For instance, Shri Braj Raj Singh had given me a list of questions at least some of which require that I should find out statistics and data. It would take me sometime and it is not therefore possible for me to go more into the details of these questions here.

Mr. Deputy-Speaker: That may be supplied to the hon. Member afterwards.

Dr. Keskar: Yes, Sir, provided the questions are of such a nature that my Ministry is able to supply them. For instance there are questions regarding the State Governments also about which it would not be possible for me to say.

Shri Ranga (Tenali): Whatever you have at your disposal may be given.

Dr. Keskar: First of all, instead of trying to answer specific and small questions, it might be useful if I put before the House certain general considerations. Firstly, about the Press Commission. Mention has been made many times about the policy recommended by the Press Commission. I might at once say in brief that though we generally accept the approach of the Press Commission regarding this question, it is not possible for me to say that Government agrees to every comma and full-stop as given by the Press Commission. There are two fundamental points regarding which we agree. One was mentioned by Shri Bhattacharyya. We should certainly try to see that the language Press is encouraged more and more and the English Press should not get that much patronage which it has been getting up till now.

Shri Ranga: It is yet to be fulfilled.

Dr. Keskar: The second point is regarding the Government advertisements not being given on political considerations and being given on certain standards laid down for giving advertisements. I know what I say might be a little contradictory. My friend, Shri Bhakt Darshan, for instance in his speech, has made two statements which were at the same time contradictory. A number of papers have played a great role in the history of our liberation. The language papers have fought for our country and they should be helped now. That is what he says. With all my sympathy for that, if I go on that basis, a large part of this House will rise against me and say I am giving them on considerations which are political and it will be interpreted as patronage. I do not think it will be politic on my part to proceed on that basis however much I may like, unless the House authorises me to do that.

Shri C. K. Bhattacharyya: Since these are past history nobody will charge you that you are being guided by political considerations.

Dr. Keskar: I am afraid I cannot agree.

My experience is that I will certainly be assailed, and assailed very strongly. I have had to bear criticism on this basis. I know that even the smallest act of Government is wrongly interpreted even when it has been done with the best of intentions.

What I would like to put before the House is that we have very carefully evolved a policy on the basis of which we should give advertisements. We have laid down a broad outline of our approach. We distribute advertisements to periodicals and newspapers generally on the following basis: (i) to secure the widest

possible coverage within the funds available; and (ii) to reach the masses in all walks of life particularly where the advertisements carry a message to the people. In selecting newspapers and periodicals we generally keep the following considerations in mind: (i) effective circulation, (ii) regularity in publication, (iii) the class of readership of that paper, (iv) adherence to accepted standards of journalistic ethics, and (v) certain other factors such as production standards, the language in which it is being published, what public it is approaching etc. We try to take care to see that politics is not brought into this.

I know that in spite of all this and the objective way in which we try to give advertisements, criticism is made on the floor of this House and outside that Government gives advertisements on political considerations. This is not true, and I make bold to say it again that our policy has mainly kept in view the objective principles of giving advertisements to all papers which observe a certain standard and certain rules. I might mention, as an example, that all important papers belonging to the Opposition Parties are getting Government advertisements. I might read out a few names: *New Age*, *Janyug*, *Vishalandhra*, *Janyugam*, *Navjeevan*, *Nawan Zamana*, *Naya Path*, *Janshakthi*, *Lok Sevak*, *Krushak*—Cuttack, *Kerala Jantha*—Trivandrum, *Vigil*—Calcutta, *Samakalim*—Calcutta, *Yugdharma*—Nagpur, *Tarun Bharat*—Nagpur, *Pratap*—Jullundur, *Sanmarg*—Banaras, *Sanmarg*—Calcutta, *Gantantra*—Cuttack, *Prabhatam*—Quilon, *Chandrika*—Kozhikode, *Akali Patrika*—Jullundur.

These papers belong to opposition parties, and we give advertisements to them. We give advertisements to others also—this is just by way of illustration. I am not claiming that we give this much or that much, but we try to give to all papers and we do not in that process keep in view what is the opinion of that paper.

At the same time, I would like to make it clear that we feel that a paper must observe certain journalistic standards. It should not descend below a particular level if we have to consider it for giving advertisements. I have made it clear on the floor of this House many times that papers which are of the yellow type, which do not observe even ordinary decencies will not be given advertisements. They are quite at liberty to criticise us and we are prepared to take that criticism. Therefore, in view of this we do not give advertisements to certain papers, but only on that account and no other.

Two important points were stressed here (*Interruption*). I would not like in this little time at my disposal to stray into minor things and leave out the major things.

Shri D. R. Chavan (Karad): Have you got a list to those yellow-type papers?

Mr. Deputy-Speaker: That would be a controversial matter.

Dr. Keskar: I am not going to answer about a particular paper; I am standing here to explain the general principle. Let us take the quantum of Government advertisements. We have got two types of advertisements — there are classified advertisements and there are display advertisements. As far as display advertisements are concerned, the facts speak for themselves. I will now read out the figures for the last three-four years since we have tried to lay down a specific and determined policy to which I made a mention sometime back.

18 hrs.

Now, in 1955-56, we had given to the English papers about Rs. 7 lakhs for advertisement. In 1956-57, it came down to Rs. 5 lakhs. Let us come to Indian language papers. We had given to Indian language papers in 1954-55 Rs. 3,73,000 and we were

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having 1,05,000 column inches of space. In 1955-56, it went up to 1,10,000 column inches of space and from Rs. 3,73,000 we came to Rs. 4,71,000 in 1955-56. In 1956-57, we come to 2,17,000 column inches of space and Rs. 6,92,000. In 1957-58, we are at 2,22,000 column inches of space and Rs. 7,95,000 to the Indian language papers. Our policy has been that it is not possible practically.

Shri Sinhasan Singh (Gorakhpur): What about English papers?

Dr. Keskar: For English papers, in 1957-58, they got Rs. 6,50,000. The Indian language papers got Rs. 7,95,000. About space, English papers got 70,000 column inches and the Indian language papers got 2,22,000 column inches.

Sir, our policy has been to increase gradually and steadily the quantum of advertisement and money given to the language papers. This is a policy which we desire to carry out. It is not simply because Government wants it. Everyone of us wants it. It is obvious that like Shri Bhattacharyya we all want it, namely, greater aid to the language papers. But, at the same time, may I put it to the House that it is not practical to suggest that we stop advertisements to English papers or reduce it to such a small percentage in respect of the English papers and switch them on to the Indian language papers? It is not possible for two reasons. Firstly, even today, in most of the Governments,—I do not say all,—and in the Central Government, the business is carried on in English, and in a number of States and at the Centre it will be carried on in English for sometime to come however much we would like to switch over. I do not want to get into that controversy. The hon. Members are too well aware of it. As long as the State language remains English and a lot of administrative work is done in English, it is inevitable that Government will have to give a considerable portion of its advertisements to the English

papers. I am one of those who would like to switch on to the language papers at the earliest possible time and give very little to the English papers. But it is not possible for the Government to carry out such a sudden and brusque policy. Our policy—and I have to confirm it—is on right lines and that is slowly and gradually, every year, to increase the quantum and in a considerable measure money that we give to the language press. In fact, we are the target of criticism from the English press because of the great quantum of advertisements that we give to the language press.

I may also inform the hon. Members that we take great care to see that the advertisements are given to all language papers, in all languages. No language is left out and no particular language is given any special preference. We try to give to all of them. But our difficulty is this. If you take a particular unit, the money will not come to much. It is simply because of the fact that the number of papers in the Indian languages is in thousands. There are more than 400 dailies in Indian languages and if you take the weeklies, the number will run into thousands. If this money is divided by the number of papers, the amount per paper will be very small, and that is something which I cannot get over. Unfortunately, it is not possible for the Central Government to give a large sum of money for advertisement keeping in view that there are numerous papers throughout the country, because for any particular State, a large quantum of advertisement will come from the State itself, and it cannot be contributed by the Central Government.

Now I come to the crucial question of the classified advertisements, which is very important in understanding why if you total all the advertisements it appears that the English press has got preference over the language press.

I would first of all inform the hon. Members that classified advertisements can be divided into three heads—general classified advertisements issued by the various Ministries, classified advertisements issued by the U.P.S.C. and special unit of classified advertisements by the Rehabilitation Ministry. Now the U.P.S.C., which really has got nearly half or about 45 per cent. approximately of the advertisement quantum of classified advertisements, is a statutory body over which we have no control. It does not mean that we have no liaison with them. Therefore, it will be difficult for me to give an answer on their behalf, as they according to their constitution follow a particular policy. We have had discussions during the last two or three years about the desirability of giving advertisements to language papers, because people who want employment do not necessarily or ought not necessarily, read English papers. We have now succeeded in persuading them to advertise as an experiment as a sample, in five Indian languages.

Shri Braj Raj Singh: Not all?

Dr. Kesar: But, I am afraid, even now the largest part of their advertisements go to English papers. Sometimes I have not agreed to the particular papers to which they wanted to give the advertisements, but I am not authorized to interfere with their work very much. I would, therefore, submit to the hon. Members that this should be taken up really when discussion on the Commission comes. We are trying our best, as far as we can. But the constitutional authority given to the Commission is such that I am rather helpless in the matter, excepting by way of persuasion. And I do try to persuade them so that more and more quantum of advertisements go to the language press.

Then there are the advertisements relating to the Rehabilitation Department. They give certain types of advertisements regarding the properties for sale and things like that for rehabilitation purposes.

I will now give the figures in respect of some. For the U.P.S.C. we have taken a total space of about 54,000 column inches—I am talking of 1957-58 of which only 13,240 column inches went to non-English papers; the bulk of it went to English papers. All rehabilitation advertisements go to the English press. I am now coming to the other part, which is about half. We are trying to adopt a policy of having more and more advertisements in non-English papers and we are pressing other Ministries, who have classified advertisements, to do this. The space that was given for English papers was 35,698 column inches and to the non-English papers 36,458 column inches.

So, my point is that wherever we have been able to impress our policy on the units concerned, we have seen to it that the language press gets more and more. But, as far as the Commission is concerned, I am not in a position to influence them. I am afraid, I would not be able either to answer on their behalf or do anything except to convey the feelings of this House to the body concerned.

Shri Braj Raj Singh: What is the difficulty in impressing it upon the Rehabilitation Ministry?

Dr. Kesar: I will come to that. They feel that in order to get the quickest results for the particular sales or offers they must put in particular areas, they want them to be advertised in particular language.

I said this at the very outset, because otherwise it may be said that we are trying to juggle with figures. So, if all the total figures are taken, hon. Members will find that the English press is getting preference. Even if you total all the figures, the English press gets slightly more. But, as the hon. Members will find from the break-up of the figures, as far as this Ministry is concerned, whenever we have been able to follow that

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policy, we have given, and we are going to give encouragement systematic encouragement to the language press.

I must also inform hon. Members so that they should be under no misapprehension—that there are certain units which are not under this Ministry. For example, the Railways do their own advertising. There is a certain liaison as far as general policy is concerned, but they are perfectly free and they do their own advertising. All the statutory corporations are entirely independent and do not come within the purview of what I have mentioned. So, whatever I am talking here is on behalf of the other Ministries, excepting the Railways and the statutory corporations of which I made a mention just now.

I might say that we are taking steps to guard against the danger to which a reference was made by Shri Bhakt Darshan that certain big papers should not get a monopoly of advertisements. There are some difficulties about classified advertisements which should be faced. For example, if there is an advertisement for a particular employment and the money to be spent is possibly for only one insertion, the Ministry or the unit wants that it should be given, or it can only be given, to any one paper. They have not got the money to give the advertisement to many papers. In that circumstance, the tendency will always be that we should advertise in the paper with the largest circulation. There it is very difficult to answer the argument that it should go to a paper which has larger circulation because it will reach the largest number of people. But even there in order to obviate the tendency of monopoly for a certain paper with the largest circulation to get all the stray advertisement, which when put together become very big, we have tried to lay down—in fact, we have laid down—a policy that when such adver-

tisements come up, we stagger the advertisement. i.e. we give to one paper which has the largest circulation and then next time we give it to the next largely circulated paper so that one paper alone does not get the monopoly. These are minor difficulties which come up and which hon. Members might be keeping in view if we are to solve this question of classified advertisements.

Then there are very specialised types of advertisements, for example, advertisements of the Atomic Energy Commission. They feel that only certain very qualified people will apply and therefore it should be given only to certain type of papers and it need not go to all papers. Such advertisements have to be kept for certain types of papers. But leaving these details apart, our policy is exactly what hon. Members want. At the same time, we are not trying to do things in a jump. We are trying to go from one stage to another, steadily progressing and giving more and more advertisements to the language papers.

Shri Ranga: Could not an effort be made to extend the same policy to all the State undertakings?

Dr. Keskar: If the House puts its weight on my side, that will become possible. But at present I am rather helpless in the matter. We have tried and we have not succeeded.

About the question of a body like the U.P.S.C., it is not possible for me to say anything more. They have their reasons and I do not want to say anything about it. But the House is now fully aware of the position and if they support us, I think we can progress further regarding other units.

Shri Ranga: In which way can we support?

श्री जगत हर्षण : श्रीमन् मंने कहा था कि एडवर्टाइजिंग एजेंसीज के द्वारा विज्ञापन न दे कर गवर्नमेंट बराहे-रास्त विज्ञापन दे । इस के बारे में माननीय मंत्री जी ने कुछ नहीं कहा है ।

Dr. Keskar: I would say only one word. I think probably hon. Members are not aware that advertising agencies are not paid anything extra by us. Advertising agencies are like the agencies, for example, of the Indian Airlines Corporation, to which commission is paid. Whether we give it to the paper direct or we give it to the advertising agency, the Government does not spend a pie more. There are arrangements by which the agencies work. We do give advertisements direct to a number of papers,

but certain papers have an arrangement with the advertising agencies and there we prefer to do it through the agency.

Secondly, as far as the agencies are concerned, we are trying to see that Indian agencies get preference and that they are built up. I am quite aware of the hold and the influence of certain foreign established agencies, but they have built themselves up and it is not easy to do away with them at one stroke. We will see that the others also come up to their level and we are quite aware of the position.

18.15 hrs.

The Lok Sabha then adjourned till Eleven of the Clock on Thursday, the 8th May, 1958.