

TRANSCRIPTION No. 113

This Resolution, as I find it, has two parts. The first part relates to an enquiry into the MONOPOLISTIC hold / of foreign owned and foreign controlled advertising agencies in India. The second part is in regard to the desirability of / Government taking advantage of Indian advertising firms in relation to its advertisement of nationalised concerns, railways, and so forth. / In so far as the first part is concerned, I do not think that is necessary and I do not / think that we have any need to enquire into the working of foreign owned and foreign controlled advertising agency firms. (100) So long as it is the policy of Government to permit foreigners to operate in this country, I do not / think that if there is a private sector they should be subject to frequent enquiries. In so far as this / part of the Resolution is concerned, I am afraid, I cannot ACCORD it my support. But in so far as / the second part of the Resolution is concerned, there is absolutely no CONFLICT between my head and heart in giving / my full support to that part of the Resolution. It is difficult for me to ADDUCE arguments in support of (200) this very desirable proposition, as I do not know what arguments could be advanced against it. I should have liked / very much Dr. Keskar to speak first if he were opposed to it, because I think that any reasonable person / should support it. But the / likely objections may be these and I am trying to analyse them. First, it might / be stated that it might mean DISCRIMINATION. But I do not think that argument HOLDS WATER because there is no / question of discrimination involved. Government have gone out in different fields of activity in assisting and FURTHERING Indian participation, progressive (300) INDIANISATION of Services and so forth. Even in the tea industry, I believe, the Government is trying to break the / monopoly of foreign tea BROKING firms by supporting the rise of Indian firms in the tea broking business which is a / very specialised and a kind of monopolistic business. So, I do not think that Dr. Keskar would advance that / argument at all because that is a PREPOSTEROUS argument.

The second argument may be that we have not firms of / sufficient quality and standard. Now, let us first examine whether that proposition is true. I submit that that proposition is (400) not quite true although in reply to a question by the mover of the Resolution, the hon. Minister for Information and Broadcasting, did say that they sometimes find themselves in difficulty when they had ENTRUSTED advertising business to Indian firms. / Now, I do not know if you are aware that one of the most important advertisements that appear in papers is / that of the Tea Board and that advertisement is, I think, by an Indian agency. I do not think that / anybody here would CONTENT that the art quality attained by the firm which is entrusted with this advertisement work (500) is

in any way inferior to the work done by any of the foreign agencies, because every one of us / has seen the advertisements of tea. And as for myself, I can say that I am perfectly satisfied with the / quality of work done by that firm. Now, if that is so, then it cannot be contended that there are no / Indian firms of adequate standard and quality. The question then may be asked that there are not sufficient numbers / of such Indian firms. And if there are not sufficient numbers, then all the advertisements could not probably be entrusted (600) to them to be properly handled. On that I have not, I am afraid, sufficient information. Probably the hon. / Minister knows better as to how many Indian firms there are who can compare favourably or who are probably better / than foreign advertising firms. But to the extent that there are, there can be no argument that so far as / Government advertising work is concerned, it should be entrusted to such firms. I understand that these Indian advertising agency firms / had met Government and they were given certain assurances. And I find that the Ministry of Production had, subsequent to (700) the meeting, issued DIRECTIVES to all corporations under its control to make use of Indian advertising agencies. I should have / thought that that directive would have been based on an appreciation of the work that could be performed by the / Indian advertising agency firms. But the surprising part of it is that, even thereafter, many public undertakings like NEPA mills / and the new nationalised Insurance Corporations have entrusted their work to foreign agencies. This certainly is surprising. I had said / just now that a question might be asked as to whether there were sufficient firms of the REQUISITE standard available (800) to handle all the work. If there are not, I believe that there is a duty CAST upon Government to / create conditions so that an adequate number of firms of the requisite standard may come up. Everybody is aware that / advertising is a specialised job.

Then, there should be provision for the training of PERSONNEL. I find in the memorandum / which the Indian Advertising Agency firms submitted to the Government that they had also made certain proposals in this regard. / I should very much like to know if Government has taken any action in this regard because it is desirable (900) that Indian personnel should be trained to equip themselves for this highly specialised work. But, so far as the Resolution / is concerned, I do not think that so eminent a person as the hon. Minister would in any way object / to the second portion of the Resolution and it is really a little shameful that, while we have firms of / adequate standard and quality, Government business should be going out to foreign agency firms. This is not the SECTIONALISM. It / is certainly the duty of the Government to assist their own nationals, particularly when they are of the requisite quality. (1000 words)

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