

(b) While no study has been made to determine the benefits these two airlines derive from publicity, each year's publicity campaign is finalised keeping in view the competition in the airline market and the revenue targets to be achieved during the year.

(c) Yes, Sir.

(d) The guidelines laid down in this behalf are as follows :—

(i) Public Sector Undertakings should make a distinct provision in their budget towards expenditure on publicity and the Government Directors on their Boards should ensure the reasonableness of the amounts so provided.

(ii) Increasing use should be made of A.I.R. and Doordarshan.

(iii) There is advantage in Public Sector Undertakings routing their advertisements relating to tenders/recruitment etc. through the D.A.V.P. and as far as possible the services of those advertising agencies should be utilised which are accredited by the DAVP.

(e) The benefits of publicity work done by the two airlines directly accrue to these airlines and to the tourism industry. The names of advertising agencies on the panel of Indian Airlines and Air India are as follows :—

**Iadlan Airlines :**

(i) M/s Hindustan Thompson Associates Ltd.

(ii) M/s Clarion Advertising Services Ltd.

(iii) M/s Akshara Advertising.

**Air-India :**

(i) *India*—Hindustan Thompson Associates.

(ii) *United Kingdom*—Cornell May Stevenson.

(iii) *Continental Europe*—Creative Collaboration.

(iv) *USA and Canada*—Van Brunt and Company.

(v) *Hong Kong*—People and Grey.

(vi) *Australia*—Lockwoon Associates.

(vii) *Middle East*—Pan Gulf.

**Proposal to replace Rails of Narrow Gauges Lines**

1659. SHRI M.L. JHIKRAM : Will the Minister of TRANSPORT be pleased to state :

(a) whether Government propose to replace the old rails of narrow gauge lines by new ones ;

(b) whether Government also propose to replace the old steam engines by diesel engines on these lines ; and

(c) if so, the time by which this change is possible ?

THE MINISTER OF TRANSPORT (SHRI BANSI LAL) : (a) Yes, Sir. Renewal of old rails of Narrow Gauge lines is undertaken by released second hand rails on age-cum-condition basis.

(b) Old steam engines are proposed to be replaced by diesel engines and diesel rail cars.

(c) It is not possible to indicate definite time as it will depend upon the availability of resources.

**Food Served to Patients in Government Hospitals**

1660. SHRI SHANTI DHARIWAL : Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state :