

<i>District</i>	<i>No. of letter of intent issued</i>		
	<i>1987</i>	<i>1988</i>	<i>1989</i>
Dehradun	6	4	5
Tehri Garhwal	1	Nil	1

(b) and (c). Entrepreneurs setting up industries in backward areas are eligible for a number of incentives such as priority in the grant of industrial licences, concessional finance etc. In addition, the Finance Minister during his budget speech has announced that the Government propose to introduce a Central Investment Subsidy for small scale units in rural areas and backward regions.

[ *Translation* ]

#### **Rail Bridge Over Ganga in Patna**

7969. SHRI JANARDAN TIWARI: Will the Minister of RAILWAYS be pleased to state:

(a) the total amount allocated for the construction of railway bridge over Ganga river at Patna during 1990-91; and

(b) the total amount estimated to be spend on this project and the time by which it is likely to be completed?

THE DEPUTY MINISTER IN THE MINISTRY OF RAILWAYS (SHRI AJAY SINGH): (a) and (b). Engineering-cum-Traffic Survey for a rail bridge across river Ganga near Patna has been taken up. It is difficult to state at this stage the amount likely to be spent or the time of its completion.

[ *English* ]

#### **Image Building by Air India**

7970. SHRI M.M. PALLAM RAJU: Will the Minister of CIVIL AVIATION be pleased to state:

(a) the steps being taken to project Air India as a world class International Airline as against the previous image of one of the better airlines of the third World; and

(b) the expenditure incurred in various stages of this image building on advertisements, renovations of interiors of aircraft, improving customer service at airports abroad, etc.,?

THE MINISTER OF ENERGY AND MINISTER OF CIVIL AVIATION (SHRI ARIF MOHAMMAD KHAN): (a) Air India has taken steps to project itself as a world class airline by:

- i) Changing the Corporate identity through new design and colour schemes;
- ii) Modernising aged equipment;
- iii) Improved customer service; and
- iv) Advertisement of new image.

Expenditure incurred by Air India in projecting the new image does not only involve change in the corporate identity but also Section 41 mandatory technical modifications to boeing 747 aircraft which have completed 16,000 to 19,000 cycles and

modernisation of aged and outdated equipment on board like seats, panels, upholstery, toilets, etc.

Expenditure involved in the image improvement programme is given below:

<i>(Rs. in crores)</i>		
	<i>Total Expenditure</i>	<i>Amount spent during 1989-90</i>
1. Image re-design	1.53	1.53
2. Modernisation of equipment	57.34	19.63

An amount of Rs. 11.05 lakhs has been spent on advertisements relating to corporate identity programme, which is a part of the total publicity budget for the year 1989-90.

[ *Translation* ]

#### **Soron Railway Station (UP)**

7971. DR. MAHADEEPAK SINGH SHAKYA: Will the Minister of RAILWAYS be pleased to state:

(a) whether Soron Railway Station, district Etah in Uttar Pradesh is a second class Railways Station:

(b) whether there is no facility of public address system there; and

(c) if so, the action Government propose to take in this connection?

THE DEPUTY MINISTER IN THE MINISTRY OF RAILWAYS (SHRI AJAY SINGH): (a) Soron is a 'B' class crossing station open for booking of passengers, luggage and parcels.

(b) Yes, Sir.

(c) The present level of traffic at this station does not justify provision of Public Address System there.

#### **Expansion of Air India**

7972. SHRI GIRDHARI LAL BHARGAVA: Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether there is any proposal for expansion of Air India during 1990;

(b) if so, the estimated expenditure likely to be incurred thereon;

(c) the extent of improvement in the position of Air India after the implementation of the proposed schemes; and

(d) the details of revenue earned and expenditure incurred during the last three years?

THE MINISTER OF ENERGY AND MINISTER OF CIVIL AVIATION (SHRI ARIF MOHAMMAD KHAN): (a) and (b). Air India will be acquiring two Airbus A-310 aircraft in 1990 at an estimated cost of Rs. 217.81 crores.