

(b) if so, the reasons therefor; and

(c) the details of the International airline companies making payment of royalty to the Air India?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRIMADHAVRAO SCINDIA): (a) to (c). It is a well established international practice to enter into commercial arrangement where the national airline of a country operates to another country without the otherside operating to the country in question. Air India is not able to utilise tis traffic rights in foreign countries in full, owing to fleet constraints and commercial considerations. According to available information, the estimated receipt of Air India by way of royalty during 1991-92 is Rs. 17 crores. Th foreign airlines from whom royalties are expected are Aeroflot, Ethiopian Airlines, Czechoslovakia Airlines, Sabena (Belgian Airline), Syrina Air, Biman Bangladesh, Lot Polish, Turkish Airlines, Egypt Air, Royal Jordanian, Kuwait Airways and Tarom (Romanian Airline).

[English]

#### Resource Crunch Faced by ITDC

8058. SHRIMATI GEETA MUKHERJEE:  
SHR LOKANATH CH-  
OUDHURY:

Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether the India Tourism Development Corporation has been facing severe resource crunch during the last two years, till date;

(b) if so, the reasons therefor; and

(c) the steps being taken to remedy the situation?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRIMADHAVRAO SCINDIA): (a) and (b). ITDC's profitability has suffered a set back during last 2 years due to gulf war and its aftermath, internal disturbances in some parts of the country, issuance of tourism advisories by some countries declaring India as an un-safe destination, development in the erstwhile Soviet Union etc.

(c) The steps being taken by ITDC to improve its financial performance inter-alia include product improvement, control over expenditure, special package tours, incentives through discounts, marketing and reservation tie-ups etc.

#### Advertisements on T.V.

8059. SHRI MANIKERAO HODLYA GAVIT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have undertaken any survey about the effect created on the masses by advertisements shown on T.V.; and

(b) if so, the details thereof?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARIGIRJA VYAS): (a) and (b). Doordarshan has commissioned a study by a group of media professionals on the social impact of TV advertisements in India to be completed in two phases - the first phase limited to Delhi and the second phase covering different parts of the country.

[Translation]

#### Telecast of Hindi Films

8060. SHRI BHEEM SINGH PATEL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state: