

Setting up of a Scooter Plant in Public Sector

257. SHRI G. VENKATASWAMY :
 SHRI NARYANAN :
 SHRI KOLAI BIRUA :
 SHRI MAYAVAN :
 SHRI DHANDAPANI :
 SHRI MRITUNJAY PRASAD :
 SHRI N.R. LASKAR :
 SHRI N. R. DEOGHARE :
 SHRI RAM AVTAR SHARMA :
 SHRI MUHAMMAD SHERIFF :

Will the Minister of INDUSTRIAL DEVELOPMENT AND INTERNAL TRADE be pleased to state :

(a) whether Government have decided to set up a scooter manufacturing unit in the public sector ;

(b) if so, when and where this unit is to be set up ; and

(c) the total amount of money required to be invested in the project ?

THE DEPUTY MINISTER IN THE MINISTRY OF INDUSTRIAL DEVELOPMENT AND INTERNAL TRADE (SHRI M.R. KRISHNA) : (a). Yes, Sir.

(b) The question of location of the proposed public sector project has not yet been considered. It is not possible to indicate at this stage the time by which the proposed project would be set up.

(c) It is estimated that the capital cost of a plant with an annual production capacity of around 1,00,000 scooters would be of the order of Rs. 10 to 12 crores.

Earning from Commercial Advertising by Zonal Railways

258. SHRI G. VENKATASWAMY : Will the Minister of RAILWAYS be pleased to state :

(a) the total amount of revenues earned by the nine Zonal Railways from

commercial advertising during the last fiscal year ; and

(b) the steps taken or proposed to be taken to increase these revenues ?

THE MINISTER OF RAILWAYS (SHRI NANDA) : (a) Rs. 75,39,385.

(b) Some of the steps taken to increase revenue are :

- (i) Organizational set-up on the Railways has been strengthened. Six Zonal Railways with headquarters in metropolitan cities have each a full-time Commercial Publicity Officer whose main job is to secure more advertising business for the Railways.
- (ii) Rates have been standardized for posters, plates and painted boards; advertisements inside carriages, signs below clocks, cinema house poster boards and reverse of passenger tickets.
- (iii) Provision has been made for the signing of bulk contracts upto a maximum of 3 years for all Railways.
- (iv) Targets of earnings for each Zonal Railway are laid down by Railway Board from time to time.
- (v) Upward revision of rates has been made keeping in view the market conditions. Revised rates will come into force with effect from 1.8.70.
- (vi) Meetings are held with representatives of advertising agencies and canvassers and advertising agents from time to time.
- (vii) The Chairman of the Railway Board has, in a communication, called upon General Managers of Zonal Railways to take steps to