

We are running short of 2,200 people. We have sent a request to the Ministry of Finance. There are about sixty six television stations which could not be opened even after completion, for lack of staff. Once the Ministry of Finance clears it, we will have sufficient number of staff.

[Translation]

SHRI SUBRATA MUKHERJEE : I hope the hon'ble Minister will take seriously the answer given by him. For some time, nude and obscene scenes in advertisement slots are being telecast just to earn money. Whether the Minister will prohibit telecast of obscene and vulgar advertisements alongwith obscene T.V. programmes?

SHRI C.M. IBRAHIM : We shall try to prohibit telecast of such scenes if complaints are received. (Interruptions)

DR. SATYANARAYAN JATIA : Sir, I would like to know from the hon'ble Minister, what steps he proposes to take to check foreign broadcasts which are not worth telecasting and viewing. The TV programmes or serials are not only entertainment. They must be purposeful and must have some aims behind them so, we must make a day today preview of the quality and contents of such programmes. Whether he proposes to setup any committee to select the programmes for telecast?

SHRI C.M. IBRAHIM : Sir, I am thankful to the hon'ble Member for giving a good suggestion. He has said that the teleserials should be purposeful. Earlier, we had three hour serials and now we telecast serials continuously for three years. I want some restriction on the number of episodes. The maximum number of episodes should ideally be 26, it may go up to 50, but it is going even upto 600. We are not putting any restriction. I have instructed my officers to put up files to me immediately. As far as possible their time should be reduced. There may be some technicality in this regard but that will also be resolved at an appropriate time.

Promotion of tourism

*225. SHRI K.D. SULTANPURI : Will the Minister of TOURISM be pleased to state :

(a) the States where the Union Government have taken steps to promote tourism;

(b) whether any provision has been made to promote tourism in the country, particularly in Himachal Pradesh;

(c) if so, the details of the tourist spots for which funds are being provided;

(d) whether, the tourism industry has registered heavy decline during the last three years; and

(e) if so, the details thereof?

[English]

THE MINISTER OF PARLIAMENTARY AFFAIRS AND MINISTER OF TOURISM (SHRI SRIKANTA JENA): (a) to (e). A statement is laid on the table of the House.

STATEMENT

Identification, development and promotion of tourism spots in the country are primarily the responsibility of the State/Union Territories. The Department of Tourism, Govt. of India, release central financial assistance for development and promotion of tourism in all the States and Union Territories on receipt of Specific project proposals sent by them which are complete in all respects and on the basis of interse priority and availability of funds. The details of projects sanctioned during the year 1995-96 in respect of Himachal Pradesh are as follows:-

S.No.	Name of the project/scheme	Amount sanctioned (Rs. in lakhs)
HIMACHAL PRADESH		
1.	Construction of yatri niwas at Bharmour, Chamba	45.66
2.	Construction of tourist complex at Khadralla, Shimla	29.83
3.	Construction of tourist complex at Rohru, Distt. Shimla	29.83
4.	Tourist complex at Dalhousie	29.83
5.	Tourist complex at Solan	29.83
6.	Tourist complex at Kufri	29.83
7.	Tented accommodation	10.00
8.	Angler huts	6.00
9.	Tourist complex at Chindi (Mandi)	29.83
10.	Tourist complex at Palampur	35.98
11.	Tourist complex at Saravari	29.83
12.	Wayside facilities at Ghaga	29.83
13.	Fairs and festivals	18.92
14.	Publicity	18.19
Total		373.39

The tourism industry has not registered any decline during the last three years.

[Translation]

SHRI K.D. SULTANPURI : Sir, the hon'ble Minister in his reply has given the breakup of Rs.373.39 lakh sanctioned for the promotion and development of tourism in Himachal Pradesh. All the I.T.D.C. hotels are built to promote tourism. Whether the government will include

Himachal Pradesh, which is a hilly state and most parts of which receive snow fall, into the central plan for development of tourism?

SHRI SRIKANT JENA : The Government of India will definitely help the Himachal Pradesh Government if any proposals for the promotion of tourism in the state are received.

SHRI K.D. SULTANPURI : Sir, the J & K is affected by terrorism - ofcourse, now peace has prevailed there and the tourists have diverted to Manali, Remaka and Shimla. In view of this, whether the Government of India will forward any proposal to the State Government for development of tourist places like Kasauli, Sapatu, Jatog, Nahan and Remka. There are some spots which receive snowfall the whole year and these places are in my constituency. Whether he will take steps to promote tourisms in these places or will leave it to the will of State Government? Whether Government of India is prepared to provide subsidy or assistance to those who are interested or want to take initiative in promoting tourism and want to set up Hotels there?

[English]

SHRI SRIKANTA JENA : Basically, to encourage tourism, there is an action plan which was announced in 1992. There are many proposals which are pending in respect of Himachal Pradesh; and we have also assisted from our side, in respect of the proposals which were sent by the Government of Himachal Pradesh. A special circuit is also being proposed. In the national action plan of 1992, there is 'Kullu-Manali-eh' circuit which was identified and the intensive development of this travel circuit is being considered.

[Translation]

Besides, if private entrepreneurs or banks come forward to set up hotels there, they can be given all the facilities available under 1992 Action Plan. We would definitely help there.

WRITTEN ANSWERS TO QUESTIONS

[Translation]

Austerity Measures

*224. SHRI VINAY KATIYAR :

SHRI O.P. JINDAL :

Will the Minister of CIVIL AVIATION be pleased to state :

(a) whether his Ministry has decided to adopt austerity measures;

(b) if so, the details thereof;

(c) the extent of austerity measures proposed to be taken; and

(d) the amount likely to be saved therefrom during 1996-97?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM) : (a) to (c). Instructions on austerity measures issued by the Government from time to time are being followed by this Ministry. This has been a continuous process.

(d) While finalising budget estimates of this Ministry for 1996-97, the likely savings arising out of austerity measures have already been kept in view. However, exact savings during the current financial year cannot be quantified at this stage.

[English]

Allotment of time to Advertisement

*226. SHRI SRIBALLAV PANIGRAHI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether there was a contract by his Ministry regarding allotment of advertisements times/slots before and after the serial Jai Hanuman and Krishna;

(b) if so, the details thereof;

(c) the amount earned by the Doordarshan through the above advertisements, serial-wise, and

(d) the reasons for giving blanket time to private producers for sponsorship etc ?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM) : (a) There is a contract between Doordarshan and producers.

(b) Shri Krishna is being telecast on DD-1 at a minimum guarantee fee of Rs 25 lakhs (per episode) with the sponsors getting Free Commercial Time (FCT) of 490 seconds. If any additional spots are booked, Doordarshan charges @ Rs.85,000/- per ten seconds. Serial Jai Hanuman is being telecast on DD-2 at a minimum guarantee fee of Rs.8.2 lakhs (per episode) and the sponsors are given an FCT of 720 seconds.

(c) The details are as under :-

Shri Krishna	Rs 562.02 Lakhs (Gross) for 12 episodes telecast from 28.04.96 to 21.07.96
Jai Hanuman	Rs 57.40 lakhs (Gross) for 7 episodes telecast from 09.06.96 to 21.07.96

(d) No blanket time is given.