

(a) the total revenue earned by the Government through advertisement on Doordarshan during each of the last three years;

(b) whether there is a continuous increase in revenue during this period;

(c) whether this increase has been made through utilisation of time or other methods;

(d) if so, the names of the serials for which maximum advertisements have been received;

(e) whether the Government propose to utilise this income for opening of new Kendras and to increase its coverage; and

(f) if so, details thereof?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS):

(a) The gross revenue earned by Doordarshan from its commercial advertisements during the last three financial years, year-wise is as under:

1990-91	Rs. 253.85 crores
1989-90	Rs. 210.13 crores
1988-89	Rs. 161.26 crores

(b) Yes, Sir.

(c) The gross revenue has increased due to better utilisation of time and revised advertisement rates.

(d) The following are the names of the serials which have earned maximum revenue for Doordarshan through advertisements:

1. Tipu Sultan
2. Chanakya

3. Mrignayani

4. Gul Gulshan Gulfam

5. Udaan

(e) and (f). Revenue earned by Doordarshan from its commercial service is credited to a non-lapsable fund. Accruals to this fund are utilised for setting up new studios/facilities for increasing coverage.

[Translation]

**Flour and Rice Mills in U.P. and M.P.**

3129. SHRI BALRAJ PASI:  
SHRI RAMKRISHNA  
KUSMARIA:  
SHRI PRABHU DAYAL KATHERIA:

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) the details of the small and modern flour and rice mills set up in Uttar Pradesh and Madhya Pradesh during 1991 against the target; and

(b) the names of the districts where these mills have been set up in each State?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO):

(a) and (b). No targets have been fixed by the Central Government. Information regarding number of rice mills/flour mills set up in each district is being collected from the concerned State Governments and will be laid on the table of the House.

**Foreign Loan outstanding against Indian Airlines**

3130. SHRI RAJENDRA AGNIHOTRI:  
Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state: