

[Translation]

Marketing Strategies to Augment Earnings

3256. SHRI RAM LAKHAN SINGH YADAV:
SHRIMATI BASAVA RAJESWARI:

Will the Minister of RAILWAYS be pleased to state:

(a) whether his Ministry have formulated an action plan to achieve reduction in operating costs and other expenditure to evolve marketing strategies to augment earnings and preventing evasion of revenue;

(b) if so, the details thereof and the extent of its implementation along with success achieved in this regard so far;

(c) whether survey has also been conducted through any consultancy organisations in this regard; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI MALIKARJUN): (a) Yes, Sir.

(b) The Action Plan aims at cost control, cost reduction and various economy measures, evolving marketing strategies to increase earnings, and plugging leakages of revenue. As a result of these measures, the earnings have increased and expenses contained. The operating ratio is expected to improve from 92.0% in 1990-91 to 90.3% in 1991-92.

(c) No, Sir.

(d) Does not arise.

[English]

Stoppage of Guwahati and Shramjivi Expresses at Amroha Station

3257. SHRI P.M. SAYEED: Will the Minister of RAILWAYS be pleased to state:

(a) whether there is a demand from passengers and other organisations for stoppage of Guwahati and Shramjivi Expresses at Amroha Station;

(b) if so, the action taken by the Government thereon; and

(c) if not, the reasons thereof?

THE MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI MALIKARJUN): (a) Yes, Sir.

(b) and (c). Examined but stoppage of 5609/5610 Avadh Assam Express and 2401/2402 Shramjivi Express at Amroha has not been found presently feasible.

[Translation]

Norms of CBSE for Recognition of Schools

3258. SHRI NAWAL KISHORE RAI: Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether Central Board of Secondary Education (CBSE) have fixed any norms in regard to recognition of schools; and

(b) if so, the details thereof?

THE MINISTER OF HUMAN RESOURCE DEVELOPMENT (SHRI ARJUN SINGH): (a) No, Sir. Central Board of Secondary Education does not recognise schools. It only affiliates those schools which

have either been recognised by the Directorate of Education of the concerned State/ Union Territory or have obtained a No Objection Certificate from them, after they satisfy the conditions laid down in the Affiliation Bye Laws of the Board.

(b) Does not arise.

Rise in Prices of Eatables in Trains

3259. SHRI BHAGWAN SHANKAR RAWAT: Will the Minister of RAILWAYS be pleased to state:

(a) the details of the rise in prices of eatables and soft drinks in trains during the years 1990-91 and 1991-92; and

(b) the details of income and expenditure on these services?

THE MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI MALIKARJUN): (a) Tariff for various edibles and beverages which are uniformly applicable on all trains during 1990-91 and 1991-92 is given in the statement attached. Tariff of other items including soft drinks is fixed by Zonal Railways taking into account factors like market prices, etc. and they vary from Railway to Railway.

(b) The income and expenditure, separately for services of edibles, soft drinks, etc. in trains is not maintained.