

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 - of course, 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 tourism 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.