

**ESTIMATES COMMITTEE
(1970-71)**

HUNDRED AND THIRTIETH REPORT

(FOURTH LOK SABHA)

MINISTRY OF TOURISM AND CIVIL AVIATION

**Action taken by Government on the Recommendations
contained in the Ninetieth Report of the
Estimates Committee (Fourth Lok Sabha)
on the Ministry of Tourism and Civil
Aviation—Department of Tourism.**



**LOK SABHA SECRETARIAT
NEW DELHI**

September, 1970/ Bhadra, 1892 (Saka)

Price : Rs. 1.05

21. 225 R

CORRIGENDA

TO

130th Report of Estimates
Committee on the Ministry
of Tourism and Civilisation-
Department of Tourism.

<u>Page</u>	<u>Line</u>	<u>Correction</u>
1	18	<u>for</u> 'Secreening', <u>read</u> 'Screening'.
24	21	<u>for</u> 'IRSC', <u>read</u> 'HRSC'.
25	29	<u>for</u> 'HRCC's, <u>read</u> 'HRCC's'
32	14	<u>for</u> 'On', <u>read</u> 'In'.
40	3	<u>for</u> 'and artiles', <u>read</u> 'on articles'.
47	24	<u>for</u> 'don', <u>read</u> 'down'.
52	16	<u>for</u> 'ha', <u>read</u> 'that'.
56	14	<u>for</u> 'tourosts', <u>read</u> 'tourists'.
64	1	<u>for</u> 'preceeding', <u>read</u> 'proceeding'.

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(1970-71)

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Shri Y. Sahai—*Under Secretary.*

STUDY GROUP 'E'
ESTIMATES COMMITTEE
(1970-71)

CONVENER

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13. Shri S. Supakar
14. Shri Ramesh Chandra Vyas
15. Shri Nagendra Prasad Yadav

INTRODUCTION

I, the Chairman of the Estimates Committee, having been authorised by the Committee present this Hundred and Thirtieth Report of the Estimates Committee on the Action Taken by Government on the recommendations contained in the Ninetieth Report of the Estimates Committee (Fourth Lok Sabha) on the Ministry of Tourism and Civil Aviation—Department of Tourism.

2. The Ninetieth Report was presented to the Lok Sabha on the 16th May, 1969. Government furnished their replies indicating the action taken on the recommendations contained in this Report between 3rd January, 1970 and 5th February, 1970. The replies were examined by the Study Group 'E' of the Estimates Committee at their sitting held on the 26th August, 1970. The draft Report was adopted by the Committee on the 2nd September, 1970.

3. The Report has been divided into the following Chapters:—

I. Report.

II. Recommendations which have been accepted by the Government.

III. Recommendations which the Committee do not desire to pursue in view of Government's reply.

IV. Recommendations in respect of which replies have not been accepted by the Committee.

4. An analysis of the action taken by Government on the recommendations contained in the Ninetieth Report of the Estimates Committee (Fourth Lok Sabha) is given in Appendix. It would be observed therefrom that out of 99 recommendations made in the Report, 87 recommendations i.e., 88 per cent, have been accepted by Government and the Committee do not desire to pursue 10 recommendations i.e., 10 per cent, in view of Government's reply. Replies of Government in respect of the remaining 2 recommendations, i.e., 2 per cent, have not been accepted by the Committee.

NEW DELHI;
September 11, 1970.
Bhadra 20, 1892 (*Saka*).

M. THIRUMALA RAO,
Chairman,
Estimates Committee.

CHAPTER I

REPORT

Printing and designing of Tourist Literature

Recommendation (Serial No. 19, para, 3.66)

The Committee had in para 3.66 of their 90th Report on the Ministry of Tourism and Civil Aviation—Department of Tourism noted that there was no adequate arrangement to supervise, control and check the printing and designing of tourist literature as a result of which many publications tended to be bulky, expensive to mail with, too many varieties were added haphazardly and there was not enough demand for all of them. The Committee had also noted that the material appearing in the printed publications was not uptodate and there was no agency at the Headquarters to compile and scrutinise on systematic basis the factual information.

With a view to rationalise the basis of the printed publicity the Committee had suggested that the investment of money in printing tourist literature should be properly examined and got approved by the Screening Committee of experts with instructions:

- (1) to suggest the number of publications to be printed, and whether it is absolutely essential to bring out the publications.
- (2) to approve the design, layout, size, colour, page manuscript, finished art work, transparencies and black and white photographs for each job.
- (3) to suggest textual contents.
- (4) to fix the date line of publications so as to avoid delays in printing and to avoid the publication becoming out of date.
- (5) to suggest periodicity of publications and to approve the printers so as to avoid printing bottlenecks.
- (6) to deal with advertisements etc.

The Committee had also desired the Government to evolve a scientific method for collection, compilation and dissemination of uptodate tourist information.

2. In their reply Government have stated that informal consultations are held periodically between the representatives of the Department of Tourism and the India Tourism Development Corporation with experts called in from reputed agencies whenever

necessary. Every possible effort is being made to ensure that publicity literature is market-oriented. As the market is primarily overseas and as its characteristics are continuously changing, a Committee of local experts to screen publicity literature may not serve a very useful purpose. What is more essential is continuous feed back and de-briefing so that the Department is kept aware of the changing needs of the market from time to time. For collection, compilation, dissemination of upto-date tourist information, action has already been initiated and a Research Officer appointed in the Publicity Section. He will prepare a concrete plan to ensure systematisation in this field.

3. The Committee are of the view that the appointment of a Research Officer in the Department to look after the publicity work would hardly meet the requirements. They reiterate their earlier recommendation that the Department should have a Screening Committee of Experts consisting *inter alia* of non-officials like representatives of Travel Agents, Publicity and Printing Experts, Artists etc., for evaluating the tourist literature, suggesting improvement therein and projecting new publicity literature.

Development of Amarnath and Vaishnu Devi in Jammu & Kashmir and Badrinath and Kedarnath in U.P. as pilgrim centres of major tourist attraction

Recommendation (Serial No. 89, Para, 9.62)

4. The Committee had, in para 9.62 of their 90th Report on the Ministry of Tourism and Civil Aviation—Department of Tourism drawn the attention of the Government to the fact that Amarnath, Vaishnu Devi in Jammu and Kashmir and Badrinath and Kedarnath in Uttar Pradesh are places which are visited every year by a very large number of pilgrims. As these shrines are situated in out-of-the-way places in the Himalayas the journey is not only difficult but hazardous and there are complaints of shortage of accommodation and other difficulties en-route. In view of their national importance and with a view to developing these as pilgrim centres of major tourist attraction, the Committee would like the Government to examine the feasibility of including these centres in the Part I Scheme to ensure easy flow of tourist traffic to these parts thus strengthening the fabric of national unity.

5. In their reply Government have pointed out that in addition to the Amarnath, Vaishnu Devi, Badrinath and Kedarnath, there are many other pilgrim centres of national importance. The Department is aware that these centres are visited by a large number of pilgrims every year so that adequate accommodation and other tourist amenities are necessary. The likely cost will, however, be very considerable. It will only be possible to include such schemes

in Part I, if substantial additional funds are made available in the IV Plan. State Governments and the local bodies concerned would be requested to improve the facilities to the extent possible.

6. The reply given by the Government is not at all convincing. The plea put forward by Government about the shortage of funds is not at all tenable specially when Government are spending huge amount on uneconomic schemes. Places like Amarnath and Vaishnu Devi in Jammu and Kashmir and Badrinath and Kedarnath in U.P. are places which are visited every year by a very large number of pilgrims from all corners of India and are also places of national importance. The Committee reiterate their earlier recommendation that with a view to develop these places as pilgrim centres of major tourist attractions and to ensure easy flow of tourists traffic to these places, Government should examine the feasibility of including these centres in the Part I Scheme.

CHAPTER II

RECOMMENDATIONS WHICH HAVE BEEN ACCEPTED BY GOVERNMENT

Recommendation (Serial No. 1, Para: 1.16)

The Committee note that the first conscious and organised effort to promote tourism in India was made in 1945 when Government set up the Sargent Committee which made various recommendations for the development of tourist traffic. In pursuance of the recommendation of the Sargent Committee a separate Tourist Traffic Branch was created in the Ministry of Transport in 1949 to pay whole time attention to the development of tourism. Since then there has, no doubt, been a growing appreciation of the importance of tourism by Government. The Report of the *Ad Hoc* Committee on Tourism set up in 1963 can be considered a landmark in the history of development of tourism in the country.

International Tourism has made tremendous strides after the Second World War, Tourism is now recognised the world over as an industry unprecedented in scope and dimension. Many nations in the post-war period have made considerable economic progress by developing tourism. The Committee note that India started later than most of the developed countries of the West in her tourist promotional efforts and hence the progress made has been limited. The Committee feel that in order to catch up with the progress achieved by other countries and achieve a breakthrough in the field of tourism, it is imperative that an awareness is created among the general public of the great importance of tourism in the economic life of the people at large. The need to popularise tourism and to bring home to the common man its true significance cannot be overemphasized. The Committee trusts that no efforts will be spared by Government in exploring the tremendous potentialities tourism provides.

Reply of Government

The Committee's views on the importance of tourism have in practice been acknowledged by the creation of a separate Ministry of Tourism & Civil Aviation. Thus the basic acceptance of the importance of tourism is already a fact. Perhaps, the essential problem of tourism in India is that its development in our environments is as much, if not more a sociological and socio-economic rather than an administrative problem. Many of the social attitudes

run directly counter to the behaviour pattern and traditions of the pleasure-seeking holiday making tourist. Therefore, it necessitates greater concentration on a limit market of more serious information and knowledge seeking elements. Even in this group, restrictions on food and diet on recreation and entertainment and the ever present socio-economic problems of poverty and deprivations introduce an element of what has been described as 'Cultural shock'. It is extremely difficult to find a plan of presentation which prepares for this without appearing to under-value the true significance of our country.

Apart from this, the major obstacles to rapid development of tourism flow from factors as varied as visa requirements and limitations on foreign collaboration, import facilities and special tourist discounts which were made available in many neighbouring countries, a long time ago are now being gradually removed in this country. These and other similar matters are being examined in detail with the objective of improving the overall climate for development.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPLI(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 2, Para: 1.31)

The Committee note that there was no separate provision for the development of tourism in the First Five Year Plan. They are concerned to observe that there have been heavy shortfall in expenditure on development on tourism during the Second and Third Plan periods both in the Central and State Sectors. Out of a total provision of Rs. 336.38 lakhs and Rs. 800 lakhs in both sectors, the extent of shortfall was of the order of Rs. 115 lakhs and Rs. 289.55 lakhs respectively i.e. about 34 per cent and 37.4 per cent during the two plan periods. In the Central Sector the shortfall amounted to Rs. 71 lakhs and Rs. 204.88 lakhs and in the State Sector to Rs. 44 lakhs and Rs. 84.67 lakhs respectively. The expenditure on Part I schemes which are wholly financed and executed by the Centre was Rs. 37.46 lakhs out of a provision of Rs. 83.50 lakhs during Second Plan and Rs. 97.41 lakhs out of a provision of Rs. 292 lakhs during the Third Plan period. Thus the percentage of utilisation of funds on Part I schemes which was about 51 per cent during the Third Plan. It is also significant to note that out of 193 schemes proposed to be completed during the Second Plan, only 87 were completed during that period. The position of utilisation of funds has not improved subsequently i.e. during 1966-67, 1967-68 and 1968-69. The Committee are very much perturbed at the non-utilisation of funds in this vital sector during the successive plan periods as this has affected adversely the provision of much needed facilities for the tourists in the country. They are

unable to appreciate why the factors which impeded the utilisation of funds during the Second Plan were not identified and remedied well in time so as to enable full utilisation of funds during the Third Plan period and thereafter. It clearly indicates that during all these years, development of tourism so vital for the economy of the country was not given the priority and importance that it deserved.

Reply of Government

Shortfalls in expenditure during the two Plan periods and subsequent 3 years took place because the organisation to implement the schemes was totally inadequate. The Department continues to face this difficulty but steps are now being taken to ascertain the best organisational and staff needs of the Department charged with the responsibility for developing the Tourist Industry. A study of the work and methods in the Department has been entrusted to the Indian Institute of Public Administration and it is hoped that the recommendations made in this study when accepted by Government will provide a sound organisational base for the implementation of tourism schemes. In schemes involving construction, it is proposed to take the help of private architects to ensure quality of design and proper quick implementation.

Every effort is being made to ensure that there will be no shortfalls in the expenditure during the 4th Plan period.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 3, Para: .132)

The Committee note that the total outlay for development of tourism during the Fourth Five Year Plan has been reduced from Rs. 40.35 crores to Rs. 25 crores by the Planning Commission. The Committee would therefore like Government to ensure that this financial provision is fully utilised on judiciously selected schemes which would help in attracting the largest number of tourists in the country. These schemes should be formulated after detailed scrutiny in the light of past experience and should be executed expeditiously. The Committee are informed that at present a UNESCO expert is going round the country to conduct a survey of tourist potentialities and to advise the Government on the development schemes to be taken up during the Fourth Plan period and that he would submit his report shortly. The Committee urge that expeditious measures should be taken to finalise the tourism development schemes to be taken up during the Fourth Plan period in the light of the expert's report so that work on the schemes could be started without loss of time.

Reply of Government

The views of the Committee reflect the now-accepted requirement of the Department. A detailed plan has already been prepared in outline but since we have to cater for the special requirements of foreign tourists, foreign experts are being consulted. A team of West German consultants are already examining the areas whereby latest technical advice can be applied. A UNDP team is expected to spend 6 weeks in India shortly for an overall survey. The report of the UNESCO Expert who visited India recently is still awaited. However, the schemes included in the Fourth Five Year Plan will be revised as considered necessary in light of this report, and the recommendations of the other expert bodies.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 4, Para: 1.33)

The Committee further recommend that corrective measures to streamline the procedures and the working of the Department of Tourism should be taken up so that the factors which hampered the progress of schemes during the Second and Third Plan periods are eliminated.

Reply of Government

The views of the Committee have been noted. The Indian Institute of Public Administration has conducted a detailed study of the procedures and working of the Department of Tourism. On receipt of their report, which is under preparation, appropriate measures will be taken to ensure functional efficiency.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 6, Para: 2.5)

The Committee are glad that the Tourist Development Council has been evolved and set up as the principal advisory body for the promotion and development of tourism at the national level. They consider that the association of Ministers in-charge of tourism in the States as Members of the Council is an ideal arrangement as the States have a vital role to play in the development and promotion of tourism in the country. The Committee trust that the recommendations of this high powered body which meets only once a year, are processed and implemented expeditiously.

Reply of Government

The Tourist Development Council is an advisory body. So far as Department of Tourism is concerned, every effort is made to process and implement the recommendations of the Council. As regards other Departments and State Governments, they are requested from time to time to implement the recommendations but the pace of implementation is not as satisfactory as it should be.

Some of the measures that have been taken for better implementation of the Council's recommendations are:—

- (i) State Governments have been urged to create separate Directorates of Tourism so that responsibility for implementation could be pin-pointed. At present, there are separate Directorates of Tourism in 9 States|Union Territories.
- (ii) States have also been requested to set up Tourist Development Committees comprising officials and non-officials, so as to create a favourable climate for the development of tourism. These Committees have been asked to review periodically the progress of implementation within their jurisdiction. Tourist Development Committees have already been formed in 5 States|Union Territories.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 7, Para: 2.20)

The Committee welcome the creation of a separate Ministry of Tourism and Civil Aviation under the charge of a Cabinet Minister. They note the achievements of the Ministry since its inception about two years ago. The Committee, however, feel that Government has not yet realised fully the importance of tourism as is evident from the fact that the Department of Tourism has not even today an adequate organisational set-up to attend to the basic functions of developing tourism. The Committee would like it to be realised that the need of the hour is to create a strong tourism consciousness at all levels in the Central as well as State Governments, local administrations, the business community and the general public and for this purpose an effective and efficient organisation at the Centre has to be built up, so as to formulate well thought out proposals and policies for the development of tourism in the country and coordination and liaison with the State Governments. The Committee

would also like the Government to ensure that people of right calibre are selected to man the Department of Tourism, which has to perform predominantly commercial functions, as the efficiency of an organisation depends largely on its staff and structural soundness. The Committee suggest that Government should approach the Institute of Public Administration to give its Report about the organisational set-up of the Department of Tourism early so that steps could be taken to re-organise the Department, if necessary.

Reply of Government

The Institute of Public Administration are currently carrying out the examination of this Department. Necessary action will be taken on receipt of the Report.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 8, Para: 2.28)

The Committee feel that since the State Governments are mainly responsible for the development of tourism in their areas, it is but natural that the main effort to provide facilities for the development of tourism have to be made by them and it is for them to strengthen their organisation at various places of tourist interest in their region. The Committee, however, consider that the Central Department of Tourism should maintain closest liaison and coordination with the State Governments regarding the various schemes of tourism developments arrival of foreign and inter-State tourists, etc. and for this purpose it would be advantageous if Central Tourist Offices are located in the State Capitals in close proximity of the State Department of Tourism. Such an arrangement would also help in making the State Governments more tourist-minded, and thus in accelerating and expediting the development of tourism by them.

Reply of Government

These observations will be kept in view while deciding the location of Central Tourist Offices which may be set up in the States in the future and whenever there is a possibility of shifting the existing ones from the present locations.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 9, Para: 2.35)

The Committee note that the Department of Tourism is at present maintaining Tourist Offices at New York, Chicago, San Francisco, Toronto, London, Paris, Frankfurt, Sydney and Tokyo and that a Tourist Office has been sanctioned for Mexico. They also understand that the Department of Tourism has entered into an agreement with Air-India for dovetailing joint promotional activities in continental Europe (excluding U.K.) for a period of one year with effect from 1st July, 1968. So far as the establishment of additional Tourist Offices abroad is concerned, the Committee recommend that this should be considered only after the results of joint promotional effort with Air India are fully known. Meanwhile endeavours should be made to man the present Offices properly with suitable persons so as to make them more business-like.

Reply of Government

These observations have been noted and will be kept in view while formulating proposals for setting up new tourist offices overseas.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 10, Para: 2.44)

The Committee are not satisfied with the way in which some of the ancient monuments are being maintained. Apart from the importance of properly maintaining these monuments from the tourist point of view, the Committee would like to impress upon the Government the importance of properly preserving and maintaining these monuments from the cultural and historical point of view as these monuments depict India's hoary past and are of immense value to the posterity.

Reply of Government

A copy of the recommendation has been forwarded to Director General, Archaeological Survey of India, for necessary action, but the Department will keep in close touch with their plans, and try to co-ordinate its efforts with the Director General Archaeology.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 11, Para, 2.45)

So far as the question of transfer of some of the functions of Archaeological Survey of India to the Department of Tourism is concerned, the Committee appreciate the anxiety of the Department of Tourism regarding the proper maintenance of our ancient monuments which are the main attraction and base of Indian tourism. Nevertheless they feel that time is not yet ripe to do so in view of the fact that the organisational set-up of the Department of Tourism is inadequate even to perform its own basic functions. This question may be considered later when the Department of Tourism is fully reorganised and is in a position to shoulder additional responsibilities.

For the present, the Committee would like the Department of Tourism to work in close collaboration with the Archaeological Survey of India and the State Government who are responsible for proper maintenance and preservation of the ancient monuments, and approach roads.

Reply of Government

The views of the Committee have been noted. The Department is already working in close collaboration with the Archaeological Survey of India, and the State Governments.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 12, Para: 2.55)

The Committee note that with the exception of four States *viz.* Bihar, Jammu and Kashmir, Rajasthan and West Bengal, none of the other States have as yet established full-fledged Tourist Directorates. This seems to indicate that many States have not yet fully appreciated the importance of tourism and the potentialities of economic benefits that it brings to the States and the country as a whole. The Committee need hardly point out that tourism is essentially a co-operative undertaking in which the State Governments, local bodies, corporations, municipalities, town committees, various sectors of travel trade as well as the general public have to join. In this task the State Governments have crucial role to play. The local bodies can be enthused for this work by the State Governments. The Committee therefore consider it essential that the State Governments have well-organised Tourist Directorates/Departments to look after various matters relating to development of tourism in their areas. The Committee would also like the Central Tourist

Department to involve the State Governments more and more in the various measures adopted for the development of tourism in the country.

Reply of Government

In addition to the four States mentioned above, five more, *viz.*, Assam, Kerala, Madhya Pradesh, Maharashtra and Himachal Pradesh have separate Directorates of Tourism. Five States|Union Territories do not consider it worthwhile at this stage to have separate organisations dealing with tourism. The recommendation of the Committee is being brought to the notice of all State Governments|Union Territories. The Department of Tourism keeps the State Governments concerned fully involved in the drawing up and implementation of tourism schemes located in the States|Union Territories and is keen to develop increasing collaboration with them. In this connection, copy of a resolution passed at the instance of the Department of Tourism in the XIII meeting of the TDC held in Darjeeling in October, 1959 is enclosed.

[Ministry of Tourism and Civil Aviation O.M. No. 1-TPLI(51)|68, dated 3-1-1970].

Recommendation (Serial No. 13, Para: 3.6)

The Committee realise the need for a vigorous promotional approach abroad, if we were not to lag behind others in the race for attracting overseas tourists to India. The problem is to present to the world a new image of India and to counteract the adverse image created due to reports of famines, floods and other difficulties in India. In our publicity campaign, stress should be laid on the low cost of travel within India and on highlighting the positive aspects, the beautiful natural scenery, our monuments and the fact that the people in this country have colourful festivals, songs, music, drama and dance. Effort should be made to project a composite image of the country and for this purpose the Department should use the media of Press, Radio and Television, Travel Agents and Travel Writers. The diplomatic missions abroad should also be approached to assist in producing special tourist literature for various parts of the world in different languages in order that the country's image gets projected abroad. The Committee suggest that publicity campaign should be intensified with the object of tapping new markets hitherto neglected e.g. South East Asia which has close cultural affinities with India and some of the oil rich areas of the Middle East.

Reply of Government

The recommendation of the Committee on projecting a composite image of India highlighting the positive aspects and the low cost of travel in India in order to counteract the adverse image created due to reports on famines, flood, etc. is already being implemented. However, the emphasis now is on the marketing operation since image building by itself will not yield substantial results unless followed up with direct contacts with the agencies to promote actual sale of tours to India. As for tapping new markets in South East Asia and Middle East, we are awaiting the outcome of a proposal made by the South Asia Travel Commission for promoting tourism within the South Asian region. Meanwhile, literature in Arabic has been distributed in the Middle East through Air India and our Missions. An advertising campaign in Malaysia and Singapore has recently been started by our office in Tokyo which covers this area as well.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPLI(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 14, Para: 3.19)

The Committee suggest that the quarterly progress reports on the activities of the Advertising and Public Relations Agencies received from Tourist Offices abroad should be carefully scrutinised in the Department of Tourism and any defect or deficiency found in their working pointed out to them. In the opinion of the Committee it would be worth-while maintaining a record showing at a glance the respective achievement of each one of these Agencies. At the same time, the publicity campaign being conducted by the Advertising and Public Relations Agencies should be evaluated at regular intervals so as to give guidance wherever necessary and to find out whether new measures could be adopted in the matter.

Reply of Government

Our Tourist Offices abroad maintain close liaison with the advertising agencies and supervise the implementation of the advertising programme which is drawn up every year. This programme along with the advertising strategy is scrutinised and assessed by the Department at the beginning of each financial year before allocating funds. Any shortcomings found in this programme are pointed out to them.

Only the New York Office has a PR Agency and the Department has already advised the Tourist Office in New York to submit regular reports on the PR activities. Since however, advertising and P.R. work are highly specialised activities, the professional guidance and advice given by acknowledged experts in the field has to be given due consideration. The working of the advertising and PR agencies is reviewed regularly and where performance is considered below the mark, the Tourist Office recommends change of the agency. In fact, in the last two years two agencies have been changed, one in Tokyo and one in Sydney.

[Ministry of Tourism and Civil Aviation O.M. No. 1-TPLI(51)68,
dated 3-1-1970]

Recommendation (Serial No. 15, Para: 3.36)

The Committee are in agreement with the Department of Tourism that the expenditure involved in the participation of fairs and exhibitions is not commensurate with the results achieved. They suggest that India should participate only in those fairs and exhibitions where it is absolutely essential to do so in the commercial interest.

Reply of Government

Noted and accepted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPLI(51)/68
dated 3-1-1970.]

Recommendations (Serial No. 16, Para: 3.49)

The Committee are concerned to note that no positive efforts have so far been made to produce travel films for showing in motion picture theatres which are far more effective than the Television. The Committee also feel that the Government should encourage the writing of radio scripts for talks and programme on tourism directly related to day-to-day developments in the field of tourist activity. The Committee suggest that the Department of Tourism should have close liaison with the Films Division, All India Radio and Press Information Bureau in the matter.

Reply of Government

The financial involvement in producing of travel films and their distribution in the commercial circuits abroad is beyond the resources placed at the disposal of the Department. However, it may be

stated that it is the policy of the Department to encourage outside agencies to produce films of touristic interest on India. In pursuance of this policy, the Department extended all facilities to a producer from New York for his million dollar film project which is likely to be distributed either through MGM or Warner Brothers next year. The Department has recently distributed several documentary films produced by the Films Division and other private agencies to our overseas offices. Action has been initiated to prepare a panel of writers for radio scripts, articles etc.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPLI(51)/68 dated 3-1-1970.]

Recommendations (Serial No. 17 & 18, Para: 3.55 & 3.56)

3.55. The Committee feel that for a country of the size and population of India, the allocation for advertising in India (*i.e.* Rs. 1.25 lakhs in 1967-68 and Rs. 3 lakhs in 1968-69) is very meagre and totally inadequate to make any serious impact. In view of the tremendous potentiality of tourism for economic development of the country and national prosperity it is imperative that public awareness of the possibilities of tourism to further the country's welfare is created. Tourism has to catch the public imagination in order to secure the personal involvement and participation of the people in governmental efforts to promote tourism. The Committee therefore suggest that internal publicity through creative advertisements and public relations should be stepped up in order to stimulate the interest of the people in tourism. It is only when people become tourist-minded that domestic tourism can be built up and it is on the base of domestic tourism that the edifice of international tourism can be built up. It is the task of internal publicity to create basic awareness and appreciation on the part of every individual of the benefits of tourism. In this context the Committee appreciate the publicity campaigns launched by the Department of Tourism during the last two years through the Press, namely, "Know your country..... Meet your people", "We are privileged we have India", "Tourism is everybody's business" and the current "Courtesy campaign."

3.56. The Committee are convinced that intelligent and creative publicity within the country can prepare the ground and the proper climate for a coordinated and cooperative effort by all the parties concerned, namely, the Union and State Governments, Municipal and Local Boards, Air India and IAC, India Tourism Development Corporation, Hotelliars, Transport Operators, Shikar Outfitters and Travel Agents in the task of promotion and success of tourism.

They therefore urge that due importance should be given to internal publicity which has a key role to play in achieving the desired goal of tourist promotion.

Reply of Government

The Department notes that the Committee has appreciated the need for a concerted advertising campaign within the country to spread tourist consciousness and the efforts being made by the Department of Tourism in this direction. In pursuance of the recommendation of the Estimates Committee the Department will approach Ministry of Finance to allocate more funds in the Revised Estimates for the current financial year and Budget Estimates for next financial year.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68
dated 3-1-1970.]

Recommendation (Serial No. 20, Para: 3.71)

The Committee need hardly emphasise how very necessary it is to have trained and competent personnel for designing and printing of publicity material especially for distribution abroad. It goes without saying that the tourist publicity material should be of the very best quality and the best artists, designers, writers, printers etc. available in the country should be engaged for its production so that it does not suffer in comparison with what is put out by other countries.

Reply of Government

This recommendation of the Committee has already been implemented and the results can be seen in the new publicity literature which is being produced. As this is a continuing process, emphasis is laid on constant improvement in all publicity material, with particular stress on its functional qualities to service actual needs of the market.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68
dated 3-1-1970.]

Recommendation (Serial No. 21, Para: 3.72)

The Committee are happy to note that the Director General of Archaeological Survey of India has now got the authority to get his publications printed by quality printers of his choice. They hope that in future tourists will have no difficulty in getting relevant publications concerning historical monuments of tourist importance for whose publication the Archaeological Survey is responsible.

Reply of Government

The Archaeological Survey of India is taking active action for the printing of publications of tourist importance concerning historical monuments.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68
dated 3-1-1970.]

Recommendation (Serial No. 22, Para: 3.78)

The Committee feel that there is scope for greater coordination between the Department of Tourism and the State Government in bringing out the tourist literature and folders. May be that the State Tourist Officers are not aware of the services offered by I.T.D.C. which can be availed of by State Governments. The Committee desire that the arrangements regarding printing of tourist literature should be made known to all State Governments and also discussed at the Regional meetings of Tourist Officers held once in a year.

Reply of Government

Action on this recommendation as far as the Department of Tourism is concerned has already been taken. The State Governments have been informed of the services offered by the India Tourism Development Corporation. This Department's publicity programme is circulated to all State Governments in case they want to place their orders with the ITDC.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68
dated 3-1-1970.]

Recommendation (Serial No. 23, Para: 3.81)

The Committee note that the shifting of the Distribution Section to Faridabad has resulted in lack of a proper liaison and coordination between the publicity and the distribution section. In view of the continuing difficulty arising out of the existing arrangements, the Committee would like the alternative proposals contemplated by the Department to run the Distribution side on a commercial basis to be finalised early and given a trial, so as to ensure prompt and efficient despatch of tourist literature.

Reply of Government

Action on this recommendation has already been initiated. The Department invited and has received proposals for entrusting the operation of warehousing and distribution to a commercial firm in Bombay. The economics of the proposal which have been worked out are now under consideration of Government.

[Ministry of Tourism and Civil Aviation O.M. No. 1-TPLI(51)68, dated 3-1-1970].

Recommendation (Serial No. 24, Para: 4.13)

The Committee recognise that the visa requirements laid down by the Government of India are necessarily influenced by consideration of broad policy involving relations which other countries on the one hand and internal security, law and order on the other. At the same time, it has also to be remembered that a liberal policy pursued in granting visas to tourists is a pre-disposing factor for promoting tourist traffic. The Committee therefore are of the view that since all tourist conscious countries of the Western Europe, including Bulgaria and Yugoslavia and Japan, Iran, Hong Kong, Pakistan and Singapore in Asia have waived all visa requirements for nationals of other countries for a certain specified length of time, it is high time that the Government undertake a review of the visa requirements with a view to their liberalisation, consistent with the security aspect.

Reply of Government

Being convinced of the desirability of discarding visas in the interest of tourist promotion, the Department of Tourism has been pressing for liberalisation of the policy relating to the grant of visas.

Effective 1st July 1969, the Government of India has abolished visa requirements for visits up to 90 days on bilateral basis with Denmark, Norway, Sweden and Finland. The nationals of these countries, holding valid national passports, are now free to enter India at any authorised border-crossing. Negotiations for similar bilateral agreements with certain other countries are being carried

on by the Ministry of External Affairs. The Home Ministry however has some reservations and there seem to be limited chances of any really competitive liberalisation measures.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68
dated 3-1-1970.]

Recommendation (Serial No. 26, Para: 4.17)

The Committee are not at all satisfied with the existing arrangements obtaining in regard to extension of visas. They would therefore recommend that suitable measure should be devised to ensure that least inconvenience is caused to tourist in getting extension and renewal of visas.

Reply of Government

The Ministry of Home Affairs who have been consulted in the matter have expressed the view that the extension of visas has already been simplified to the extent possible by empowering certain Central and State Government officials to grant short extensions. That Ministry will examine the matter further if the nature of inconvenience sought to be removed is specified. This is being analysed and further action will be taken.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68
dated 3-1-1970.]

Recommendation (Serial No. 27, Para: 4.20)

The Committee are glad that the question of streamlining and simplifying the frontier formalities is engaging the attention of a High Level Committee. They hope that the High Level Committee would finalise their recommendations speedily so as to enable the Government to evolve a simpler procedure in regard to frontier formalities.

Reply of Government

The D.G.C.A. with whom the matter was taken up has furnished the following information:

“The High-Power Committee has so far been able to simplify the procedure to a large extent. It has been accepted in principle to do away with separate Health Forms. The questions in the Health Form in a simplified forms are being incorporated in the revised E|D Card. The revised

E]D Card would also help the introduction of a S-Channel system of examination of arriving passengers—a system that would greatly facilitate quick and easy clearance of tourists. The Gate Pass presently being used by the Customs would also be eliminated with the introduction of this system. Simplification of “frontier formalities” is directly connected with technological advances in the field of aviation and it means balancing of conflicting interests. It is therefore a continuous process.”

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 28, Para: 4.26)

The Committee note the relaxations permitted to the tourist traffic in regard to the custom restrictions. The Committee also note the various suggestions made by the Jha Committee for simplification of the procedure and liberalization of rules so as to obviate the difficulties experienced by foreign tourists. They hope that the position in this regard is being kept under constant review so as to keep pace with the changing tourist habits, tastes, etc.

Reply of Government

The Department of Tourism maintains a close liaison with the Customs and Immigration authorities with a view to liberalizing the rules. The concessions introduced during ‘International Tourist Year 1967’ have been largely continued, but much more needs to be done if we are to keep pace with the revolutionary change taking place in world transportation.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 29, Para: 4.27)

The Committee further suggest that the desirability of allowing the facility of unaccompanied baggage clearance round the clock on all days including Sundays and holidays at all the international airports may be examined.

Reply of Government

The recommendation has been noted for implementation.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 30, para: 5.5)

The Committee consider the appointment of Tata Committee to examine the requirements of the four international airports, namely Delhi, Bombay, Calcutta and Madras in the context of their present as well as prospective requirements and technological advancement during the next decade a timely step in the right direction. They are glad to note that necessary measures to implement the recommendations made in the said Committee's interim report have been taken or already under way. They have no doubt that expeditious action would be taken to consider and implement the other recommendations of the Tata Committee contained in their final report laid on the Table of Lok Sabha on the 24th April, 1969.

Reply of Government

The interim modifications to the existing terminal buildings at the four international airports, viz. Delhi, Bombay, Calcutta and Madras (including modifications to the new international terminal building nearing completion at Calcutta) pending the construction of new terminal complexes at Delhi (both domestic and international) Bombay (international only), Madras (domestic and international) and Calcutta (domestic only), have been sanctioned by Government and the works are being accorded high priority for execution. As regards the other recommendations contained in the final report, action is in hand.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 31, Para: 5.6)

The Committee would also like to suggest that in order to achieve high standards of efficiency at the airports, the building complex should be planned in such a manner as to provide adequate facilities such as rest rooms and residential accommodation in the vicinity of the airport for the customs, police, health staff who have to be on duty at odd hours.

Reply of Government

The requirements listed in this para of the Committee's recommendations will be taken into account while planning the new terminal complexes. Requirements of land for residential accommodation that may be built by other Departments will also be kept in view.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

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Recommendation (Serial No. 32, Para: 5.10)

The Committee are distressed to note that there is not proper or adequate supervision and management of the transit lounges, telephone facilities, serving of drinks and refreshments, restaurants, V.I.P. Rooms etc. at the airports. They understand that complaints are not attended to properly and sometimes not even the complaints books or suggestion books are made available. The Committee recommend that a small team should be constituted by Government to go into the whole administrative structure of the airports and to suggest remedial measures for the present deficiencies. The team may *inter alia* examine the following matters:

- (i) Present system of awards of contracts for airport restaurants;
- (ii) Schedule of rates for international airports restaurants; and
- (iii) need for separate restaurants and cafeteria, preferably run by the Tea Board|Coffee Board, to make available light refreshments at reasonable rates for people of middle and lower income group.

Reply of Government

The operational requirements of the international and domestic aerodromes have recently been examined by International Airports Committee under the Chairmanship of Shri J.R.D. Tata and the Aerodromes Planning Group, an Internal Committee under the Chairmanship of Joint Secretary in this Ministry respectively and development works are being planned in pursuance of these recommendations to the extent the resources available to the Civil Aviation Department during the Fourth Plan permit. The position in regard to the specific points raised by the Committee is as follows:—

- (i) *Present system of award of contracts for airport restaurants:*

The system of award of contracts of the four international airports was examined by an *ad hoc* Committee consisting of the representatives of the Civil Aviation Department, the administrative Ministry and the associated Finance in 1966 and the catering contracts at the four international airports were awarded for the period from 1-3-1967 to 31-12-1971 on payment of the standard rent of the premises plus certain percentages on gross sales on the basis of

competitive quotations. This question is, however, under review with a view to effect improvements in the catering arrangements at the airports, both international and domestic.

(ii) *Schedule of rates for international airport restaurants:*

(iii) *Need for separate restaurants and cafetaria, preferably run by the Tea Board|Coffee Board, to make available light refreshments at reasonable rates for people of lower and middle income groups:*

The schedule of rates to be charged at the international airport restaurants are required to be got approved by the Civil Aviation Department. These rates are revised from time to time.

Where possible, a separate and comparatively cheaper restaurant is provided. Where such a separate establishment cannot be provided for various reasons arrangements are made with the main catering contractor to provide snacks and beverages at counters located away from the main restaurant at lower rates.

The question of providing coffee, tea snacks by Coffee|Tea Board is engaging the attention of the Department.

[Ministry of Tourism and Civil Aviation O.M. No. 1-TPL5(51)|68 dated 3-1-1970].

Recommendation (Serial No. 33, Para: 5.15)

The Committee feel that it would be advantageous if specially trained Tourist Reception Officers are posted at all important airports to receive and guide the visitors. They note that a beginning is being made in this direction at Palam Airport. The committee recommend that in the light of experience gained with regard to the experiment at Palam, the question of extending it to other important airports may be examined.

Reply of Government

In accordance with the approved scheme, 8 Lady Receptionists have been recruited for the Welcome Service Counter to be operated round the clock at Delhi (Palam) Airport. All the Receptionists joined duty by 29-7-1969. Besides general training in the Tourist Office, they have been imparted training, alongwith Tourist Guides, Travel Agencies Staff, Hotel Receptionists etc. in the specialised short-term Tourist Information Training Course, Delhi Centre, organised by the Department from the 29th July, 1969 to the 22nd August, 1969. The Service has started with effect from 1-9-1969.

The question of extending such a Service to other important airports, e.g., Bombay, will be examined, in pursuance of the recommendations of the Committee, after this arrangement has been in operation for a period of three months at Delhi Airport.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL. I(51)|68 dated 3-1-1970].

Recommendation (Serial No. 34, Para: 6.9)

The Estimates Committee note that during the last 12 years Government have appointed three Committees to deal with various problems connected with hoteliering. They are glad that the last Committee which has submitted its Report early this year was also asked to survey the requirements of the additional capacity till the end of the Fourth Five Year Plan. They urge that the consideration of the Report may be expedited so that necessary steps are taken to implement such of the recommendations as are accepted by Government at an early date.

Reply of Government

The Report of the Hotel Review & Survey Committee has been examined by the Government and copies of the Report have been placed on the Table of the Lok Sabha and the Rajya Sabha. While accepting the recommendations of the IRSC in respect of the approval of restaurants and the classification of hotel establishments in the 1, 2 & 3 star categories, Government was of the view that the classification of establishments aspiring for 4 & 5 star categories should be done on a stricter basis so that establishment placed in these categories compare favourable by international standards, with similar establishments in other countries. It has therefore, been decided after discussion with the Federation of Hotel and Restaurant Associations of India that establishments in the 4 & 5 star categories only will be reclassified according to fresh criteria. Action on this as well as implementation of the other recommendations made by the HRSC which have been accepted by the Government has been taken in hand.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL. I(51)|68 dated 3-1-1970].

Recommendation (Serial No. 35, Para: 6.20)

The Committee are not satisfied with the steps taken so far to augment hotel accommodation in the country. They feel that as soon as the target about the inflow of tourist traffic to India has been

worked out, a perspective plan for the provision of hotel accommodation should have simultaneously been prepared. Now that the Hotel Review & Survey Committee has assessed the requirements of hotel accommodation, no further time should be lost in taking necessary steps for the provision of hotel accommodation accordingly. Hotels have to play a very vital role in the promotion of tourism. The Committee are of the view that unless a massive programme of hotel construction starts right now; it will not be possible to cope with the influx of visitors who are expected during the next 2½ years and that there is the risk of the entire plan going away. In this connection, the Committee would like the Department of Tourism to examine why even after having been offered incentives and facilities, the response from the private sector is not encouraging enough. In particular they would urge that Governments both Central and States should allot suitable sites in various cities for construction of new hotels on reasonable terms.

Reply of Government

Government agrees with the Committee's view that a massive programme of hotel construction is required to cope with the increasing tourist traffic. The response from the private sector to the incentives offered by the Government has not been as encouraging, as we would like but a number of hotel projects are at present in various stages of construction and completion. The most encouraging feature is the entry of three International chains to Bombay, where the International, the Sheraton, and the Hilton groups will with Indian collaboration invest about 16 crores. In this context it is readily apparent that this Rs. 5 crores for loans now available is quite inadequate.

In terms of the HRCC's estimate based on a compound growth rate of 13 per cent per annum in tourist traffic, that there will be a shortage of 18,735 rooms in the country by 1976, the accommodation to be provided by the new projects, and by others which are likely to come up in the ensuing years, will still be far from sufficient to fill the gap.

It has been observed that although the Hotel Development Loans Scheme was formulated as one of the main incentives for investment in the hotel industry, the lesser hotel projects (1 & 2 star categories) and those proposed by parties other than limited companies, not being eligible for loans under this scheme, has curtailed to some extent the response from the private sector. Liberalising the loan rules so that 1 & 2 star hotel categories, hotel projects, and projects

proposed by various organisations other than limited companies become eligible, are under active consideration of the Hotel Development Loans Board and it is anticipated that some of the suggestions for liberalisation of the rules, as well as raising the quantum of loan to 75 per cent of the fixed assets instead of the present 66.2|3 per cent, will be announced shortly. It is anticipated that such relaxations will elicit a substantial response from entrepreneurs whose projects will contribute effectively to build up the infrastructure for the middle and low income groups of tourists. Government is also examining other areas of liberalisation in this context of international practice.

The Committee's recommendation that the Central and State Governments should allot suitable sites for hotel construction on reasonable terms, has been noted. This has already been taken up with State Governments. It is hoped that the steadily growing awareness of the importance of Tourism will lead to more constructive efforts. At present, unfortunately, except for a few tourist conscious State Governments, the majority of State Governments do not seem to have taken action on this subject although resolutions passed at several Tourist Development Councils Meetings have repeatedly urged them to do so. Since the availability of suitable land for hotel construction is the first requisite for any effective programme of hotel construction, Government is of the view that unless the State Governments take immediate steps to offer to the hotel industry in their area the same type of incentives that are being offered by the Central Government, no real progress can be made in the hotel construction programme.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL. I(51)|68
dated 3-1-1970].

Recommendation (Serial No. 36, Para: 6.25)

The Committee regret to note that it has not been possible for Government to give loans out of the Hotel Development Loans Fund even though the Fund was created for the purpose almost a year ago. They suggest that the application for the grant of loan should be processed expeditiously and finalised. The Committee would also like the Government to examine whether the terms and conditions of loans are rigid and call for rationalisation and simplification so as to enable the hotel industry to avail of the Loan Fund.

Reply of Government

The Board for the Hotel Development Loan Scheme has already approved 5 loans* to the extent of Rs. 1.3 crores. Three more loans amounting to Rs. 1.12 crores are also likely to get the approval of the Board. Regrettably few really satisfactory new projects have come forward. The reasons for this are being examined.

During the last financial year a sum of Rs. 20 lakhs was disbursed while during the current financial year an amount of Rs. 1.25 crores is likely to be disbursed if the applicants are able to raise their source of finance, create enough assets to be offered as security and also establish clear titles to their securities for completing the basic legal requirements before the disbursement of loans. The applications are dealt with expeditiously and at this rate it is expected that the Plan provision of Rs. 5 crores may be exhausted during the first three years of the Plan period itself.

With a view to enable the hotel industry to avail of the scheme fully, the Board has already approved liberalising the Scheme by—

- (1) Permitting the sharing of securities with clear institutions;
- (2) Accepting the valuation of assets from any Government approved valuer;
- (3) Accepting security relevant to each instalment of loan to help the entrepreneurs to create further assets with the loan and offer the same as security.

The Board has also decided to extend the loan scheme to motels and hotels of one or two star categories. It has also decided to increase the quantum of loan from 66.2|3 per cent to 75 per cent of the value of the fixed assets of the project. Other areas of liberalisation are also being examined.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL. I(51)|68 dated 3-1-1970].

*Hotel Hindustan International	Rs. 25.00 lakhs
Fariyas Hotel	Rs. 21.59 „
Karan Enterprise (P) Ltd.	Rs. 8.5 „
Taj Mahal Hotel	Rs. 25.00 „
Hotel Horizon	Rs. 50.00 „
@Ritz	Rs. 20 „
Piems	Rs. 80 „
Rutt-Deem	Rs. 12 „

Recommendation (Serial No. 37 Para: 6.32)

The Committee note that while as many as 221 out of 299 hotels inspected by the Hotel Classification Committee were classified and approved in 1962, only 166 out of 221 hotels were able to qualify for starrage this time although the criteria for classification was the same on both the occasions. This indicates that there has been a fall in the hotel standard which is a cause for concern. The Hotel Review & Survey Committee 1968 has made useful recommendations and suggestions for the improvement of hotels. The Estimates Committee urge that Government may consider the report and take urgent action to implement such of the recommendations as are accepted by them.

Reply of Government

Noted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 38, Para: 6.37)

The Committee are unhappy to note that the standards even in those hotels which are on the approved list of the Department of Tourism, leave much to be desired. They are all the more unhappy at the findings of the Pacific Visitors Survey which places India in a rather bad light. The Committee need hardly stress the desirability of keeping a constant watch on the hotel standards. They suggest that a permanent machinery be set up in the Department of Tourism for the purpose without further delay. The Department of Tourism should work in close collaboration with the hotel industry, Federation of Hotel and Restaurants and other Associations in the matter and also impress upon them the need to maintain high standards in the hotels. They may be urged to set up their own machinery to keep a constant watch on the hotel standards.

Reply of Government

Government accepts the Committee's recommendations that a permanent machinery should be set up to keep a constant watch on hotel standards which will also inspect establishments which come up between the recent review and the formal establishment of the next Classification Committee. Further, Government has decided that such an inspection machinery should be backed by a statute requiring all establishments to submit themselves to periodic and surprise inspections.

The permanent machinery envisaged is to consist of one nominated permanent official as Chairman and a separately appointed Director in each region whose sole task will be to ensure maintenance of standards through continuous inspection and control. Action on this recommendation has been initiated, and will be completed subject to availability of funds.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 39, Para: 6.38)

The Committee further suggest that effective measure should be taken urgently to effect improvements on right lines and to remedy the shortcomings pointed out in the Pacific Visitors Survey Report. Vigorous publicity should be given to these improvements to off set the adverse effects of the above Survey Report.

Reply of Government

Noted

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/68, Dt. 3-1-1970].

Recommendation (Serial No. 40, Para: 6.53)

The Committee note that there is shortage of trained personnel in hotel industry in India. They also note that the existing training facilities provided for hotel personnel are inadequate. The Committee suggest that a phased programme to augment the training facilities may be prepared to the hotel industry in adequate numbers. Programme should be reviewed continuously in the light of requirements and augmented as necessary. They also suggest that the hotel industry should be closely associated with the various training programmes, and it should be impressed upon them to offer suitable employment opportunities and remuneration to the students after completion of training.

Reply of Government

The recommendation is accepted.

It may be mentioned that apart from the Institutes at Bombay, Calcutta, Madras and Delhi which offer courses in Hotel Management and Catering Technology, 5 Food Craft Centres are being set up at Kalamassery (Cochin), Goa, Bangalore, Lucknow and Nagpur

to train craftsmen for the industry. Those at Kalamassery and Goa are already functioning and those at Bangalore, Lucknow and Nagpur are likely to start soon. The Ministry of Food have plans to develop another 15 food craft centres in addition to the 5 listed above.

Under the United Nations Development Programme a total allocation of Rs. 221.800 has been agreed to, including an expert for 4 years for the proper development of these centres, and this programme will be linked with the existing ILO project which is an "Apprenticeship Scheme" for the training of cooks, bearers etc. The Food Craft Centres will also be receiving foreign exchange for equipment under the special fund programme.

It is proposed to convert Hotel Ranjit, Delhi for on-the-job training for students from the Institute of Hotel Management, Catering and Nutrition, New Delhi. The objective of such training will be to fill the gap between the theoretical training and the practical realities of running a hotel. Later such on-the-job training will be extended to existing personnel at public sector hotels, and to personnel from 1, 2 & 3 star hotels which lack such training facilities.

A German expert has been in India to advise on the setting up of a broad based training programme to meet the requirements of the Indian hotel industry and his report which has just been submitted is under examination of the Government. Specialised programmes will be implemented through the existing institutes than by setting up fresh training centres.

The suggestion that the hotel industry should be normally associated with various training programmes is accepted and a vigorous effort will be made to implement it. Indeed this is in effect now and only the general apathy and disinterest of the hoteliers limits its rapid development.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPLI(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 41, Para: 6.54)

The Committee also suggest that the feasibility of starting refresher courses for the personnel already employed in the hotels may also be considered.

Reply of Government

The suggestion is accepted. As mentioned in the reply to para 6.53, Ranjit Hotel, Delhi would be used as a centre for on-the-spot training for students from the institute of Hotel Management, catering and nutrition, New Delhi. The training will later be extended to personnel working in the public sector hotels and in due course to personnel from 1,2 & 3 star hotels. The Institute at Delhi organised a special programme for the training of managers of tourist bungalows at the request from the Department of Tourism, and the Institute at Bombay has also organised a special course for senior service officers who could be employed by the hotel industry.

The Apprenticeship Scheme of the Ministry of labour training programme which is in operation for personnel employed in the hotel and catering industry covers the following trades:—

- (i) Cooks (General)
- (ii) Steward (dining rooms)
- (iii) Steward (floor)
- (iv) Baker and Confectioner
- (v) Housekeeper
- (vi) Hotel Clerk|Receptionist.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL. I(51)/
68 Dt. 3-1-1970.]

Recommendation (Serial No. 42, Para: 6.60)

The Committee consider that the use of modern and sophisticated equipment *e.g.* dish-washing machine, laundry and dry cleaning equipments, vacuum cleaners etc. in the hotels would help a great deal in improving hygienic conditions and in raising the hotel standards. It should also help in catering to the needs of the foreign tourists especially those coming from advanced countries. The Committee feel that Government may release enough foreign exchange for the import of highly technical and sophisticated hotel equipment so long as it is not available in the country.

Reply of Government

The recommendation made above is accepted. Meetings have been held by Department of Tourism officials with the CCI&E and DGTD at which the specialized needs of the hotel industry in the matter of provisions etc. were discussed resulting in a more liberal attitude towards their import. Capital equipment such as dish washing

machines, ice cube making machines etc. which were previously not being cleared from the indigenous angle are now being allowed for import. Foreign exchange is also being released on a much more liberal basis for essential imports.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL, I(51)/
68 Dt. 3-1-1970.]

Recommendation (Serial No. 43, Para: 6.61)

The Committee note the proposal of the Department of Tourism to hold a meeting with the representatives of the Hotel Industry and D.G.T.D. They hope that this will result in minimising the delay in the processing of applications for import license and in streamlining the procedure.

Reply of Government

The above observation is noted and it is intended to hold a meeting with the DGTD shortly. On the meantime, another suggestion under consideration of the Government for minimising delays in the issue of import licenses, is to obtain from the Federation of Hotel & Restaurant Associations of India on behalf of the hotel industry, lists of equipment with descriptive illustrated literature, proforma invoices etc. which are required by hotels in the various categories for their efficient functioning. It is felt that if such a list is obtained at the beginning of each shipping period, these items could be referred to DGTD for general clearance from the indigenous angle so that import applications with this Department's recommendations may be forwarded directly to CCI&E in respect of those items of equipment which are cleared from the indigenous angle, instead of our having to put each individual application through the entire process. It may be mentioned that this procedure of obtaining blanket 'Clearance' for items of provisions is already being followed as the needs of the various hotels for these, is common.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL, I(51)/
68 Dt. 3-1-1970.]

Recommendation (Serial No. 45, Para: 6.71)

The Committee also suggest that necessary steps should be taken to ensure that the hotels observe correct business practices and do not overcharge the guests or indulge in other malpractices. They

hope that Government will take due note of the suggestions and recommendations made by the Hotel Review & Survey Committee, 1968, in this regard.

Reply of Government

The suggestion made by the Committee is accepted. The permanent machinery to be set up for inspection will be entrusted with this responsibility as well.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 46, Para: 6.76)

The Committee need hardly stress that cuisine of a higher standard should be offered to the tourists at the major ports of entries, and restaurants at the places of tourist interest, hotels etc. The Committee suggest that efforts should be made to encourage hotels and restaurants in India to develop special oriental and Indian menus to suit the foreign taste. At the same time it should be possible for Government to release enough foreign exchange for the import of provisions which are not available indigenously and are considered necessary in the preparation of Western style and to which the tourists are accustomed to.

Reply of Government

The Government concurs completely in the views expressed by the Committee. The last Tourist Development Council meeting passed a resolution that hotels and restaurants in India should develop special menus for visitors *e.g.*, adaption of Indian dishes for foreign tastes; larger varieties of foreign dishes. The Federation of Hotel & Restaurant Associations of India has taken up this aspect with their members and it is hoped that it will be implemented effectively.

Foreign exchange for the import of provisions required for international cuisine is being released to the extent that allocations are made to this Department.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 47, Para: 6.81)

The Committee do not think that sufficient attention has been paid towards the construction of hotels in the country. They feel that since the motel concept is new to India, the precise location of each motel should be determined very carefully. It may be advantageous to construct motels either as units attached to petrol pumps and service stations along the national highways or on the outskirts of big cities where it would be advantageous for the tourists travelling by road to stop over right instead of going to the city in search of suitable accommodation.

Reply of Government

The observations and recommendations of the Estimates Committee have been noted and will be borne in mind while planning motel facilities in the country.

The India Tourism Development Corporation have a provision of Rs. 150 lakhs in the Fourth Five Year Plan for the construction of motels. The break up of this provision is as follows:—

<i>Name of the Project</i>	<i>Plan provision</i>
	(Rs. in lakhs)
Jammu	.. 25
Gwalior	.. 25
Siliguri	.. 25
Barhi Hazaribag	.. 25
Varanasi (Motel cum Tourist Reception Centre)	.. 50

TOTAL	.. 150

The India Tourism Development Corporation have already commissioned the services of the Indian Institute of Management, Ahmedabad for carrying out a feasibility survey in respect of the motel project at Jammu. A draft report has since been received which will be finalised soon. The estimated cost of this project is likely to be approximately Rs. 25 lakhs. The motel at Jammu is the

first motel project to be undertaken by the India Tourism Development Corporation and it is proposed to provide the following facilities and amenities at this establishment:—

- (i) The motel will have 50 double rooms with provision for future expansion to 100 rooms with public facilities, such as, cafeteria, reception, lounge, shops, telephone, etc.
- (ii) Parking space for cars will be provided as near to the living units as possible.
- (iii) While provision will be made for central air-conditioning later, some of the rooms will be provided window type air-conditioners for the present.
- (iv) All rooms will have attached bathrooms fitted with geysers or central hot water supply.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 50, Para: 6.94)

The Committee are unhappy to note that accommodation in Dak Tourist Bungalows in various parts of the country remains mostly unutilised. They suggest that feasibility of making the accommodation in such bungalows available to low and middle income group tourists—both foreign and Indian—may be considered.

Reply of Government

The above recommendation is noted. Government had earlier considered the measure of utilising accommodation available in the country in Dak Bungalows, Tourist Bungalows, Circuit Houses etc. to the maximum extent. It was noted that the number and variety of agencies through which accommodation has to be booked is so complex that it is virtually impracticable to use them. It was therefore suggested that States in the different regions should consider pooling their accommodation from all Departments of PWD, Irrigation, Forests etc. and appoint a representative at the main entry point in the area who would be responsible for a centralised system of booking. The Tourist Development Council considered this suggestion and passed a resolution urging the State Governments to do so and also to upgrade the standards at these various bungalows. It is appreciated that a number of practical problems will have to

be overcome by the various State Governments in order to implement this effectively and we have received no positive information on the action taken so far. This is being taken up at the coming TDC meeting.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 51, Para: 6.95)

The Committee further note that the Department of Tourism has been giving grants to various institutions for providing accommodation to low and middle income group tourists. They would like the Department to keep effective control over these institutions and ensure that the accommodation provided by these institutions is properly and adequately utilised.

Reply of Government

The Department recognises the need to keep an effective check to ensure that the accommodation constructed with the help of grant given by Government is properly utilised. The practice of giving grants has been stopped but the whole question is being re-examined.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL.I(51)/
68 Dt. 3-1-1970].

Recommendation (Serial No. 52, Para: 6.103)

The Committee are not sure whether prohibition is an active deterrent to the flow of foreign tourist traffic to India. They however, feel that the formalities connected with the purchase of liquor by a foreign tourist are too cumbersome and need simplification. The Committee also feel that there is need to have a uniform policy in all the States in the matter. They suggest that the procedure regarding the supply of liquor to foreign tourist may be suitably simplified and made uniformly applicable in all the States.

Reply of Government

The above recommendation is noted. At present, under a scheme introduced in 1963 foreign tourists are issued All-India Liquor permits by visa issuing officers of Indian Missions, and Directors of Tourist Offices abroad. Tourists who arrive without liquor permits

can collect them from the Tourist Offices located at the ports of entry, and those arriving at places such as Cochin, Dhanushkodi etc., a temporary permit valid for that State can be issued by the local Excise authorities under the existing regulations.

The All India Liquor Permit is valid for the duration of the visa in case of non-Commonwealth countries and for a period of 3 months in case of Commonwealth tourists. The permit holder is authorised to buy, possess, transport, use and consume bottled liquor anywhere in India where prohibition is in force for a stay of not more than 30 days at a time. The quantity of liquor that may be possessed and/or consumed under this permit is not to exceed 2 units at any time or 6 units in the aggregate during a month. A unit consists of 1 bottle of spirits or 3 bottles of wine, or 9 bottles of fermented liquors of a strength exceeding 2 per cent of alcohol by volume or 27 bottles of fermented liquor of strength not exceeding 2 per cent of alcohol. Therefore, the tourist can bring along with him on the authority of All India Liquor Permit, liquor equivalent in quantity to 2 units.

In partially dry areas such as Delhi, prohibition regulations have been relaxed to allow foreign tourists to have drinks with their meals in the dining rooms attached to the hotels, which facility is also extended to Indian friends in their company. Similarly Indian residents in the hotel are allowed to entertain their foreign friends to drinks with their meals. In Bombay the Excise Officer is always available outside the permit rooms so that foreign tourists can be issued permits on the spot.

In order to cut short the formalities which are required of a foreign tourist to apply for and obtain a liquor permit separately, the Department of Tourism propose to combine the All-India liquor permit and the Tourist Introduction Card in one, practical document of the same size as an airline ticket which can be carried conveniently. The introduction of the new format has been taken up with the various Ministries/Departments concerned.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL. 1 (51)/68
dated: 3-1-1970.]

Recommendation (Serial No. 53, Para: 7.10)

The Committee note that the Department of Tourism has recognised 36 Travel Agents and 37 branches of these establishments. It is well known that the travel agents are a key factor in the development of tourism and it is through them that a foreign tourist comes to the country. Their role in attracting foreign tourists to the country is of paramount importance. He promotes and sells the services of International carriers, Indian Airlines, Railways, Indian Hotels, transport companies, guides and shops. He is the promoter of the entire package. The Committee feel that with the growth of domestic and international tourism in future the services of travel agents would be required in greater measure. They therefore suggest that the requirements of travel agencies at each centre of tourist interest may be assessed and their number increased so as to ensure that the tourists, particularly the foreign tourists, receive efficient, reliable and competent service.

Reply of Government

While the Department of Tourism agrees with the recommendation of the Estimates Committee, it finds itself handicapped because of limited personnel to undertake the suggested survey at this stage. A survey of this nature will be initiated as soon as the organizational position improves. However the rules framed for the grant of recognition to travel agencies ensure to the extent possible that the applicants will be able to render reliable and efficient services to tourists.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-1(51)|68
dated 3-1-1970]

Recommendation (Serial No. 54, Para: 7.11)

The Committee are glad to learn that the Government are considering to have a centralised machinery for the grant of recognition to travel agencies. They hope that this would go a long way in eliminating unauthorised and unscrupulous travel agents from the trade.

Reply of Government

It is logical that the recognition of travel agencies should be centralised in this Ministry and action towards this end is being taken

with the Ministry of External Affairs, Railway Board and the reserve Bank of India.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-1(51)|68
dated 3-1-1970]

Recommendation (Serial No. 55, Para: 7.12)

The Committee further suggest that since the travel agents have to solicit foreign tourists and have to maintain close contacts with tour promoters in foreign countries, their requirements by way of foreign exchange for promotion of tours abroad, staff training and establishment of offices overseas should be given due consideration. The Committee suggest that the feasibility of providing sufficient incentives to the travel agents to solicit more and more customers may also be examined by the Government sympathetically. On their part the travel agents should also continuously endeavour to improve the quality of their service in keeping with the tourist requirements.

Reply of Government

The basis of allocation of foreign exchange to travel agents for publicity and promotional tours abroad has been liberalized. Travel agents are exhorted to place advertisements in overseas travel trade publications besides undertaking promotional tours for which foreign exchange is readily made available. The Department favours the idea of branch offices of travel agencies being established in our potential markets and towards this end is liberal in its recommendations to the Ministry of Finance who have become very aware of this need.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-1(51)|68
dated 3-1-1970]

Recommendation (Serial No. 56, Para: 7.19)

The Committee feel that various malpractices indulged in by shopkeepers and non-indication of prices on the articles for sale and the tendencies of bargaining, not only adversely affects the tourist trade, but also distorts the image of India abroad. The Committee, therefore, suggest that effective steps should be taken by the Government to curb the activities of such unscrupulous shopkeepers.

Reply of Government

The Department of Tourism has instituted a system of approving shops after careful scrutiny by a Screening Committee. The shops

so approved are expected to abide by terms and conditions framed by the Department which *inter alia* provide for the display of prices and articles. Failure to abide by these terms and conditions could amount to withdrawal of recognition and black-listing.

In order to ensure adherence to the terms etc. by the tourist trade, it is proposed to set up an inspection machinery within the Department. This will automatically have a salutary effect in generally toning up the industry.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-1(51)|68
dated 3-1-1970]

Recommendation (Serial Nos. 57 & 58, Paras: 7.25 & 7.26)

7.25. Tourist guides, who are mainly concerned with providing useful and authentic information to the tourists about the places of tourist interests, play an important role in the development of tourism in the country. They come in very close contact with the tourists and more particularly with the foreign tourists, and hence leave a lasting impression on the tourists about the country and its people. It is the attitude and courtesy shown by the tourist guides that goes a long way in providing customer satisfaction and creating a good image of the country in the minds of the foreign tourists. Great care should therefore be taken in the selection of right type of persons for this job and in imparting them proper training. The Committee feel that there is no need to have separate tourist guides by the Archaeological Department, State Tourist Directorates and Central Tourist Department. They suggest that there should be only one set of tourist guides and that their selection should be made in consultation and coordination with the Archaeological Department, State Tourist Departments, Central Tourist Departments and Tourist Agencies. The requirements of tourist guides at all places of tourist interests should be assessed periodically and the selection made to meet the needs of guides at each centre.

7.26. The Committee further suggest that in training the tourist guides, apart from lectures on Indian History and Culture, Current Affairs and details of places of tourist interests, attention should be paid to inculcate in the guides a sense of regard and respect for the foreign tourists as well as of showing utmost courtesy to them. Arrangements should also be made to have refresher courses periodically for the existing guides.

Reply of Government

The recommendation is accepted and the measures to implement them are underway. For Guide Training Courses in future a new syllabus has been designed. The main difficulty faced is that the present system does not provide adequate regular emolument to attract the right type into the guide's profession. Measures are proposed to introduce a higher degree of professionation, and to examine how to create a regular cadre of paid guides.

Refresher Courses for guides as well as other personnel from travel trade like travel agents, hoteliers, car operators, State and Central Government Tourist Officials, Customs, Immigration and Health staff, airline officials etc. are being organised at nine tourist centres of India. The syllabus has been so prepared as to incorporate the recommendations of the Estimates Committee. Details of the syllabus and the training programme are attached.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(52)/68, dated 3-1-1970].

Recommendation (Serial No. 59, Para: 7.34)

The Committee are concerned to note that a large portion of the foreign exchange being spent by the tourists in the country is finding its way to black market. They do not consider the measures hitherto taken to prevent leakage of foreign exchange as satisfactory even though the *ad hoc* Committee on Tourism draw the attention of Government towards this problem as early as 1963. The Committee need hardly stress that if the advantages accruing from the development of tourism are to be fully realised, the Government should take immediate corrective steps to ensure that the foreign exchange spent by tourists in the country is surrendered to the Reserve Bank of India and not diverted into unauthorised hands. The Committee hope that it will be possible for the Inter-Ministries Committee to suggest ways and means for preventing leakage of foreign earnings from foreign tourists at an early date. In this connection, the Committee feel that measures suggested in a memorandum submitted to them (para 7.28) merit close study by the Inter-Ministries Committee.

Reply of Government

Government have appointed an inter-departmental Committee to consider the various points including those referred to above and

suggest measures to be adopted by Government to prevent leakage of foreign exchange.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(52)/68., dated 3-1-1970].

Recommendation (Serial No. 60, Para: 8.19)

The Committee note that the road transportation in the country as far as foreign tourists are concerned is unsatisfactory. While modern big Deluxe Cars are not indigenously produced, the imported cars sold by STC have not proved either economical or operationally sound. Moreover, they meet only a fraction of the total demand. Similarly, the small number of tourist coaches that are manufactured in the country are not comfortable enough. In view of the opinion expressed by the representative of the Department of Tourism before the Committee that there is a shortage of good cars and coaches and a wide gap between demand and supply, the Committee recommend that the import of tourist luxury cars and coaches of international standard and their equipment e.g. air-conditioning units and other spare parts, may be made more liberal and necessary foreign exchange found in the larger interests of promotion of tourism. They further suggest that continuous efforts should be made to improve coach building within the country to bring it at par with international standards.

Reply of Government

The Department of Tourism welcomes the suggestion as there is a dire need for suitable vehicles for the use of tourists and as a start an allocation of \$1,50,000 has recently been made by the Ministry of Finance for the import of large cars for use by the India Tourism Development Corporation as tourist taxis. A portion of this allocation will be utilised for the purchase of spare parts. Permission to import air-conditioned units presents many problems but slight progress has been made. A proposal for the purchase of indigenous makes of minibuses is under examination. As regards coach building, the matter is being pursued with the Ministries of Finance, Industrial Development and Foreign Trade.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(52)/68., dated 3-1-1970].

Recommendation (Serial No. 61, Para: 8.21)

The Committee feel that a survey of tourist taxis at tourist centres by the Department of Tourism would enable them to pro-

ject their overall requirement of tourist taxis more realistically. They recommend that concerted measures should be taken to match the availability of taxis, to tourists requirements—and a phased programme drawn up for the purpose.

Reply of Government

The recommendation of the Committee has been noted for necessary action.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) |68, dated 3-1-1970]

Recommendation (Serial No. 62, Para: 8.23)

The Committee feel that it will help if tourists are made aware that they could lodge a complaint against the car driver if they are dissatisfied with his service or behaviour with the local Tourist Centre. Such complaints, if received, should be attended to promptly and appropriate action as per the code of conduct should be initiated by the officers in charge of the Tourist Centre against the driver and if possible, the complainant may be informed.

Reply of Government

Since drivers of public service vehicles are licensed by the State Transport Authority, penal action can be taken against the defaulting driver by that Authority. As a rule, complaints of this nature received in the Tourist Offices are referred to the respective State Transport Authorities for necessary corrective action. In addition, the Department of Tourism is contemplating legislation to regulate the practices of the various segments of the travel industry including this.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) |68, dated 3-1-1970].

Recommendation (Serial No. 63, Para: 8.27)

The Committee consider that an unobstructed movement of tourist vehicles throughout the country is essential for the growth of tourism since a large number of tourists use buses or cars for visiting places of tourist interest. The Committee hope that Government will continue to impress upon the State Governments/ Union Territories concerned, the importance of their subscribing to the Draft Model Rules as approved by the Tourist Development Council so that the existing difficulties in obtaining permits from

different States are obviated. In their opinion it is imperative that the country moves on the concept of single tourist permit so that the tourist can travel easily throughout the country.

Reply of Government

The Department of Tourism shares the anxiety of the Committee in regard to the unobstructed movement of tourist vehicles across State boundaries and at the instance of the Government of India 19 States/Union Territories have framed/adopted Tourist Vehicles Rules based on the Draft Model Rules as approved by the Transport Development Council and circulated by the Ministry of Transport. The Department of Tourism has been vigorously pursuing the matter with the remaining 6 State Governments| Union Territories who have not framed|adopted these Rules so far.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51)|68,
dated 3-1-1970].

Recommendation (Serial No. 64, Para: 8.37)

The Committee feel that the present limited capacity of the Indian Airlines Corporation restricts the growth and movement of international and domestic tourists within the country. Considering the fact that in few years time tourists would be arriving in the country in 4 to 5 hundred seater Jumbo jets, I.A.C.'s need for a better, faster and larger aircraft becomes urgent. It is also necessary from the point of view of the growth of domestic tourism and international progress. The Committee hope that Government will bear this in mind while taking decisions on the question of augmentation and modernisation of aircraft with the I.A.C.

Reply of Government

Noted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51)|68,
dated 3-1-1970].

Recommendation (Serial No. 65, Para: 8.40)

The Committee need hardly stress the importance of an efficient and prompt Air reservation system. They recommend that the system should be kept under constant review in the light of experience so that the number of complaints from tourists on this account are minimized, if not eliminated altogether.

Reply of Government

The Indian Airlines are having the reservation system constantly under review. As the manual system in use is rapidly becoming inadequate due to the increase in traffic, the Corporation are planning to computerise the system.

Similarly Air-India have initiated action to study the introduction of the computer reservation system.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) |68, dated 3-1-1970].

Recommendation (Serial No. 66, Para: 8.46)

Since the initial cost of travel to get to India is high, the Committee recommend that efforts should be made for reduction of normal fares in consultation with other countries, if possible on a reciprocal basis, so as to encourage more tourists to come to India in groups and in maximum numbers.

Reply of Government

Air-India are making constant efforts to promote tourist traffic to India, although the infrastructure for tourism in India is inadequate to cater to mass tourist traffic.

The establishment of promotional or discounted fares is not done on a reciprocal basis between Governments. The introduction of new fares is first discussed at IATA Traffic Conference and has to be unanimously approved by all IATA members. With a view to promote tourism to India, it has been Air-India's constant endeavour to establish special promotional fares from those points where tourist traffic potential exists. For instance, a reduction of 52.5 per cent on the normal air fare from points in Europe to India has been introduced effective November 1, 1969.

Promotional fares to India are already available from USA, Canada, Mexico, UK, Europe, Ethiopia, Middle East, Australia, South East Asia and the Far East.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) |68, dated 3-1-1970]

Recommendation (Serial No. 67, Para 8.49)

The Committee recommend that Government should examine the feasibility of a helicopter service to points, places and sites of tourist interest in India which are at present inaccessible by the air services in consultation with the Indian Airlines Corporation.

Reply of Government

The problem of providing services to inaccessible areas is receiving due attention of Indian Airlines. There are a number of stations where helicopters could be utilised to provide service and a study is being made for helicopter operation to these areas. But so far it has been found that besides requirements of substantial capital investment, operation of Helicopter services will result in huge losses. The operating cost comes to approx. Rs. 3200/- per hour while the maximum Revenue could be Rs. 1710 per hour only, assuming rate structure of Rs. 0.60 per Kmt. (which is more than double the rate charged for fixed wing A/C).

Helicopter services have been tried in a number of countries and practically all the companies have been running at a loss for such operations. These services were also tried in Pakistan and Nepal. They had to withdraw the operations on account of accumulation of losses. It is, therefore, not considered feasible, at the moment, to introduce helicopter services to these stations. However, Indian Airlines is keeping under view the development of new type of helicopter aircraft which may be more economical and also the STOL aircraft which may be developed.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) 68 dated 3-1-1970].

Recommendation (Serial No. 68, Para: 8.51)

The Committee regret to note that too frequent changes in the time schedules of I.A.C. at a short notice have upset the plans and the advertised programmes of foreign tour promoters, made sufficiently in advance, creating problems for promoters abroad and their handling agencies in India. The Committee recommend that Government should ensure that the time schedules are not changed unless absolutely necessary for reasons beyond the control of the airlines, and that punctuality of air services are maintained so as to avoid unnecessary dislocation of arrangements already made.

Any subsequent change in the time schedules should be promptly communicated to tour promoters abroad sufficiently in advance.

Reply of Government

Indian Airlines have noted the recommendation.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) 68 dated 3-1-1970].

Recommendation (Serial No. 70, Para: 8.59)

The Committee are concerned to note that enough publicity is not given by the Department of Tourism in foreign countries to the availability of tourist, railway coaches. They feel that this type of travel would have a lot of appeal to a particular class of foreign tourists who would like to see the country more intimately. The Committee recommend that effective steps should be taken to publicise the availability of these facilities in foreign countries.

Reply of Government

The recommendation of the Committee has been noted. The Ministry of Railways has been addressed how best this can be worked out.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-1(51)/68
dated 3-1-1970].

Recommendation (Serial No. 71, Para: 8.64)

The Committee note that the economics of requisitioning a special train, the concessions that are provided, the additional expenditure incurred and the tariff for food have not been completely worked out by the Railways so far. The Committee recommend that immediate steps should be taken to work out in detail the economics of group travel by foreign tourists with a view to effect economy and provide concession so as to make group travel more attractive. The Committee further recommend that guidelines should be laid down by the Railways for tariff charges for special menus on special trains which should be made applicable to all Railways.

Reply of Government

The recommendation has been noted. The Railway Board propose to entrust the study of the economics of running trains for tourists to the Special Cell which is being setup to conduct a study of the cost analysis of passenger train services. The Railway Board are also in the process of laying down guide-lines for tariff charges for special menus on special trains.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-1(51)/68,
dated 5-2-1970].

Recommendation (Serial No. 72, Para: 9.68)

The Committee are glad to note that both the Railway Ministry and the Department of Tourism have agreed to simplify the

existing cumbersome and time consuming procedure regarding the issue of concessional Railway Tickets to foreign tourists. They would urge that the necessary modifications in the relevant forms may be made so as to ensure speedy issue of concession ticket to a foreign tourist at any railway station and the revised procedure put into effect at an early date.

Reply of Government

Noted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 5-2-1970.]

Recommendation (Serial No. 73, Para: 8.69)

The Committee also suggest that with a view to sort out the difficulties relating to the movement of tourist coaches and trains an informal Coordinating Committee of senior officials of Department of Tourism and Railway Board be constituted.

Reply of Government

A Coordinating Committee, as suggested, is being set up.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 5-2-1970.]

Recommendation (Serial No. 74, Para: 8.74)

The Committee understand that inter-change of air-tickets and rail tickets would provide an added facility to foreign tourists who are unable to get air-reservation in time and who want to travel by train. The Committee suggest the feasibility of making air and rail tickets of foreign tourists inter-changeable, may be examined by Government in consultation with the Airlines and the Ministry of Railways.

Reply of Government

The recommendation of the Committee has been noted for action in consultation with the Railways and the Indian Airlines.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 5-2-1970].-

Recommendation (Serial No. 75, Para: 8.76)

In order to avoid inconveniences to tourists in getting reservations made, the Committee recommend that a Cell should be provided in the Railway Reservation Office, New Delhi, for providing facilities of rail booking and confirmation of seats in advance for large groups of foreign tourists.

Reply of Government

A Central Machinery at Delhi is being set up for the purpose.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) |68, dated 5-2-1970.]

Recommendation (Serial No. 76, Para: 8.81)

There is no doubt that pleasure cruises on large lakes, rivers and dams if properly developed would result in added tourist attractions. The Committee suggest that Government should examine the possibility of developing inland water transport particularly where they provide a link with monuments and places of scenic beauty etc., like Nagarjunasagar. They are glad to note that the idea of developing boat ride from Nagarjunasagar to Srisalem is being pursued. They hope that this proposal would be implemented soon.

Reply of Government

The suggestion of the Committee for arranging pleasure cruises at lakes, rivers and dams have already received the attention of the Department. During the current financial year, efforts are being made to purchase motor launches for use at Govindsagar and Nagarjunasagar. Necessary data for arranging such cruises in the Cochin back-waters is being collected.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51) |68, dated 3-1-1970].

Recommendation (Serial No. 78, Para: 9.9)

The Committee regret to note that no comprehensive survey has been made so far to identify and to develop the spots and resorts of tourist interest in the country as a whole or in the States. The Committee feel that it is important to have a comprehensive survey of all the centres of tourist attraction in the first instance.

with a view to identify places for immediate development which are likely to attract foreign tourists in large numbers and are easily accessible.

Reply of Government

Broad information about the flow of tourist traffic to various tourist centres is available on the basis of Sample Survey organised by the Department and this data is taken into consideration in developing tourist facilities. The kind of comprehensive survey suggested by the Committee will be undertaken as soon as resources and organisational adequacy permit of it. However, certain places which attract tourists in large numbers have been identified and urgent action is being taken to develop them.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 79, Para: 9.13)

The Committee are concerned to note that the ancient and historical monuments in Goa which are a great tourist attraction are not being maintained properly and that the repair work carried on there is far from satisfactory. In particular they are unhappy about the unsatisfactory state of affairs of the museum which is housed in the Cathedral of St. Francis of Assisi which requires urgent repairs. The Committee would therefore like the Government to have a quick survey made of the Archaeological monuments in Goa with a view to carry out immediate repair operations of the Churches and Cathedrals which are on the verge of falling down. They also recommend that immediate attention should be paid to the maintenance and management of the museum so as to ensure its proper working and developing it as a major centre of tourist interest, in Goa.

Reply of Government

The matter has been taken up with the Goa Administration and the Director General, Archaeological Survey of India.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 81, Para: 9.35)

The country abounds in centres of Buddhist interests which have potentiality of attracting foreign tourists particularly from

countries like Japan, Thailand, Burma and Ceylon, having large and sizeable Buddhist population. It would appear that in the past no concerted action to develop these places of tourist interest has been taken. The Committee recommend that effective steps should be taken to develop Buddhist centres and to provide amenities and facilities at these places both for foreign tourists and Indian tourists. It would be advantageous if in this matter leading countries having large Buddhist population are also consulted.

Reply of Government

The recommendation of the Committee is noted. It fits in with the Department's existing plans. A provision of Rs. 65 lakhs has been made in the Fourth Five Year Plan on Tourism for the development of selected places of Buddhist interest in the country for attracting a large volume of Buddhist traffic from abroad. Various parties concerned with the development of Buddhist centres will also be consulted in determining the type of facilities to be provided.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 82, Para: 9.36)

The Committee are concerned to note that there has been inordinate delay in the construction of four additional rooms in the existing tourist bungalow at Bodhgaya. They are not convinced by the reasons given that limitation of staff handicapped the scheme for maintaining a close liaison and supervision over the CPWD. The Committee would stress the need of exercising supervision over these matters to ensure that such lapses do not recur in future.

The Committee note that an aerial ropeway has been donated by the Government of Japan for carrying pilgrims to Rajgir. They would like the Government to ensure that this scheme is executed within the target time and that effective steps are taken to properly maintain the ropeway after it has been installed.

Reply of Government

The views of the Committee regarding exercising of greater supervision over construction works to ensure their expeditious completion has been noted.

As regards the aerial ropeway being installed at Rajgir, the ropeway has been donated by the Japanese Bharat Mitrata Sangh,

a leading organisation of Japan and not by the Japanese Government. This being Part II scheme initiated in the Third Five Year Plan, and carried over in the Annual Plan, the erection of the aerial ropeway has been undertaken by the State Government with 50 per cent Central subsidy. Its future maintenance and repairs will also be carried out by the State Government. The State Government has advised that the aerial ropeway commenced operation from October, 1969.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 83, Para: 9.43)

The Committee realise the importance of Kovalam Beach as a potential set-side resort, and therefore suggest that Government should take steps for its speedy development to attract a large number of foreign tourists, In this connection the Committee suggest a time table should be laid down for completion of the various stages of the project according to priority and necessary measures taken to ensure that it is adhered to.

Reply of Government

The suggestion is being implemented.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 84, Para: 9.44)

The Committee feel that in order to attract a large number of holiday traffic to Kovalam, Government should explore the possibilities of:

- (i) expanding the Trivandrum airport so as to ensure the landing of large aircrafts; and
- (ii) arranging excursions from Kovalam to places of interest to and around Trivandrum so as to develop the entire area in a composite manner as a part of the resort development.

Reply of Government

Noted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 85, Para: 9.55)

The Committee feel that many of the monuments in the country are in urgent need of repairs and renovation. The Committee realise that this depends largely on the availability of funds. They suggest that a phased programme for the preservation of monuments on a selective basis may be drawn up and executed. They hope that it will be possible for the Government to allocate sufficient funds for the purpose. In this connection, the Committee would like to stress that while carrying out repairs to the monuments, adequate precautions should be taken so as to preserve the unique character, atmosphere and natural beauty of the monuments.

Reply of Government

Noted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 86, Para: 9.56)

The Committee are glad to learn that a Liaison Committee consisting of Director General, Tourism, Joint Secretary, Ministry of Education and Director General, Archaeological Survey has been constituted to discuss common matters regarding maintenance and up-keep of archaeological monuments. This Committee is said to be a year old and has so far held two meetings. The Committee hope that all day-to-day problems concerning the ancient monuments will be mutually discussed and sorted out amicably amongst the Departments concerned.

Reply of Government

This Department is keenly interested in the preservation and proper maintenance of our ancient monuments and their environs which constitute the most important tourist attraction in this country. As noted by the Estimate Committee, there already exists very close co-operation between the Department of Tourism and Archaeological Survey of India. The Director General of Tourism is a member of the Committee on Reorganisation of the Archaeological Survey of India as well as of the Liaison Committee referred

to by the Estimates Committee while the Director General, Archaeological Survey of India, is a member of the Tourist Development Council.

While the task of preserving and maintaining the monuments is primarily the responsibility of the Archaeological Survey, the Department of Tourism extends every possible cooperation in improving the environments of these monuments. For instance, the Department of Tourism is bearing the full expenditure of black-topping of the roads which lead to various caves and lie within the Archaeological enclosure, at Ellora. The Archaeological Survey, in turn, has undertaken the maintenance of these roads.

The Department of Tourism has recently initiated a comprehensive training scheme for guides, which is also open to the guides approved by the Archaeological Department.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 87, Para: 9.57)

The Committee are unhappy to note that apart from difficult accessibility to the monuments and paucity of accommodation, the civic amenities such as water supply, sanitation, roads, parks, shopping and entertainment facilities are far from satisfactory in almost all places of historical monuments in general and at Ajanta and Ellora in particular. Too often access roads are in a bad condition and the sites of monuments themselves are left uncared for and devoid of even minimum facilities required by tourists. The Committee would like the Department to draw up a phased programme in consultation with the Archaeological Survey of India and concerned State Governments for the provision of basic amenities at the monument sites and to make the stay of tourists comfortable and pleasant there.

Reply of Government

The maintenance of the surroundings and approaches to places of tourist interest is the responsibility of the State Governments and local bodies whereas the Archaeological Survey of India is responsible for the maintenance of the monuments. With regard to the provision of basic facilities, the Department of Tourism is aware that though much has been done, a great deal more is required. Whenever possible, financial help has been given by the Centre for the construction/improvement of approach roads and creation of

basic facilities. A provision of Rs. 50* lakhs for the preservation and beautification of Archaeological monuments including approach roads has been made in the Fourth Five Year Plan on Tourism. The Department is also establishing coordination with the Archaeological Survey of India to ensure proper maintenance of monuments.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970]

Recommendation (Serial No. 88, Para: 9.58)

The Committee further suggest that the norms and principles contained in the UNESCO Resolution adopted in 1960 by the Tourism Development Council should be examined by the Central and the State Governments and steps taken to implement it to effectively safeguard all sites on natural and man-made beauty. They also suggest that the land use should be controlled by legislation to prevent haphazard growth of the environs of such areas so as to preserve and improve their appeal to tourists, both Domestic and Foreign.

Reply of Government

Pursuant to Resolution No. 17 passed by the XI Tourist Development Council, State Governments, Ministry of W.H.&S., Delhi Administration and New Delhi Municipal Committee have already been approached in regard to the UNESCO Resolution of 1962 relating to the safeguarding of the beauty and the character of the landscape and the sites of ancient monuments.

Recently a UNESCO expert on cultural tourism, Dr. F. R. Allchin has toured India and made some valuable suggestions regarding preservation, maintenance and beautification of architectural monuments and their surroundings. His report is still awaited.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970]

Recommendation (Serial No. 90, Para: 9.69)

The Committee are of the view that if some camping grounds with minimum facilities at sea side and mountain resorts are developed, they will be found popular even by home tourists. They would, therefore, suggest that Government might give some thought to this proposal.

*At the time of factua verification the Ministry of Tourism and Civil Aviation have stated for 'Rs. 50 lakhs', substitute 'Rs. 40 lakhs'.

Reply of Government

Noted.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 91, Para: 9.70)

The Committee also suggest that in order to attract more foreign tourists who are interested in mountaineering, Government should consider the feasibility of introducing short training courses at places like Kulu, Kangra and Chamba Valleys through the Mountaineering Institute at Manali after ascertaining the potentialities of this proposal.

Reply of Government

The Government welcomes the suggestion, and action is already being taken to promote mountaineering among tourists, as well as to see how we can allot vacancies in existing training to tourists or arrange special courses for them.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I(51)|68,
dated 3-1-1970].

Recommendation (Serial No. 92, Para: 9.73)

The Committee feel that till such time that it is economically possible to establish a separate Police Force for protecting tourists from harassment by the beggars, hawkers, touts etc., it should be possible for the Ministry of Home Affairs and the various State Governments to earmark adequate police constables etc. from out of their existing police personnel to do the needful. For this purpose the Committee would like the Department of Tourism to work out the details of police personnel required at each important monument in collaboration with the State Governments concerned.

Reply of Government

Noted. A start has been made in Delhi.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 95 Para: 10.19)

In the opinion of the Committee there is vast scope for developing tourist entertainment according to the genius and fabric of our

own culture and tradition. It is well known that we have a rich tradition of music and dancing not merely classic. The Committee, therefore, recommend that Government should make an intensive study of the whole aspect of entertainment and its various forms and formulate in consultation and cooperation with State Governments and othehr officials as well as non-official agencies, a comprehensive scheme for the development and promotion of Indian dance and music and other recreationtl programmes including sports and atheletic activities, so as to provide a unique and interesting entertainment to the foreign tourists at various places of tourist interest. They have no doubt that adequate guidance and necessary assistance will be made available by the Government to the concerned agencies for this purpose.

Reply of Government

While the Government is aware of the need for developing tourist entertainment drawn from the heritage and tradition of the country, the difficulty has been that in order for the Department of Tourism itself to undertake the provis'ion of such a programme, professionally qualified staff for this purpose will be required at ail levels, with a similar complement of staff in the State Governments Tourist Departments, for effective coordination. However, the views of the Committee have been noted and every effort will be made to provide Government assistance in this direction, subject to funds being available.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 96, Para: 10.20)

The Committee further suggest that the State Governments may also be persuaded to explore the possibilities of developing outdoor sports and recreational facilities in each region having potentiality of attracting tourists.

Reply of Government

The suggestion of the Committee has been noted. The State Governments have been urged to explore the possibilities of developing outdoor sports in their region, by means of a resolution passed by the Tourist Development Council at its meeting held in 2089 (Aii) LS—5.

1968. The All India Council of Sports and the State Governments Sports Councils are concerned with such development. The Department of Tourism is also working on developing sports such as yatching, deep sea fishing and scuba diving, and a project for Winter Sports at Gulmarg is being implemented.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 97, Para: 10.32)

The Committee need hardly emphasise that the great variety of wild life existing in the country provide a unique and excellent form of recreation to the tourists and thereby can go a long way in stimulating and attracting foreign tourist traffic. In this connection they note that other countries like Kenya have developed tourism on a large scale on the basis of the wild life existing there. The Committee have already dealt with in *extenso* the question of preservation of wild life and the measures necessary for the development of wild life tourism in the country in their Seventy-sixth Report on the Ministry of Food, Agriculture, Community Development and Cooperation (Department of Agriculture)—Forestry. In that Report they have *inter alia* recommended the appointment of *ad hoc* Committee to undertaken a comprehensive review of the working of the Indian Board of Wild Life and have also suggested that a programme for the development of national parks and sanctuaries and creation of facilities to attract foreign tourists should be worked out in closer co-ordination and consultation with the Department of Tourism which can assist in the development of rest houses, roads in the sancturies etc. The Committee hope that with the implementation of the recommendations referred to above, it should be possible in due course to attain the twin objectives i.e. preservation of wild life as well as promotion of wild life tourism in the country. They have no doubt that a long range and integrated wild life policy would be formulated and implemented in consultation with the State Governments and also non-official bodies engaged in the promotion of wild life tourism and that all facilities like reception-cum-information centres, transport, etc. would be provided for the tourists in the national parks and game sanctuaries.

Reply of Government

The Department of Tourism is fully alive to the great potential in wild life tourism and has already initiated action for the planned development of facilities in our sanctuaries. A provision of Rs. 50

lakhs has been made in the Fourth Five Year Plan for the Development of accommodation and transport facilities in game sanctuaries. Towards this end, a cell is being created in the Department of Tourism for the development of wild life tourism to be headed by a Special Officer with a special background of wild life. It will also be his duty to maintain liaison with the Inspectorate General of Forests at the Centre and State Forest Departments to work out measures of preserving wild life, regulating shikar and preventing photosafaris.

To ensure proper designing and supervision of the new accommodation to be provided in sanctuaries, a leading architect with a flair for this type of work has been appointed by the Department of Tourism and work on the new units will shortly be initiated in certain selected sanctuaries. Similarly specially designed minibuses manufactured indigenously are proposed to be provided at these sanctuaries.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 98, Para: 10.33)

The Committee consider that wild life proto safari traffic can prove an excellent inducement to attract tourist traffic to the country. It is unfortunate that this is not being fully exploited at present. The capacity to provide proper facilities for wild life photography in the Sanctuaries and National Parks so as to present a variety of wild animals including tigers and lions in their natural habitat and organised tours of foreign tourists to these places, has not yet developed in our country. The Committee suggest that besides providing these facilities and strengthening measures against poaching in existing wild life Sanctuaries and National Parks, certain specified areas should also be developed for wild life photography and for this purpose construction of accommodation with boarding and lodging facilities should be taken up in the game sanctuaries.

Reply of Government

Government's reply to para 10.32 refers

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 99, Para: 10.35)

The subject of 'fisheries' being in the State List of the Seventh Schedule of the Constitution, the Committee feel that the task of developing the facilities for river fishing and sea fishing as sports in their respective regions develop primarily on the State Tourist Departments. The Committee, however, suggest that the Centre should, besides coordinating various measures intended for achieving inter-State Cooperative provide necessary guidance and help to the State in this regard.

Reply of Government

The recommendation has been noted and will be pursued with the State Governments. As a result of the Department's initiatives the Wild Life Board has created a Fisheries Wing to deal with this aspect.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

CHAPTER III

RECOMMENDATIONS WHICH THE COMMITTEE DO NOT DESIRE TO PURSUE IN VIEW OF THE GOVERNMENT REPLY

Recommendation (Serial No. 5, Para: 1.54)

The Committee need hardly point out that few countries in the World offer such a wide range of attraction to the tourists as compared to India. They are, however, unhappy to note the slow progress in the development of tourism in the country as is evident from the fact that the total arrivals in India constituted 0.12 per cent only of the World tourist traffic in 1966 and 0.13 per cent only in 1967. In terms of money while the total World turnover from tourism increased from Rs. 2,588.28 crores in 1958 to Rs. 10,597.50 crores in 1967, India's share increased from Rs. 17.46 crores in 1958 Rs. 25.23 crores only in 1967. That means, whereas the total world turn-over increased by 24.42 per cent during 1958 to 1967, India's share decreased from 0.67 per cent in 1958 to 0.24 per cent in 1967. On the other hand, the Committee note that countries like Iran, Malaysia, Japan, Singapore, Thailand etc. have made rapid progress in developing tourism. The Committee cannot help concluding that the performance has been unimpressive and that adequate attention has not been paid towards the development of tourism. The Committee also consider the target of attracting 6,00,000 tourists by 1973 as too ambitious. Even the target of attracting 2,19,410 tourists by 1968 could not be achieved as only 1,88,820 tourists have visited India in that year. The Committee do not think that it will be possible to achieve the target set for 1973 unless vigorous and concerted efforts are made by the Central and State Governments and local bodies and the economic importance of tourism realised by all concerned.

Reply of Government

We agree with the observations of the Committee but as a Department are virtually powerless to remedy the deficiencies responsible for the low figures of tourists arrival to India as compared to World tourist traffic. We do not have enough seats on planes, berths on trains, virtually no buses of appropriate standard, no proper cars, and totally inadequate hotel accommodation. There is

also the high cost of travel to India from main markets i.e., Europe and America. In the light of the reduction of our estimated Fourth Plan requirements of Rs. 84 crores to Rs. 25 crores our own estimates of tourist arrivals is only 300,000, but we have set ourselves a more ambitious working target of 4 lakhs tourists by 1973. Even this can only be achieved if Government as a whole decide to accord to Tourism the highest priority which the Estimates Committee clearly considers it deserves. At the moment we are not able to handle groups of more than 25 except in the 4 main entry points Delhi, Bombay, Madras and Calcutta, and Agra, whereas charter groups of 150 to 180 are actually visiting neighbouring countries.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 25, Para: 4.14)

The Committee feel that the Temporary Landing Permit which is now valid for 7 days stay in India, has lost all practical utility since in practice tourists prefer to take visas before they leave their country to save any embarrassment on arrival in India. The Committee therefore recommend that Government should examine the feasibility of waiving visa requirements for foreign tourists for 15 days stay in this country as has been done by our neighbouring countries.

Reply of Government

The Department of Tourism agrees with the views of the Estimates Committee and is convinced of the need for maximum liberalisation of formalities including the abolition of visas. Towards this end, the Department recommend the extension of the validity of the Landing Permit from 7 to 21 days which although accepted by the Internal Committee of Secretaries was *turned down by the Ministry of Home Affairs.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 44, Para: 6.70)

The Committee are inclined to agree with the observations of the Hotel Review and Survey Committee that the rates in hotels in India are comparable with those charged in many other Asian countries. They however, feel that Government should not agree

*At the time of factual verification the Ministry of Tourism and Civil Aviation have stated that "this has been agreed to".

to upward revision of rates, if it becomes absolutely necessary, should be done sufficiently in advance and information sent to various Travel Agencies. In this connection, the Committee regret to note that there has been quite some delay in the publication of Hotel Guide. The Committee feel that the Hotel Guide should be brought out at regular intervals and circulated to concerned parties.

Reply of Government

The remarks made by the Committee are noted. It as in order to ensure publication of the Hotel Guide each year several months in advance of the tourist season, that one of the regulatory conditions imposed by the Department on approved hotels stated clearly that approval to any revision in tariffs must be obtained by the establishment by the 31st of March each year to come into effect only on the 1st day of the following October. Unfortunately, although proformas for the submission of information on tariffs etc., were sent to the hotels in October, 1968 for submission before December, 1968, so that any changes in rates may be examined and approval conveyed by March, 1969, only 89 of the 221 hotels which were on the approved list at that time, responded. From the information ascertained from other sources it was found that 69 of the 166 hotels approved by HRSC and to be listed in the Guide, have increased their tariffs without the prior approval of the Department of Tourism. The Department is in the process of framing legislation to ensure proper controls.

Action to deal with the defaults is being taken separately, but it will be appreciated that although publication in the Hotel Guide and its world-wide distribution means a good deal of publicity for the establishment, and although the regulatory conditions require them to do so, the response from them to provide the necessary information has been poor.

A factual listing of Hotel Tariffs, 1969 has been prepared in spite of these difficulties and a copy is attached. Adequate steps will also be taken to prevent recurrence of the delay in future years.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 48, Para: 6.82)

The Committee further recommend that traffic survey for the setting up of each motel may be made exhaustively and the econo-

mic of each motel worked out in detail before preceeding with the project. The Committee also suggest that effort should be made to resolve financial administrative difficulties in collaboration with the Indian Oil Corporation so as to induce them to participate in the motel projects.

Reply of Government

The recommendations of the Estimates Committee have been noted and as advised, the Indian Oil Corporation will be consulted while determining the location of motels. It is also proposed to associate the various Autonomous Associations in the country and to seek their advice while deciding on the location and economics of the motel projects. Discussions have been held with the representatives of the Indian Oil Company last year on the question of financial and administrative collaboration with them. However, the India Tourism Development Corporation feels that it may not be practical and convenient to collaborate on financial participation basis as that would create problems of taxation and accounting etc. It is proposed that the India Tourism Development Corporation will arrange to provide the Indian Oil Company the necessary sites for the petrol pumps and service stations while the latter will provide facilities for refuelling etc., and arrangements for the sale of essential accessories and spares for motor vehicles.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 49, Para: 6.93)

The Committee are not satisfied with the progress made in the setting up of youth hostels, holiday homes, etc., which can boost domestic tourism to a great extent. They would like the Department of Tourism to work out a phased programme in collaboration with State Governments and other authorities concerned for the construction of youth hostels, holiday homes etc.

Reply of Government

The Department recognises the importance of youth travel in national integration and the need to provide suitable inexpensive accommodation for groups of young people at important centres. With this end in view, a provision of Rs. 50.00 lakhs was made for Youth Hostels in the Draft Fourth Five Year Plan. On account of reduction in the Plan-outlay, this provision has been reduced to Rs. 25.00 lakhs. The programme for the construction of Youth

Hotels is being drawn up in collaboration with the Youth Association of India and the State Governments concerned. By the end of the Fourth Plan, the Department expects to complete the construction of *10 Youth Hostels in the country.

In view of limited resources, it is not possible for the Department of Tourism to take up the construction of Holiday Homes. This kind of accommodation must remain the responsibility of State Governments and voluntary organisations.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 69, Para: 8.58)

The Committee are at a loss to understand why the Department of Tourism have not informed the Railways about the likely requirement of rail accommodation for the tourists during the Fourth Plan period. This indicates lack of proper planning and coordination. The Committee urge that necessary details regarding the pattern of movement of tourists, their requirements of rail transport, likely destinations, etc., should be worked out by the Department of Tourism at an early date and communicated to the Ministry of Railways to enable them to make necessary arrangements in that regard.

Reply of Government

So far the demand for special trains was limited to occasional groups arriving on luxury cruises once a year. But the Department has approached the Railways for bogies for a special train, and after first agreeing to make one available the Railways are now examining whether they will have to manufacture additional bogies so as to make such a train available. However, the bulk of our foreign tourist traffic moves by air on the domestic sectors. For individual tourists, however, the Railways are already providing special concessions in the form of a 15 per cent discount on air-conditioned travel and 30 days unlimited travel by air-conditioned class on payment of a fixed amount. Following the liberalization of charter regulations and the introduction of new group inclusive fares, the demand for special trains has increased and we shall be able to make good use of them if the Railway Board is able to meet our requirements of special bogies|trains for the tourist trade

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

*At the time of factual verification the Ministry of Tourism and Civil Aviation have stated that for '10' substitute '9'.

Recommendation (Serial No. 77, Para: 8.82)

The Committee are concerned to note that there has been undue delay in developing Chilka lake which has a great potential for tourist traffic. The Committee urge that decision on this project should be expedited.

Reply of Government

The views expressed by the Committee have been carefully considered. It is, however, regarded that due to limited resources which necessitate the adoption of a strict order of priorities, it would not be possible to take up any project for the development of Chilka Lake during the Fourth Five Year Plan.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 80, Para: 9.30)

The Committee note that a total allocation of Rs. 1.6 crores has been made for the Gulmarg Project and that a sum of Rs. 50 lakhs has been spent on this project by the Central and the State Governments so far. The remaining amount would be spent over a period of five years during the Fourth Plan. The Committee have been informed that the selection of Gulmarg as a winter sport resort has been made on the advice of international experts. They regret to note that the economics of developing winter sports resort at Gulmarg vis-a-vis other places in Himachal Pradesh and U.P. hill districts has not been worked out by the Government. The Committee are not sure whether the huge amount proposed to be spent on this project would be commensurate with the results achieved since Kashmir remains snow-bound for months together during winter and thus cut off from the rest of the country, with no good communication like dependable air and road services during the months of January and February. They also doubt whether winter sports facilities, created at such expense at Gulmarg will be taken advantage of either by the foreign tourists coming from Europe or America who have easy access to highly developed winter sport areas in their own countries or near about or by domestic tourists with whom it is not popular yet particularly when during winter all modes of communications to Gulmarg are practically closed and when other essential facilities are lacking. The Committee are inclined to feel that the amount proposed to be spent at Gulmarg could be spent more usefully in identifying and developing other areas in Jammu & Kashmir itself or in other parts of the country

which would result in attracting larger number of foreign tourists. This is all the more pertinent in view of the reduction of financial allocation for tourism during the Fourth Plan and the need to develop more tourist sports rather than spend heavy amounts on one or two prestigious projects like the Gulmarg Project. In the circumstances stated above, the Committee would like the Government to evaluate the economics of this project carefully and to reconsider whether this project could be deferred for the time being.

Reply of Government

For the reasons presented before the Committee which have been incorporated in para 9.20 of the Report, it was decided to develop Gulmarg as a Winter Sports resort in preference to other places in the Himalayas that have not been declared out of bounds for foreign tourists. Restrictions have been placed on the movement of foreigners to places beyond the Inner Line in U.P. and West Bengal which offer possibilities of developing winter sports though these places are not as easily accessible as Gulmarg. In Himachal Pradesh, Kufri is the only place where skiing is undertaken. But due to the shortness of season and restrictions placed by the nature of terrain coupled with uncertainty of snow-fall, winter sports at Kufri have limited possibilities of development as compared to their development at Gulmarg, which enjoys better ski slopes, snow conditions and a longer season. The second place in Himachal Pradesh which offers possibilities of winter sports development is Solang valley 18 miles beyond Manali. But the place is even more remotely located than Gulmarg and the basic infrastructure being nil, the investment will have to be of a much higher order than the provision made for the Gulmarg Project in the Tourism Plan. Here again the ski slopes at Solang offer limited possibilities, and the place does not offer as wide a scope of development as Gulmarg.

As the basic data on physical features showed that quite apart from the intrinsic superiority of Gulmarg over other places as possible sites for developing winter sports, it was in effect the only really suitable place and therefore it was decided that we should not undertake what would have been an expensive comparative study of the economic feasibility report on Gulmarg vis-a-vis other places suitable as winter sports resorts. The economic feasibility of the Gulmarg Project however has been worked out in the Memorandum submitted to the Expenditure Finance Committee, which has approved it.

The winter traffic by air to Srinagar has practically doubled in the last 2 years. There have also been less number of disruptions in the air service to the valley as compared with previous years. With the completion of the installation of ILS equipment at Srinagar airport, and the expected convenient availability of better aircraft, it will be possible to maintain an air-link with the valley with minimum disruptions. The completion of the Tangmarg-Gulmarg road has now made it possible to reach Gulmarg within 2 hours of landing at the Srinagar airport. The extensive publicity which flows from present developmental activities it will be possible to attract year-round tourist traffic to Kashmir Valley as the facilities to be provided will also be utilised by the summer tourist traffic. Similarly, with intensive publicity, it should be possible to attract Europeans, who go all the way to South America to ski, to journey to Gulmarg for winter sports. The number of skiers in the world is also growing at the rate of 10 to 12 per cent per year, and therefore the growing market of winter sports enthusiasts needs only to be tapped to divert some of this traffic to Gulmarg. The Himalayas hold an attraction and there is no reason why this attraction cannot be profitably turned to advantage by inducing tourists to visit Gulmarg for skiing and other winter sports.

Apart from the fact that considerable time, effort and money have already been spent by the Central and State Governments on this Project, the Department of Tourism is confident that given adequate financial support, Gulmarg can be developed into a winter sports resort of international standard. There is thus no valid justification for deferring the Gulmarg Project for the present as suggested in the Report.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Recommendation (Serial No. 93, Para: 10.17)

The Committee are distressed to note that no serious attention has so far been paid by the Government to evolve suitable and adequate forms of tourist entertainment even though this matter was examined by the Jha Committee as back as 1963 which made valuable suggestions in this regard. They are surprised that in a vital matter of this kind the initiative appears to have been left entirely to the non-official agencies with the result that nothing much has been done in this matter since 1963.

Reply of Government

The views of the Committee have been noted and the subject is receiving active consideration. However, action to create and supply adequate forms of entertainment to hotels, restaurants and other places frequented by tourists is a project which if undertaken by the Government will require a fullfledged Entertainment Cell in the Department of Tourism with professionally qualified personnel at all levels. The main deterrent to the implementation of this suggestion has been the inadequate staffing pattern in the Department.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68, dated 3-1-1970].

Recommendation (Serial No. 94, Para: 10.18)

The Committee realise that the bulk of the foreign tourists visiting this country is from U.S.A., Europe and Australia, most of whom are from affluent sectors of society, with plenty of money and leisure at their disposal and accustomed to some 'live' form of entertainment like cabarets|floor shows etc. The Committee feel that the foreign tourists do not look forward to see cabaret etc. form of entertainment in this country which at best can be a poor imitation of what they are accustomed to see in their country. What they are really interested to see is a form of entertainment depicting the culture and tradition of our country and the manner in which our people entertain themselves. The Committee, therefore, feel that to go in for night clubs and cabaret etc. and importing foreign artistes, therefore, even for a limited period would be a waste of effort and resources and is not in keeping with our culture.

Reply of Government

The views of the Committee have been noted. The position is that in order to make the presentation of Indian entertainment in hotels and restaurants, a commercially viable proposition, the establishment has also to take into account the preference of domestic tourists who form a large part of the audience. The domestic tourists and local citizens are able to see the best forms of classical Indian entertainment at theatres and concert halls and therefore, tend to prefer something different in the form of light entertainment in the Western style. The foreign tourists however, very often do not have the time or the appreciation required to sit

through classical performances of Indian entertainment and therefore prefer to see the folk or light type of Indian entertainment capsuled for presentation as a cabaret. The requirement is to evolve an attractive form of entertainment which will be appreciated both by domestic and foreign tourists and it is in this area that efforts are being made to urge the establishments themselves choreograph and present such entertainment.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

CHAPTER IV

RECOMMENDATIONS IN RESPECT OF WHICH REPLIES HAVE NOT BEEN ACCEPTED BY THE COMMITTEE

Recommendation (Serial No. 19, Para: 3.66)

The Committee note that there is no adequate arrangement to supervise, control and check the printing and designing of tourist literature as a result of which many publications tend to be bulky, expensive to mail with, too many varieties added haphazardly and not enough demand for all of them. The Committee feel that it is necessary to rationalize the basis of the printed publicity and accordingly suggest that the investment of money in printing of tourist literature should be properly examined and approved by a screening Committee of experts with instructions:—

- (1) to suggest the number of publications to be printed, and whether it is absolutely essential to bring out the publication.
- (2) to approve the design, layout, size, colour, page manuscript, finished art work, transparencies and black and white photographs for each job.
- (3) to suggest textual contents.
- (4) to fix the date line of publications so as to avoid delays in printing and to avoid the publication becoming out of date.
- (5) to suggest periodically of publications and to approve the printers so as to avoid printing bottlenecks.
- (6) to deal with advertisements etc.

The Committee are perturbed to note that the material appearing in printed publications is not upto date, and that there is no agency at the Headquarters to compile and scrutinize on a systematic basis the factual information which is being done haphazardly. The Committee would like to emphasise that the publicity material which is sent out should be of top quality. The Committee therefore would like the Government to evolve a scientific method for

collection, compilation and dissemination of upto-date tourist information which being a work of a specialised nature requires a particular orientation.

Reply of Government

Informal consultations are held periodically between representatives of the Department of Tourism and the India Tourism Development Corporation with experts called in from reputed agencies whenever necessary. Every possible effort is being made to ensure that publicity literature is market-oriented. As the market is primarily overseas and as its characteristics are continuously changing, a Committee of local experts to screen publicity literature may not serve a very useful purpose. What is more essential is continuous feed back and de-briefing so that the Department is kept aware of the changing needs of the market from time to time. For collection, compilation, dissemination of upto-date tourist information, action has already been initiated and a Research Officer appointed in the Publicity Section. He will prepare a concrete plan to ensure systematisation in this field.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Comments of the Committee

Please see paras 1-3 of the report (Chapter I)

Recommendation (Serial No. 89, Para: 9.62)

The Committee would like to draw the attention of the Government to the fact that Amarnath, Vaishno Devi in Jammu and Kashmir and Badrinath and Kedarnath in Uttar Pradesh are places which are visited every year by a very large number of pilgrims. As these shrines are situated in out-of-the-way places in the Himalayas the journey is not only difficult but hazardous and there are complaints of shortage of accommodation and other difficulties en-route. In view of their national importance and with a view to developing these as pilgrim centres of major tourist attraction, the Committee would like the Government to examine the feasibility of including these centres in the Part I Schemes to ensure easy flow of tourist traffic to these parts thus strengthening the fabric of national unity.

Reply of Government

In addition to Amarnath, Vaishno Devi, Badrinath and Kedarnath, there are many other pilgrim centres of national importance. The Department is aware that these centres are visited by a large number of pilgrims every year so that adequate accommodation and other tourist amenities are necessary. The likely cost will, however, be very considerable. It will only be possible to include such schemes in Part I, if substantial additional funds are made available in the IV Plan. State Governments and the local bodies concerned would be requested to improve the facilities to the extent possible.

[Ministry of Tourism & Civil Aviation O.M. No. 1-TPL-I.(51)/68,
dated 3-1-1970].

Comments of the Committee

Please see paras 4—6 of the report (Chapter I).

NEW DELHI;
September 11, 1970.

Bhadra 20, 1892, (Saka).

M. THIRUMALA RAO,
Chairman,
Estimates Committee.

APPENDIX

(Vide Introduction)

Analysis of the action taken by the Government on the recommendations contained in the Ninetieth Report of the Estimates Committee

(Fourth Lok Sabha)

I. Total number of recommendations	99
II. Recommendations which have been accepted by Government (<i>vide</i> recommendations at S. No. 1—4, 6—18, 20—24, 26—43, 45—47, 50—68, 70—76, 78, 79, 81—88, 90—92, 95—98 and 99)	
Number	87
Percentage to total	88%
III. Recommendation which the Committee do not desire to pursue in view of Government's reply (<i>vide</i> recommendations at S. Nos. 5, 25, 44, 48, 49, 69, 77, 80, 93 and 94)	
Number	10
Percentage to total	10%
IV. Recommendations in respect of which replies of Government have not been accepted by the Committee (<i>vide</i> recommendations at S. Nos. 19 and 89)	
Number	2
Percentage to total	2%

**LIST OF AUTHORISED AGENTS FOR THE SALE OF LOK
SABHA SECRETARIAT PUBLICATIONS**

Sl. No.	Name of Agent	Agency No.	Sl. No.	Name of Agent	Agency No.
ANDHRA PRADESH					
1.	Andhra University General Cooperative Stores Ltd., Waltair (Visakhapatnam)	8	12.	Charles Lambert & Company, 101, Mahatma Gandhi Road, Opposite Clock Tower, Fort, Bombay.	30
2.	G.R. Lakshminpathy Chetty and Sons, General Merchants and News Agents, Newpet, Chandragiri, Chittoor District.	94	13.	The Current Book House, Maruti Lane, Raghunath Dadaji Street, Bombay-1.	60
ASSAM					
3.	Western Book Depot, Pan Bazar, Gauhati.	7	14.	Deccan Book Stall, Ferguson College Road, Poona-4.	65
BIHAR					
4.	Amar Kitab Ghar, Post; Box 78, Diagonal Road, Jamshedpur.	87	MYSORE		
GUJARAT					
5.	Vijay Stores, Station Road, Anand.	35	15.	M/s. Usha Book Depot, 585/A, Chira Bazar, Khan House, Girgaum Road, Bombay-2 B.R.	55
6.	The New Order Book Company, Ellis Bridge, Ahmedabad-6,	63	RAJASTHAN		
HARYANA					
7.	M/s. Prabhu Book Service, Nai Subsimandi, Gurgaon, (Haryana).	14	16.	M/s. Peoples Book House, Opp. Jaganmohan Palace, Mysore-1.	16
MADHYA PRADESH					
8.	Modern Book House, Shri Vilas Palace, Indore City.	13	UTTAR PRADESH		
MAHARASHTRA					
9.	M/s. Sunderdas Gianchand, 601, Girgaum Road, Near Princess Street, Bombay-2.	6	17.	Information Centre, Government of Rajasthan, Tripolia, Jaipur City.	38
10.	The International Book House (Private) Limited, 9, Ash Lane, Mahatma Gandhi Road, Bombay-1.	22	WEST BENGAL		
11.	The International Book Service, Deccan Gymkhana, Poona-4.	26	18.	Swastik Industrial Works, 59, Holi Street, Meerut City.	2
UTTAR PRADESH					
WEST BENGAL					
MAHARASHTRA					
MADHYA PRADESH					
GUJARAT					
BIHAR					
ASSAM					
ANDHRA PRADESH					
12.	Charles Lambert & Company, 101, Mahatma Gandhi Road, Opposite Clock Tower, Fort, Bombay.		19.	Law Book Company, Sardar Patel Marg, Allahabad-1.	48
13.	The Current Book House, Maruti Lane, Raghunath Dadaji Street, Bombay-1.		WEST BENGAL		
14.	Deccan Book Stall, Ferguson College Road, Poona-4.		20.	Granthaloka, 5/1, Ambica Mookherjee Road, Belgharia, 24 Parganas.	10
15.	M/s. Usha Book Depot, 585/A, Chira Bazar, Khan House, Girgaum Road, Bombay-2 B.R.		21.	W. Newman & Company Ltd., 3, Old Court House Street, Calcutta.	44
16.	M/s. Peoples Book House, Opp. Jaganmohan Palace, Mysore-1.		22.	Firma K. L. Mukhopadhyay, 6/1A, Benchharam Akras Lane, Calcutta-12.	82
17.	Information Centre, Government of Rajasthan, Tripolia, Jaipur City.		23.	M/s. Mukherji Book House, 8-B, Duff Lane, Calcutta-6.	
18.	Swastik Industrial Works, 59, Holi Street, Meerut City.				
19.	Law Book Company, Sardar Patel Marg, Allahabad-1.				
20.	Granthaloka, 5/1, Ambica Mookherjee Road, Belgharia, 24 Parganas.				
21.	W. Newman & Company Ltd., 3, Old Court House Street, Calcutta.				
22.	Firma K. L. Mukhopadhyay, 6/1A, Benchharam Akras Lane, Calcutta-12.				
23.	M/s. Mukherji Book House, 8-B, Duff Lane, Calcutta-6.				

Sl. No.	Name of Agent	Agency No.	Sl. No	Name of Agent	Agency No.
DELHI			33.	Oxford Book & Stationery Company, Scindia House, Connaught Place, New Delhi—1.	68
24.	Jain Book Agency, Connaught Place, New Delhi.	11	34.	People's Publishing House, Rani Jhansi Road, New Delhi.	76
25.	Sat Narain & Sons, 3141, Mohd. Ali Bazar, Mori Gate, Delhi.	3	35.	The United Book Agency, 48, Amrit Kaur Market, Pahar Ganj, New Delhi.	88
	Atma Ram & Sons, Kashmere Gate, Delhi-6.	9	36.	Hind Book House, 82, Janpath, New Delhi.	95
27.	J. M. Jaina & Brothers, Mori Gate, Delhi.	11	37.	Bookwell, 4, Sant Narakari Colony, Kingsway Camp, Delhi-9.	96
28.	The Central News Agency, 23/90, Connaught Place, New Delhi.	15	MANIPUR		
29.	The English Book Store, 7-L, Connaught, Circus, New Delhi.	20	38.	Shri N. Chaoba Singh, News Agent, Ramlal Paul High School Annexe, Imphal.	77
30.	Lakshmi Book Store, 42, Municipal Market, Janpath, New Delhi.	23	AGENTS IN FOREIGN COUNTRIES		
31.	Bahres Brothers, 188 Lajpatral Market, Delhi-6.	27	39.	The Secretary, Establishment Department, The High Commission of India, India House, Aldwych, LONDON W.C.—2.	99
32.	Jayana Book Depot, Chapparwala Kuan, Karol Bagh, New Delhi.	66			

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PUBLISHED UNDER RULE 382 OF THE RULES OF PROCEDURE AND CONDUCT OF
BUSINESS IN LOK SABHA (FIFTH EDITION) AND PRINTED BY THE GENERAL
MANAGER, GOVERNMENT OF INDIA PRESS, MINTO ROAD, NEW DELHI.
