

<i>S. No.</i>	<i>Name of Serial</i>	<i>Date of approval</i>
1	2	3
44.	Arsee	16.3.90
45.	Naya Faisla	16.3.90
46.	Hum Bhi Kissise Kan Nahin	16.3.90
47.	Sanjeevani	16.3.90
48.	Apahij	16.3.90
49.	Maqsad	16.3.90
50.	Aadhar	16.3.90
51.	Chacha Chhakkan	5.7.90
52.	Durga Mausi	5.7.90
53.	Yeh Teri Manzil Nahin	5.7.90

Setting up of Agro-Based/Wood-based Industries

491. SHRI PALAI K. M. MATHEW: Will the PRIME MINISTER be pleased to state:

(a) the details of licences issued for setting up of large agro-based/wood-based industry in Idukki, Kerala during the last one year;

(b) the number of applications still pending in this regard; and

(c) the likely date when these will be cleared?

THE MINISTER OF STATE IN THE PRIME MINISTER'S OFFICE (SHRI KAMAL MORARKA): (a) No Industrial licence has

been issued for setting up of Agro-based/Wood-based industry in Idukki, Kerala during the years 1989 and 1990 (As on 26.12.1990).

(b) No such application is pending.

(c) Does not arise.

Campaign for Fuel Conservation by DAVP

492. SHRI YASHWANTRAO PATIL: Will the PRIME MINISTER be pleased to state:

(a) whether the Directorate of Advertising & Visual Publicity propose to campaign for fuel conservation;

(b) if so, the details thereof; and

(c) the details of other campaign programmes proposed to be undertaken now?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS AND MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI SUBODH KANT SAHAY): (a) Yes, Sir.

(b) DAVP have launched a multi-media Campaign through TV/Radio/Press/Print/Outdoor publicity to focus attention on the consequences of increased oil prices and on the steps which oil consumers can take to save fuel. DAVP has already done publicity in this regard as given in enclosed statement-I.

(c) As given in statement - II.

STATEMENT — I

Publicity Work done by DAVP

(i) *for Ministry of Petroleum & Chemicals:-*

1. Five press advertisements in four separate designs in 13 languages, including English & Hindi
2. Three video quickies of one min. each in 12 languages
3. One 3 min. video quickie with 4 master versions
4. Four radio spots in 12 languages
5. One poster in all regional

languages with a print order of 2.06 lakh

6. One booklet in all languages with print order 3 lakh
7. 1027 cinema slides in all languages
8. Ten bus panels
9. Eight hoardings

(ii) *for Ministry of Energy:-*

Four press advertisements issued in 13 languages once a fortnight throughout the year

An energy conservation campaign Plan developed on behalf of the Energy Management Centre, Ministry of Energy.

STATEMENT — II

Other Programmes Proposed to be Undertaken by DAVP

1. An attempt would be made to include a well written article on the energy scenario in school text books.
2. Success stories relating to Energy Conservation. The projection of the high costs being incurred by using particular fuels/technology.
3. An Essay Competition for Secondary-level school students on the Energy scenario.
4. Another competition for technical students to create awareness among them.