

[English]

SHRI M. ARUNACHALAM: We have requested the Labour Minister to study the problems of this sector. As far as employment generation is concerned, I can say that it is increasing year by year.

[Translation]

SHRI GIRDHARI LAL VYAS: Mr. Speaker, Sir, the hon. Minister has given an assurance that efforts will be made to generate employment in the Eighth Five Year Plan. At the same time he, I would like to point out that wages given to the weavers and spanners do not conform to the minimum wage rate. The Government has promised that wages given to the weavers and spinners will be brought at par with the minimum wages. Besides, the workers of the various Khadi institutions get a salary of Rs. 400 to Rs. 500 per month. The Khadi Commission has considered the question of increasing their salaries. I want to know whether an announcement will be made today itself regarding the grant of minimum wages to the weavers and spinners? When will an announcement be made regarding increase in the salaries of the workers of Khadi institutions?

[English]

SHRI M. ARUNACHALAM: It is a general complaint that wages under Khadi and Village Industries are very low. KVIC has adopted a system of payment of wages on piece rate basis. Based on cost charged, it is reviewed from time to time to bring some parity in wages with those obtainable in agricultural sector. Wages under Khadi sector were revised in 1985-86. As far as an average revised wage is concerned, in cotton industry the weavers will be getting about Rs. 24; in woolen industry, it is Rs. 20; and in muslin it is Rs. 20. We are paying the minimum wage on rate basis.

SHRI P.M. SYEED: As far as allocation of fund in the Seventh Five Year Plan is concerned, in the list of Khadi and Village

Industries Commission, all the 25 States and six Union Territories are there. But my place Lakshadweep is not there is that list. I have been taking up this matter with the hon. Minister. They have also gone much advance in establishing a unit there. I only ask the hon. Minister through you when will they start a unit in Lakshadweep?

SHRI M. ARUNACHALAM: Myself and the hon. member tried to visit that State to find some suitable places to locate some industries there. But we could not do it. I will ask the Director, KVIC at Trivandrum to go there and study the possibilities and potentialities of establishing some industries there.

[Translation]

Impact of Air India on Foreign Tourists

*207. **DR. CHANDRA SHEKHAR TRIPATHI:** Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether Air India has started a campaign of advertising in foreign countries;

(b) if so, since when and the expenditure likely to be incurred thereof;

(c) if so, the extent thereof?

[English]

THE MINISTER OF STATE OF THE MINISTRY OF CIVIL AVIATION AND TOURISM (SHRI SHIVRAJ V. PATIL): (a) to (d). Advertising in various media in foreign countries is a continuous activity of Air India to create awareness about the airline and about India. Therefore, it is not possible to quantify the increase in passenger numbers as a result of publicity. In 1988-89, a budget provision of Rs. 556.10 lakhs was made for this purpose. The figure for 1989-90 is Rs. 618.84 lakhs.

[Translation]

DR. CHANDRA SHEKHAR TRIPATHI: Mr. Speaker, Sir, the hon. Minister very

nicely and intelligently put it when he said that it is difficult to quantify the increase in passenger numbers as a result of publicity. The hon. Minister's Department or the Government does not have this information irrespective of whether or not passenger numbers increase due to publicity, every year Rs. 60 lakhs to Rs. 70 lakhs is increased in the budget in the name of publicity. May I know the justification in raising the amount of publicity budget every year when it is not possible to indicate whether it has any effect in terms of increase in passenger numbers?

SHRI SHIVRAJ V. PATIL: Sir, we do publicity to attract potential passengers to our airlines. Another reason for doing publicity is to create awareness among the people of other countries about India. The third reason for doing publicity is that the process of foreigners coming to our country and Indians going abroad leads to strengthening of international friendship. So, there are various reasons for doing publicity. But even with all this publicity, if we have only a limited number of aircraft, there is no question of an increase in passenger numbers. But along with publicity, we increase the number of aircraft and provide good facilities at our airports and that is why passengers travel on our airlines to come to our country. All these factors have to be kept in mind.

MR. SPEAKER: Can any thing be sold in today's world without publicity?

[English]

DR. CHANDRA SHEKHAR TRIPATHI: It is true that publicity is important and it should have some salient features. This is known to everybody. But I would like to know specifically from the hon. Minister as to what the salient features are. How do we project the various historical, cultural and traditional aspects of our country to attract the tourists from abroad and what additional facilities are we providing to attract the tourist towards our country in comparison to other airlines of the world?

SHRI SHIVRAJ V. PATIL: The task of

attracting tourists is generally done by the Tourist Department. Air India helps the Tourist Department to attract the tourists to this country. There are many things which are done. We prepare pamphlets on many historical monuments in the country and those pamphlets are distributed through the tourist agencies in the other countries as well as the Embassies and the hotel owners also so that they are properly distributed amongst the people who are interested in coming to India. Then, we prepare some films and audio-visuals and they are also shown. Then we invite the agents from other countries to come here and visit different places and see for themselves as to what kind of country India is and what kind of culture is existing here. All these things contribute towards attracting the tourists to this country. It is not Air India which is responsible for tourism, but Air India is aiding; Air India is helping and assisting tourism.

SHRI P. KOLANDAIVELU: Sir, as far as Air India is concerned, we are spending a lot on publicity. In the answer, you have said that you are unable to quantify the increase in the passengers every year during 1988-89 and 1989-90. When year are unable to know the increase in the passengers, how can we attract the tourists and how can we increase the inflow of tourists here. Unless you know that, how can we increase the inflow of tourist here. Unless you know that, how do you spend so much of money on publicity and on advertisement. You have spent more than five and a half crores of rupees last year and you are spending six and a half crores of rupees this year. I want to know whether Air India is making profit now. I understand that you are keeping the books as if the Air India is making profit. But actually, Air India is facing a stiff competition on the international routes. Such is the position in Air India. Why do you spend so much of money on advertisement and publicity when you are not getting more passengers every year?

SHRI SHIVRAJ V. PATIL: Let us understand, what is the question really... (*Interruptions*)

SHRI P. KOLANDAIVELU: The question is very much related to profit. When you are not making any profit, why do you spend so much of money on advertisement and publicity? *(Interruptions)*

SHRI SHIVRAJ V. PATIL: Sir without understanding the question, if we are trying to understand the answers, it will be very difficult. The question he is asking, what is the relationship between the amount of money spent on advertisement and increase in the passengers. They are asking for the relationship, the umbilical cord between the two. And we have said that this umbilical cord is visible to us and it is very difficult to say that it is only because of the advertisement these many passengers have increased. If the hon Member is interested in knowing as to what is the increase in the passengers coming from abroad to the country, I have the figures and I can give it to him. In 1986... *(Interruptions)*

SHRI P. KOLANDAIVELU: I want to know whether it is in proportion to the money spent ... *(Interruptions)*

SHRI SHIVRAJ V. PATIL: I cannot... *(Interruptions)*

SHRI P. KOLANDAIVELU: You have to know..... *(Interruptions)*

MR. SPEAKER: You cannot have a running debate.

SHRI P. KOLANDAIVELU: It is not a running debate. He has to answer properly... *(Interruptions)*

MR. SPEAKER: Let him first answers.

SHRI SHIVRAJ V. PATIL: If the hon. Member is interested in knowing the increase in the passengers who are coming to our country, I can give him the figures. Now the figures are, in 1986.. *(Interruptions)*

SHRI P. KOLANDAIVELU: I do not want that answer. I know that answer because I am also a member of the Committee

on Civil Aviation. My pertinent question is, you are spending more money.. *(Interruptions)*

SHRI SHIVRAJ V. PATIL: You crystallise your question. I will answer.

SHRI P. KOLANDAIVELU: I was to know, in proportion to the money you are spending, is there an increase in foreign tourists?

SHRI SHIVRAJ V. PATIL: The answer is 'yes'. But I cannot quantify it because the increase in the tourists coming to India is not only because of the advertisement, but it is because of more aircrafts I have, because of the better facilities I have provided on the ground, because of the better facilities I am providing on the board. The hon. Member has to understand these facts. And if you are not interested in knowing the increase in the passengers, well I cannot help it. I will not give you the figures.

News-item captioned "Power Fund Returned for want of Approval"

*208. SHRI RAM PYARE PANIKA:
SHRI BALWANT SINGH RAMMOOWALIA:

Will the Minister of ENERGY be pleased to state:

(a) whether the attention of Government has been drawn to a news-item captioned 'Power Funds returned for want of approvals' appearing in the 'Economic Times' dated 6 July, 1989;

(b) if so, whether a substantial amount of unutilised funds was surrendered by the Department of Power during the last two financial years;

(c) if so, the reason therefor, especially when the country is facing power shortage; and

(d) the details of funds utilisation by his Ministry expected during this year?