

(b) Does not arise.

Percentage of time taken by advertisement on T.V

10408. DR. VENKATESH KABDE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the percentage of time taken by advertisements on T.V.:

(b) the revenue earned through such advertisements during three years;

(c) whether Government propose to ban advertisements on T.V/Radio; and

(d) the details of any scheme to evaluate the effect of advertisement on minds of children and adolescents?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) The duration of time taken for telecast of advertisements on Doordarshan, at present, is around 3 per cent of the total transmission time.

(b) The gross commercial revenue of Doordarshan for the last three financial years was Rs. 507.69 crores.

(c) No, Sir.

(d) A study undertaken a few years back on Sociological effects of TV advertisements reveals that, by and large, these are interesting, entertaining and informative having no negative influence on society.

Export of Vegetables from Kerala

10409. SHRI MULLAPPALLY RAMACHANDRAN: Will the Minister of COMMERCE be pleased to state:

(a) the total quantity and value of vegetables exported from Kerala to the Gulf Countries during 1987-1988 and 1989;

(b) the incentives/facilities being granted to exporters of Kerala for increased exports to Gulf;

(c) whether his Ministry had received any representation against the reduction of air cargo space allotted by Air India to Kerala Exporters from Trivandrum, Cochin and Calicut, if so, the details thereof; and

(d) the action taken by Government in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE (SHRI ARANGIL SREEDHARAN): (a) The total quantity and value of vegetables exported from Kerala to the gulf countries during the last three years are indicated below:—

<i>Year</i>	<i>Qty. (MT) (Estimated)</i>	<i>Value (Rs./Lakh) (Estimated)</i>
<i>1</i>	<i>2</i>	<i>3</i>
1987-88	5242	310
1988-89	5968	350
1989-90	7120	477

Source: Kerala State Industrial Enterprises Ltd., Trivandrum.

(b) Incentives such as Cash Compensatory Support, Import replenishment etc. for increasing export of fresh vegetables are granted to all exporters including exporters of Kerala.

(c) and (d). The Agricultural Product and Processed Food Exporters Association, Trivandrum had represented about the reduction of cargo space allocated to Trivandrum by Air India. The matter was taken up with Ministry of Civil Aviation who have informed that the cut has since been restored by Air India effective 15th April, 1990.

Relaxation In Immigration Formalities for Convenience of Foreign Tourists

10410. SHRI M.M. PALAM RAJU: Will the Minister of TOURISM be pleased to state:

(a) the details of major changes in terms of relaxation in immigration formalities implemented for the convenience of foreign tourists; and

(b) the further steps proposed to be taken by Government to reduce formalities for foreign travellers to the country?

THE MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS AND MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SATYA PAL MALIK): (a) There seems to be no scope for further relaxations in immigration formalities for the convenience of foreigners as generally it takes not more than 2 minutes to clear the passengers at the immigration counter. Foreign tourist groups coming without visa can be granted landing permit facilities upto a maximum period of 30 days by the immigration Officers provided the tour is sponsored by recognised Indian travel Agencies.

(b) Procedure to obtain 'exit permission'

for the foreigners registered with the foreigners Regional Officers at the four Metropolitan cities i.e. Delhi, Bombay, Calcutta and Madras has been simplified. now foreigners registered with FRRO's at Delhi, Bombay, Calcutta and Madras obtain exit permission from the Airport at the time of departure.

Assistance to Kerala for Tourism

10411. SHRI T. BASHEER: Will the Minister of TOURISM be pleased to state:

(a) the assistance provided for the development of tourism in Kerala during 1989-90;

(b) the total amount spent in that sector and the achievement made during that year;

(c) the allocation made for the development of tourism during 1990-91;

(d) whether the Government of Kerala has submitted any schemes or projects in this regard; and

(e) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS AND MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SATYA PAL MALIK): (a) and (b). The Central Department of Tourism sanctioned projects/schemes amounting to Rs. 85.02 lakhs during 1989-90, whereas the total assistance released during the year for the new and on-going projects was Rs. 170.13 lakhs.

(c) to (e). Financial assistance to State Governments is extended on their specific proposals. The State Government of Kerala has yet to formulate and submit detailed project reports along with estimates for central financial assistance for the year 1990-91.