

**Shortage of colour negative and positive films**

1010. SHRI M. KADERSHAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that there is a shortage of colour negative and positive films in Southern States which has badly affected the production of colour movies in the regional languages;

(b) if so, what action Government propose to take to remedy the situation?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI DHARAM BIR SINHA): (a) No, Sir.

(b) Does not arise.

**Distribution channels for consumer goods**

1011. SHRI AWADHESHWAR PRASAD SINHA: Will the Minister of INDUSTRY AND CIVIL SUPPLIES be pleased to state:

(a) whether it is a fact that the Economic and Scientific Research Foundation in their recent study have pointed out that Governmental control over distribution channels for essential consumer goods has failed to bring relief to consumers;

(b) if so, what is Government's reaction thereto; and

(c) to what extent consumers have got relief as a result of these measures?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY AND CIVIL SUPPLIES (SHRI A. C. GEORGE): (a) A study made by the Economic and Scientific Research Foundation on trade margin has come to the notice of the Government. The study has confined itself to the distributive mechanism in Delhi in three items of daily consumption, namely

vanaspati, soft coke and cotton textiles. The main object of the study is to examine whether such margin as is fixed by Government or other authority is enough to provide a cushion for absorbing the increasing expenses and enable the traders to carry on their functions. However, the Foundation has observed that the exclusion of private importers from the trade channel, in the case of soft coke, appears to have caused distress not only to the retailers but to the consumers as well. In respect of cotton textiles, the view has been expressed that the scheme drawn by the Committee on Cloth Prices is likely to further eliminate healthy competition and encourage monopolistic tendencies, neither of which will benefit the consumers;

(b) and (c) The conclusions drawn by the Foundation have been brought to the notice of the Ministries concerned for necessary action.

**Import of Hollywood films**

1012. SHRIMATI SUMITRA G. KULKARNI:

SHRIMATI PRATIBHA SINGH.-  
SHRIMATI SUSHILA SHANKAR ADVAREKAR :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have revised their decision on the import of Hollywood films;

(b) if so, reasons therefor; and

(c) the number of feature films from Hollywood proposed to be imported in the near future?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI DHARAM BIR SINHA): (a) and (b) The Motion Picture Exporters Association of America