

बिबरन

बिभिन्न राज्यों को अग्र्यास पुस्तिकाओं के लिए जनवरी-मार्च, 1977 से जनवरी-मार्च, 1978 की तिमाही के लिए कागज का आवंटन

(टनों में)	
1. आन्ध्र प्रदेश	7600
2. असम	1050
3. बिहार	5950
4. गुजरात	6450
5. हरियाणा	900 + 100*
6. हिमाचल प्रदेश	70 + 50*
7. जम्मू और कश्मीर	400 + 50*
8. कर्नाटक	3200
9. केरल	2450
10. मध्य प्रदेश	4850
11. महाराष्ट्र	13620
12. मणिपुर	65
13. मेघालय	15
14. नागालैंड	20
15. उड़ीसा	1000
16. पंजाब	2650
17. राजस्थान	3250
18. सिक्किम	15
19. तमिलनाडु	8650
20. त्रिपुरा	35
21. उत्तर प्रदेश	14250 + 2000*
22. पश्चिम बंगाल	9850
23. अन्धमान निकोबार द्वीप समूह	25
24. चंडीगढ़	75
25. दिल्ली	6100
26. गोवा, दमन दीव	130
27. लक्षद्वीप	4
28. मिजोरम	35
29. पाण्डिचेरी	60
कुल	92769

*तैयार अग्र्यास पुस्तिकाएं।

Distributive Agencies for Drink '77'

6382. SHRI P. KANNAN: Will the Minister of AGRICULTURE AND IRRIGATION be pleased to state:

(a) the number of agencies in Tamil Nadu which were prepared to take up distribution of the new drink '77';

(b) the procedure followed for determining the distributor;

(c) whether it is fact that distribution rights have been given to a firm in Tamil Nadu which is already marketing drinks of their own;

(d) if so, the name of the firm and the reasons for selection; and

(e) whether Government have taken into consideration possible detriments to sale of '77' by entrusting it to a firm which may have greater interest in sales of their own products?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND IRRIGATION (SHR BHANUPRATAP SINGH): (a) Modern Bakeries (I) Ltd. gives only franchise for production of '77' and does not appoint distributors. The Company had received 11 applications (besides ex-Coca Cola bottlers) for franchise in Tamil Nadu.

(b) Ex-Coca Cola bottlers were given first preference. For others, the financial standing of the party, their marketing capabilities, the possession of fully automatic bottling plant and upto date laboratory etc. were taken into consideration.

(c) and (d). M/s. Soft Beverages Private Ltd. Madurai an ex-Coca Cola Bottler and M/s. Spencer and Co. Madras have been given franchise in Tamil Nadu keeping in view the above criteria.

(e) The Company had given due consideration to this aspect.