

(b) the Government's plan in this regard?

The Minister of Steel and Heavy Industries (Shri C. Subramaniam):

(a) No, Sir, not yet.

(b) Hindustan Steel Limited have been asked to prepare, in consultation with the National Metallurgical Laboratory, reports on the setting up of small furnaces using nut coke at Durgapur, Bhilai and Rourkela. They have also been asked to prepare a project report for the installation of a large sixth blast furnace at Bhilai.

Commercial Publicity

*724. **Shri Morarka:** Will the Minister of **Commerce and Industry** be pleased to state:

(a) whether the attention of Government has been drawn to the official note prepared for the Board of Trade indicating that the entire approach to commercial publicity is *ad hoc* and half-hearted and that publicity techniques are out of date and that no market studies are carried out and that nothing is published in foreign languages; and

(b) if so, the steps taken by Government to overcome this?

The Minister of International Trade in the Ministry of Commerce and Industry (Shri Manubhai Shah): (a) Yes, Sir.

(b) The question of strengthening commercial publicity for export promotion is receiving close attention of the Ministry. As a first step, a new Journal entitled "Foreign Trade of India" for publicity abroad has been instituted. It has also been decided to start four new series of publications, viz. (i) publicity pamphlets on major industries and export products; (ii) publicity folders oriented to specific requirements of individual markets; (iii) information pamphlets for use of exporters on export commodities as well as on subjects like marketing techniques, standardization, quality control, trade regulations

abroad, etc.; and (iv) a weekly bulletin for circulation to Indian Missions abroad. Arrangements are also being made for increasing the supply of commercial documentary films to Indian Missions abroad for publicity. In addition, schemes are being drawn up to intensify press publicity, public relations activities and advertisement of Indian products through various media.

Pig Iron Factory at Barabil

*727. **Shri Ram Chandra Mallick:** Will the Minister of **Steel and Heavy Industries** be pleased to state:

(a) whether any agreement has been made between the Kalinga Industries and a German Company to set up a middle-sized pig iron factory at Barabil (Orissa) with joint collaboration;

(b) what will be its capacity and how much electricity will be consumed by this factory; and

(c) the estimated expenditure on this project?

The Minister of Steel and Heavy Industries (Shri C. Subramaniam):

(a) No financial collaboration is proposed. Only technical collaboration is envisaged, and the necessary agreements have yet to be received and approved by Government.

(b) 100,000 tonnes per annum. Power consumption will be about 5,000 KW. when complete.

(c) About Rs. 5 crores, with foreign exchange component of Rs. 2.18 crores.

Beedi Export to Ceylon

1459. **Shri M. P. Swamy:** Will the Minister of **Commerce and Industry** be pleased to state:

(a) whether it is a fact that the Government of Ceylon have banned the import of beedis from India;

(b) if so, the amount of foreign export earnings lost due to this ban; and