

श्री भक्त दर्शन : श्रीमान्, मेरा प्रश्न यह भी था कि वह स्कीम कब प्रारम्भ हो रही है ?

Mr. Speaker: When would it begin?

Shri P. C. Sethi: It is difficult to give the exact date, but it is under active consideration.

Shri Indrajit Gupta: May I know whether there is any scheme by which these technicians who are being trained abroad, on their return can be used by us for our own independent training course here? Can they be used as trainers?

Shri P. C. Sethi: We have already got our training programme in all the three steel plants, and we have got persons who are taking up this training programme.

Dr. U. Misra: Is the Government aware that quite a large number of highly qualified technical personnel including the 400 experienced technicians discharged by TISCO in 1958 are still unemployed and, if so, may I know whether they will be absorbed in the Hindustan Steel in view of additional requirement of technicians?

Shri P. C. Sethi: When they make the recruitment the HSL would certainly consider if they are found suitable.

श्री श्रीकारलाल बेरबा : मैं यह जानना चाहूंगा कि क्या हिन्दुस्तान स्टील के प्रबन्ध के द्वांचे में अभी कोई ढ्हास परिवर्तन किया गया है, यदि हां, तो क्या ।

Shri P. C. Sethi: That question does not arise from this, but a change has been made in the HSL Board of Directors.

श्री यशपाल सिंह : इस सदन में कई दफ्ता कहा गया है और थर्ड फ़ाइवथीयर प्लान में भी स्टील-ग्रोरियन्टड इस्टीट्यूट्स का जिक्र किया गया है । मैं यह जानना

चाहता हूँ कि अब तक कितने स्टील-ग्रोरियन्टड इस्टीट्यूट्स कायम किये गए हैं ।

Mr. Speaker: How many steel-oriented institutes have been established?

Shri P. C. Sethi: We have a training programme in all the three plants. Besides this, a training programme is also being undertaken in various other industries such as TELCO, Hindustan Machine Tools, and others.

Shri Venkatasubbaiah: May I know how far in drafting the technical personnel to the various steel plants, the considerations of the various regions have been kept up, and whether there is any uniformity in the matter of recruitment from all the States?

Shri P. C. Sethi: As far as unskilled workers are concerned, regional considerations are being taken into account, but as far as the technical personnel are concerned, they are being taken on merits.

Indian Tea Delegation

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*943. { Shri P. R. Chakraverti:
Shri Maheswar Naik:
Shri P. K. Deo:
Shri P. K. Ghosh:
Shri P. C. Boroohah:

Will the Minister of Commerce and Industry be pleased to state:

(a) whether the Indian Tea Delegation that visited Australia, New Zealand and Singapore has suggested a joint promotion scheme for increasing exports to these countries;

(b) what are the other recommendations of the Delegation; and

(c) the steps taken to give effect to these recommendations?

The Minister of International Trade and Industry (Shri Manubhai Shah): (a) to (c). A statement is laid on the Table of the House.

STATEMENT

(a) The Delegation recommended joint promotion in respect of Australia only.

(b) AUSTRALIA

- (i) Besides joint promotion, the Delegation recommended a uninationa] campaign, which could take the form of setting up a Tea Centre in Sydney and Tea Bars in the big cities.
- (ii) India should launch pure Indian packs depending upon the response to the uninationa] campaign.
- (iii) There is a wide field for Public Relations which can be exploited for popularising Indian tea.
- (iv) Steps should be taken in India to make Indian tea more attractive in the Australian market.
- (v) The Tea Board should organise and finance a sampling service to established Australian buyers, large and small, with a view to presenting a wider field of Indian teas suitable in quality and price, for the Australian market.
- (vi) The tea buyers and blenders of prominent firms in Australia should be invited to visit India so that they may have an opportunity of visiting tea areas and auctions in India.

NEW ZEALAND

- (i) A substantial improvement in Indian exports could be attained by introducing the Tea Board sampling service along the lines recommended for the trade in Australia.

(ii) With a view to improving the buyers' knowledge of the very large variety of teas available from India, invitation to the trade to visit India will give an ample opportunity for pushing up our teas in that market.

(iii) Some public relations work is also necessary.

SINGAPORE

- (i) With a view to overcoming the reluctance to trade with India, samples of Indian teas, carefully chosen for suitable quality and competitive prices should be distributed to the local Tea Merchants' Associations, to Indian traders and to the large British firms.
- (ii) With a view to pushing up quality packet tea trade among the well-to-do in Singapore, it is necessary to get in touch with a few large quality stores in Singapore to stock a fair range of Indian tea packets. The Indian enterprises should push up their packet exports to such chain stores with advertising materials.
- (c) The Tea Council of Australia has been formed recently in which Australian trade has agreed to participate with Ceylon and India. Action has been initiated for introducing sampling service for Australian and New Zealand trade.

Shri P. C. Chakraverti: May I know how far the reduction of the export duty and the enhancement of the excise duty would help in the export trade of tea?

Shri Manubhai Shah: It should really help. If the figures for the last three months are any indication, they show an upward trend.

Shri P. E. Chakraverti: What is the existing quantum of the export trade to those regions and what are the foreign exchange earnings?

Shri Manubhai Shah: As far as Australia is concerned, in 1943-44, the export of tea was 20 million lbs; gradually over the years it came down to as low as three million lbs. But in 1961, it was 4.1 million lbs. In 1962, it has gone up to 11.6 million lbs.

Shri Maheswar Naik: May I know whether it is a fact that tea from Ceylon and China particularly is marketed there plentiful in those areas, whereas tea from India has not been popularised at all?

Shri Manubhai Shah: In tea China is not a serious competitor but Indonesia to some extent. But the main competitor is Ceylon. That is where in the past we have lost the markets to them. We are trying to increase our exports now.

Shri P. C. Boroah: May I know whether lack of familiarity of the quality of Indian tea amongst the potential buyers of tea in these countries has been responsible for less export to these countries and if so, what steps have been taken in this regard?

Shri Manubhai Shah: It is not lack of quality, but lack of effort.

Shri Hari Vishnu Kamath: The statement laid on the Table shows that the delegation recommended joint promotion in respect of Australia only. Is the House to understand that there is no scope for joint promotion in the case of New Zealand and Singapore and further how much superior quality tea is being exported to these countries, and is only inferior tea being dumped for home consumption?

Shri Manubhai Shah: It is not so; if the hon. Member sees, he will find there is the same pattern of consumption of tea practically all over the world as in India—some class of superior tea is sold, but the bulk is everywhere common tea. Therefore, there is no dumping of inferior tea on Indian consumers. As a matter of fact, we are more choosy in consuming tea. It is the common tea, which is the inferior tea that goes out.

Shrimati Savitri Nigam: In the statement it is said that some public relations work is also necessary. In fact, the same thing was recommended by several other experts and delegates who have visited various countries in connection with tea export. They have also recommended that our public relations work is very weak.

Mr. Speaker: Why should the hon. Member make such a long statement? She should come to the question directly.

Shrimati Savitri Nigam: May I know what steps have been taken in recent years 1961, 1962 and 1963 to start this public relations work in respect of countries where our tea is exported?

Shri Manubhai Shah: Several steps are taken including strengthening of the public relations, opening of tea centres there and as the House will see, and as I have mentioned, in one year we have raised it from 4 million to 11 million lbs. Therefore, there is some result coming up.

Fertilizer Plant, Katni

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{ **Shri Bishanchander Seth;**
 { **Shri Yashpal Singh;**
 { **Shri D. C. Sharma;**
 { **Shri Subodh Hansda;**
 *944. { **Shri S. C. Samanta;**
 { **Shri Sidheshwar Prasad;**
 { **Shri Birendra Bahadur Singh;**
 { **Shri R. S. Pandey;**

Will the Minister of **Steel and Heavey Industries** be pleased to state:

(a) whether it is a fact that Government have decided to set up a fertilizer plant at Katni;