

Export of Indian Pepper

*136. **Shri Keshava:** Will the Minister of Commerce and Industry be pleased to state:

(a) the quantity and the value of export of Indian pepper to the new foreign markets recently discovered, and

(b) the steps taken by Government to promote and augment this trade?

The Deputy Minister of Commerce and Industry (Shri Satish Chandra).

(a) and (b) A statement is laid on the Table of the House [See Appendix I, annexure No 38]

Shri Keshava: May we know if Government has taken any steps to investigate into the causes for the failure in some of the markets they have had in other countries before and whether any attempts have been made to improve them?

Shri Satish Chandra: Our markets developed to a considerable extent during war time, because supplies from other countries were cut off. As production has again been established in several South-east Asian countries, they have become competitors in the world market.

Shri Dasappa: May I know whether the demand from foreign countries is not greater than what we can meet?

Shri Satish Chandra: The total world demand for pepper is about 70,000 tons, out of which India is producing only 27,000 tons.

Shri Dasappa: May I know what exactly is the amount that they are going to spend for the development of pepper in the next Five Year Plan? I learn it is Rs 50 lakhs. Have they got schemes to the tune of Rs 50 lakhs from the various States?

Shri Satish Chandra: The Ministry of Agriculture are responsible for the development of pepper production and the question may be addressed to them.

Shri Tangamani: From the statement laid on the Table, we find that during 1955-56, the export to East

Germany was to the tune of Rs 125,000, but it has been reduced to Rs 44,000 in 1956-57. May I know the cause for this fall?

Mr. Speaker: He has said it is due to competition from other countries.

Shri Tangamani: So far as the other countries are concerned there has been a gradual increase.

Shri Satish Chandra: The hon Member will note that the quantity exported in 1954-55 was only 18,000 tons and last year it was 15,000 tons. The fall from Rs 125,000 to Rs 44,000 represents the reduction in prices due to competition in the world market.

Shri Tangamani: May I know whether this export trade will be taken over entirely by the State Trading Corporation?

Shri Satish Chandra: There is no such proposal except that trade with the East European countries is generally canalised through the State Trading Corporation.

Shri Jaipal Singh: In view of the serious competition in the world market, may I know what special steps Government are taking to pepper up the popularity of Indian pepper?

Shri Satish Chandra: Recently a development council has been set up for this purpose and it sent a delegation to Europe. We got some orders and there are possibilities of developing the trade further. Proper publicity campaign is proposed to be organised in USA and European countries for popularising Indian pepper.

Trichur Radio Station

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*137. { **Shri Warrior**
Shri Kunhan:
Shri Maniyangadan:

Will the Minister of Information and Broadcasting be pleased to State:

(a) whether the attention of Government has been drawn to the unsatisfactory nature of the service from the Trichur Station of All India Radio due to the lack of a studio attached to the Station, and