

between India and Ceylon after its expiry in December, 1952; and

(b) whether there is any proposal for increasing the import to India of copra and coconut-oil from Ceylon?

**The Minister of Commerce and Industry (Shri T. T. Krishnamachari):** (a) and (b). No, Sir.

### चमड़ा उद्योग

\*४७४. स्वामी रामानन्द शास्त्री :

क्या वाणिज्य तथा उद्योग मंत्री यह बतलाने की कृपा करेंगे :

(क) चमड़ा उद्योग के विकास को प्रोत्साहित करने के लिये सरकार चमड़े की तैयार वस्तुओं के निर्यात के सम्बन्ध में क्या पग उठा रही है ?

(ख) कच्चे चमड़े के निर्यात को रोकने के लिये क्या पग उठाये जा रहे हैं ; और

(ग) सरकार ने इस उद्योग के विकास के लिये कहां कहां और कितने कारखाने खोले हैं ?

**The Minister of Commerce and Industry (Shri T. T. Krishnamachari):** (a) and (b). With a view to encourage the export of finished leather goods, Government have not only freed leather manufactures from export control restrictions, but have also granted special import licences for components and fittings required by manufacturers for export. At the same time, the export of the raw materials which are in short supply, such as, raw buffalo hides and cow hides, has been completely banned. As a result, the total value of exports in 1951-52 was nearly four times as much as in 1950-51.

(c) Government have not opened any factories.

### TRACTOR PARTS (MANUFACTURE)

\*475. **Shri Badshah Gupta:** Will the Minister of Commerce and Industry be pleased to state whether Government are contemplating or taking any steps to produce tractor parts to meet the needs of the tractor-owners in the country?

**The Minister of Commerce and Industry (Shri T. T. Krishnamachari):** No, Sir. The development of this industry has been left to private enterprise.

### PUBLICITY FOR FIVE YEAR PLAN

\*476. **Col. Zaidi:** (a) Will the Minister of Planning be pleased to state what steps have been taken by Government to give the Five Year Plan the widest possible publicity among the masses and enlist their support for implementing it?

(b) Have any brief pamphlets in simple language been prepared giving a graphic account of the objectives and targets of the Plan, which could be read by the masses of people, and if so, in how many Indian languages?

(c) Have any small pamphlets been prepared in different Indian languages especially written for school students?

(d) Are Government making use of the audio-visual methods of publicity to popularise the Plan among the people, and if so, in what way is this being done?

**The Deputy Minister of Irrigation and Power (Shri Hathi):** (a) The measures taken to give wide publicity to the Five Year Plan include—

(1) A nation-wide programme of discussions, talks etc. has been organized by All India Radio. A total of 49 discussions and 162 talks were broadcast in the general programmes of all the Stations of All India Radio in Hindi, Urdu, Punjabi, Gujerati, Marathi, Tamil, Telugu, Kannada, Malayalam, Bengali, Oriya and Assamese. Special broadcasts were also arranged in programmes for rural and industrial areas and for schools. Broadcasts have been made on an extensive scale on community projects in rural programmes, including Farm Forum programmes. A number of feature programmes and radio reports have also been broadcast on the various Development projects.

(2) Films are also being utilised to give publicity among the people to the various Development projects of the Five Year Plan. Two documentary films, "New Lands for Old", dealing with the soil erosion problem of the Damodar Valley Project, and "Road to New India", covering a number of major projects have been recently released by the Films Division of the Ministry of Information and Broadcasting. These have been produced in Hindi, Bengali, Tamil and Telugu, besides English, and are being exhibited in over 3,250 cinemas