

(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that the entire approach to commercial publicity is *ad hoc* and half-hearted and that publicity techniques are out of date and that no market studies are carried out and that nothing is published in foreign languages; and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

(c) whether Government intend to explore other foreign markets for beedis?

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

(b) On an average, Ceylon has been importing from India beedis worth Rs. 50 lakhs per year.

(c) The Tobacco Export Promotion Council is siezed of the difficulties created by the ban imposed by Ceylon Government, efforts are being made by them to find alternative export markets for beedis as well as we are taking up the matter with the Ceylonese Government for reconsideration.

#### Guar Seed

**1460. Shri Tan Singh:** Will the Minister of Commerce and Industry be pleased to state:

(a) the industrial uses of Guar (Cluster bean) cultivated in the arid regions of north-western India;

(b) whether the potentialities of the end uses of the extracts obtained from the guar seed have been completely exhausted; and

(c) if not, the research to be undertaken?

**The Minister of Industry in the Ministry of Commerce and Industry (Shri Kanungo):** (a) Guar gum of different grades derived from Guar (Cluster bean) is utilised in various industries such as paper manufacture, textile finishing and printing, yarn sizing, mining and drilling, explosives, canned foods, ice creams, frozen food, cheese, cosmetics, tooth pastes etc.

(b) No, Sir.

(c) Further research is in progress to tap the potentialities of the use of guar based products.

उत्तर प्रदेश से औद्योगिक लाइसेंसों के लिए प्रार्थना पत्र

१४६१. { श्री सरजू पाण्डेय :  
श्री ज० ब० सिंह :

क्या वाणिज्य तथा उद्योग मंत्री यह बताने की कृपा करेंगे कि :

(क) उत्तर प्रदेश से १९६२ और १९६३ में औद्योगिक लाइसेंसों के लिए कितने प्रार्थनापत्र प्राप्त हुए ; और

(ख) कितने मामलों में लाइसेंस दिये जा चुके हैं और कितने मामले अभी विचाराधीन हैं ?

वाणिज्य तथा उद्योग मंत्रालय में उद्योग मंत्री (श्री कानूनगो) : (क) १९६२ और १९६३ (२२ मार्च, १९६३ तक) में १६६ ।

(ख) १४ मामलों में लाइसेंस मंजूर किये जा चुके हैं तथा ७५ मामलों में अभी निर्णय होना बाकी है ।

#### Allotment of Non-Ferrous Metals to Uttar Pradesh

1462. { Shri Sarjoo Pandey:  
Shri J. B. Singh:

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

(a) the quantity of non-ferrous metals allotted to Uttar Pradesh during 1960-61, 1961-62 and 1962-63 so far;

(b) whether the Uttar Pradesh Government have requested the Central Government to increase the quota; and

(c) if so, the decision taken thereon?

**The Minister of Industry in the Ministry of Commerce and Industry**