

responsible for promotion of exports of floriculture products.

- (iii) 'Opportunities for Floriculture in India' by Ministry of Agriculture, Environmental Matters & Fisheries, Government of Netherlands.
- (c) (i) Ministry of Agriculture is implementing a Central Sector Scheme on Commercial Floriculture during Eight Plan, which aims at providing basic support of collection and multiplication of planting material, training etc. for developing floriculture both for domestic and export market.
- (ii) Assistance in the form of soft loan is also being provided to the floriculture Units by the National Horticulture Board for integrated production and marketing including exports.
- (iii) In addition, assistance is also available on use of plastics for green houses, drip irrigation, mulching etc. for such units.
- (iv) The Government is also facilitating bulk imports of planting material of new varieties having export potential under the New Seed Policy (1988).
- (v) APEDA is providing financial assistance to the export oriented units for floriculture for development of infrastructure, export promotion and air-freight subsidy etc. APEDA had also sponsored visits by trade delegations from leading countries in this field e.g. the Netherlands, Japan, Israel, etc.
- (vi) APEDA is also implementing a UNDP assisted Project on Floriculture aiming to achieve an expansion of the cut flowers export sector based on improved production expertise and market knowledge.
- (d) These efforts have resulted in approval of nearly one hundred and fifty 100% Export Oriented Units for floriculture to be set up in the country. Most of these Units are being set up with foreign technical and financial collaboration. Nearly 15 of such Units have commenced production and exports and another 15 are likely to take off by end 1995—beginning 1996. The exports of floriculture products have accordingly increased from Rs. 14.55 crores in 1991-92 to Rs. 30.16 crores during 1994-95.

SUPER BAZAR

1403. **Shri Rajnath Sonkar Shastri** : Will the Minister of Civil Supplies, Consumer Affairs and Public Distribution be pleased to state :

(a) whether there is great difference between the Cost Price and selling Prices of the items in Super Bazar

even after selling the items below the Maximum Retail Price (MRP);

(b) if so, the reasons for their variance;

(c) whether the Government have undertaken any study to find out the reasons therefore

(d) the steps proposed to be taken in this regard; and

(e) how does the above compare with that of the Kendriya Bhadar?

The Minister of State in the Ministry of Civil Supplies, Consumer Affairs and Public Distribution (Department of Consumer Affairs and Public Distribution System) (Shri Venod Sharma) : (a) and (b) Audited final accounts of Super Bazar show an average margin (percentage of gross profit to sale) of only about 8%. This prima facie shows that by and large there is no great difference between the cost price and selling price of numerous items sold in the Super Bazar. In fact, it has been reported by Super Bazar that in some of the items like edible oil, sugar, atta, tea and toilet soaps, the average margin is as low as 1.5 to 5%. Super Bazar further adds that the margin in about 32,000 items sold by them is fixed on the basis of market survey so that their prices are competitive.

(c) No, Sir. The annual reports of consumers co-operatives received in the Ministry show an average margin of only 5 to 83%. So there is no need of a study.

(d) Does not arise.

(e) It has been reported by Super Bazar that Kendriya Bhandar operates on a lower margin than the Super Bazar in some items like stationery and furniture since they have lower over-heads.

NATIONAL FORESTRY ACTION PLAN

1404. **Shri D. Venkateshwara Rao** :
Shri Bolla Bulli Ramalah :

Will the Minister of Environment and Forests be pleased to state.

(a) whether the Government have finalised any comprehensive National Forestry Action Plan;

(b) if so, the details of the Action Plan;

(c) whether all the concerned have been consulted before forming the Plan.

(d) if so, the views submitted by the State Governments; and

(e) the time by which the plan is likely to be introduced.