

Development Programme, including the cost of these district-level agencies, is shared on a 50.50 basis by the Central and State Governments. Since rural development programmes like IRDP have a clear focus on poverty alleviation, it has been considered necessary to create, at the district-level, a single rural development agency for providing effective coordination and administrative control for the speedy implementation of all programmes meant for the rural poor.

(c) With the cooperation of local institutions, banks etc., it is expected that these agencies would be effective in improving rural conditions.

(d) No funds have been earmarked by this Ministry for this purpose.

#### **Committee on Job Oriented Education**

3858. SHRI SUBHASH YADAV: Will the Minister of EDUCATION AND SOCIAL WELFARE be pleased to state:

(a) whether Government are considering a proposal to appoint a Committee of persons from the educational field to suggest ways to make education job-oriented;

(b) whether a decision has been taken in this respect; and

(c) if so, the salient features thereof?

THE MINISTER OF EDUCATION AND SOCIAL WELFARE (SHRI S. B. CHAVAN): (a) No, Sir.

(b) and (c). Do not arise.

#### **Misuse of Sugar quota by cold drink Manufacturers**

3859. SHRI PIUS TIRKEY: Will the Minister of AGRICULTURE be pleased to state:

(a) whether manufacturers of popular cola drinks like Campa Cola and

Thums-up get an early quota of sugar;

(b) if so, the details for the last three years;

(c) whether Government have received complaints that sugar is sold in black market by these companies;

(d) what checks Government have over these companies to ensure that sugar is utilized for bona fide purposes;

(e) the considerations weighing with Government in permitting these companies to increase the prices of their products; and

(f) whether Government propose to review prices so increased and bring them to the earlier level?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND RURAL RECONSTRUCTION (SHRI R. V. SWAMINATHAN): (a) and (b). The bottlers of Pure Drinks Co. the manufacturers of Campa Cola etc. and Parley Beverages, the manufacturers of Thums-up etc. were allotted 841 tonnes and 918 tonnes of freesale sugar during the period from 1st September to 15th November 1980 when the voluntary price regulation scheme was in operation. No other sugar was allotted to them during the last 3 years.

(c) No such complaints have been received.

(d) and (e). In respect of quantities of freesale sugar directly allotted by the Central Government to the bulk consumers during 1st September to 15th November, 1980, intimations were sent to the concerned State Governments /union Territory Administrations with the advice that they may maintain a watch over the finished products of these manufacturers.

(f) The question does not arise since the voluntary price regulation scheme under which freesale sugar was allocated to the State Governments/bulk consumers was in operation only for