

documentary has been mainly meant as a kind of political prestige. Besides being presented to the Queen, it will also be exhibited in a number of foreign countries and thus add to our prestige and publicity abroad. From that point of view, it would not be proper to say whether the documentary will pay itself or not, though we do expect to make quite a good sum of money from the exhibition and sale of this documentary outside the country.

**Shri Thanu Pillai:** When the three States are objecting to the exhibition of the main film, may I know what portion of the visits has been contained there in the 5000 feet and what is the footage allotted for these three States?

**Dr. Keskar:** The difficulty is, Madras says "you have given more space to Bombay and Bengal". Bengal says "you have given more space to Bombay and Madras" and so on. If we cut one, the other will complain and the reverse will take place if the other is cut. We are trying to see whether a regional version can be prepared to be shown in the various regions.

**Shri Thanu Pillai:** May I know whether the objection is to the difference in footage of the film or to not having included portions taken in the respective States? Against what are they complaining?

**Dr. Keskar:** I think both are synonymous, because they wanted most of the items which they considered useful and important that took place in the State to be included, but that would have meant more footage.

**Shri Thanu Pillai:** The hon. Minister answered that one State criticised the other for having more length of footing. May I know whether it is born out of jealousy or it is due to the fact that the film did not contain what was expected by the States?

**Mr. Speaker:** Order, order, there is no question of jealousy in this.

**Shri Jinachandran:** In view of the uniform importance of such visits to all places, in order to avoid discrimination, will Government fix up a reasonable formula for allocation of footage for each State for such visits?

**Mr. Speaker:** The Queen is not coming every day.

**Shri Jinachandran:** Some other dignitaries may come.

**Shri S. M. Banerjee:** May I know whether these documentaries also show the *darbar* scenes in Jaipur and whether several people have raised objection to this? As a result of this, may I know whether that portion is going to be cut?

**Dr. Keskar:** No, Sir; that is not being shown.

#### Indian Tea for U.K.

\*1535. **Shri N. R. Ghosh:** Will the Minister of Commerce and Industry be pleased to state:

(a) whether Government appointed Messrs J. Walter Thomson and Co., London to make a survey of the market for Indian tea in the United Kingdom;

(b) if so, whether the report of the survey has been received from them;

(c) what are the important findings and recommendations thereof; and

(d) the action taken thereon?

**The Deputy Minister of Commerce and Industry (Shri Satish Chandra):** (a) and (b). Yes, Sir.

(c) and (d). A statement is placed on the Table of the House.

#### STATEMENT

The following observations have been made by M/s. Walter Thomson and Co. of London:—

1. The total consumption of tea per head over the past four years has barely risen during

a period of considerable expansion in the domestic economy and the standard of living, Judging from the change-groups, tea consumption may well fall considerably in the future.

2. India's share of the U.K. market for tea has been gradually falling.
3. The total promotional expenditure for tea in the U.K. is considerably lower than that for other competing drinks.
4. Most of the promotion for tea is in the form of advertising campaigns for individual brands of tea and these do not primarily promote tea itself as a beverage.
5. Tea promotion Campaign by Ceylon may establish its reputation for quality which may well begin to affect the position of Indian tea in the mind of the consumer

They suggested adoption of one of the following approaches to the problem:—

- (a) either, promotion of tea drinking as such in the U.K. in collaboration with other producing countries and distributors;
- (b) or, India undertaking to promote on her own the consumption of tea as such without reference to the origin of the product;
- (c) or, India undertaking exclusively promotion for Indian tea.

Under each head certain recognised media of advertising and public relations had been suggested such as consumer advertising campaign, service of tea at mass gatherings, editorial news service on tea and establishment of Tea Centres.

It has been decided that the Tea Board should undertake promotion for Indian tea in the U.K. on the following lines:—

- (i) Consumer advertising campaign,
- (ii) Distribution of display material to Retail outlets, restaurants etc.
- (iii) Establishment of a first class editorial and news service to run an integrated public relations campaign.
- (iv) Organise the supply of well-made good quality tea to mass gatherings etc.
- (v) Improve the standard of tea making in industrial canteens, restaurants etc.
- (vi) Put up automatic tea-vending machines at various centres in the U.K.

Government have appointed a Tea Adviser in the U.K. to head the Promotional Unit in that country. The Officer is engaged in drawing up a blue-print of the promotional campaign to be undertaken in the U.K.

**Shri N. R. Ghosh:** May I know whether it is a fact that for Ceylon tea they have got their own propaganda machinery to push up its sales and that we have got no such machinery to boost our teas?

**Shri Satish Chandra:** The hon. Member is aware that Ceylon has inherited the old apparatus of the International Tea Market Expansion Board. We decided 7 or 8 years ago to disassociate ourselves from that body. An attempt is being made to set up our own promotion organisation in U.K.

**Shri N. R. Ghosh:** Is it a fact that in the continent and in England, good tea means only Ceylon tea and there has been no good propaganda machinery on our side to push up Indian tea as such as good tea?

**Shri Satish Chandra:** The continental countries which are accustomed to tea habit are West Germany and Netherlands. In these two countries, tea councils are functioning in which Ceylon, India and other producing countries are participating for joint promotion of tea as such. There has been no propaganda by Ceylon for its own tea in these countries. Of course, it has been there in U.K.

**Shri Inder J. Malhotra:** May I know what fee was charged by Messrs J. Walter Thomson and Company for conducting this survey in London?

**Shri Satish Chandra:** £450.

**Shri Hem Barua:** May I know whether it is a fact that whereas U.K. has maintained a steady rise in her total intake of tea, India has failed to maintain her position as the cheap supplier of tea to U.K.? From 87.85 per cent. it has come down to 49 per cent. at present. If so, what are the reasons for this decline and how do Government propose to counteract it?

**Shri Satish Chandra:** India continues to be the main supplier and the largest supplier of tea to U.K.

**Mr. Speaker:** He says, when the intake by U.K. has increased, the export from India has decreased.

**Shri Satish Chandra:** The intake has not considerably increased. The percentage of Indian tea in the total imports of U.K. has gone down because other sources of supply such as East Africa have come in which did not produce tea before.

**Shri Hem Barua:** May I know whether it is a fact that India has undertaken joint publicity for overseas tea market with Ceylon and whereas Ceylon has rather captured markets, India is losing them steadily?

**Shri Satish Chandra:** India and Ceylon are not carrying on this joint propaganda for the last six or seven years in U.K.

**Shri Tridib Kumar Chaudhuri:** Are we to understand from the statement now made by the Deputy Minister that

since the reorganisation of the Tea Board, we have had no establishment, either the Tea Board or any other liaison body, in the U.K. market and that is why we have to appoint this British firm even to make a survey of the market?

12 hrs.

**Shri Satish Chandra:** The British firm is a firm of advertising consultants. It was consulted and asked by us to prepare a report as to how best we can organise an effective campaign for Indian tea. They have made certain recommendations which are more or less advisory in character. We had asked them to formulate a scheme for us. It has been examined and suitable steps are being taken to have a promotional campaign in the United Kingdom on our own with the help of an Advisory Committee which has been set up in London.

#### Export of Manganese Ore

\*1537. **Shri Achar:** Will the Minister of Commerce and Industry be pleased to state:

(a) whether it is a fact that Manganese Ore Industry is facing a crisis as there is no demand for this ore from abroad;

(b) whether it is also a fact that a large number of mines are closed and if so, the extent of such closures;

(c) whether Government are taking any steps to improve the export position; and

(d) if so, the nature of steps to be taken?

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

(a) The manganese ore industry has shown signs of improvement during 1960 compared to 1958 and 1959, so far as exports are concerned.

(b) According to the data available in the Indian Bureau of Mines, 98 mines were opened and reopened during 1960 against 86 mines closed as compared to 87 and 98 respectively for the year 1959.