

Council for detailed study, negotiations of business, appointment of agents, setting up of after sales service etc. Diesel Engines and Pumps were also exhibited at our recent Exhibition in Singapore.

### Sodium Carboxy Methyl Cellulose

101. **Shri P. C. Borooah:** Will the Minister of Commerce and Industry be pleased to state:

(a) whether the Union Government has granted a licence to a Gujerat firm for the manufacture of sodium carboxy methyl cellulose on a considerably large scale;

(b) if so, what is the name and licensed production capacity of the firm; and

(c) whether this will be the first firm to produce methyl cellulose in the country on a commercial scale?

**The Minister of Industry (Shri Manubhai Shah):** (a) and (b). M/s. Sardesai Brothers, Ltd., Ahmedabad and M/s. Cellulose Products of India Ltd., Ahmedabad have been licensed under the Industries Act to manufacture Sodium Carboxy Methyl Cellulose, with a capacity of 1200 tons and 1500 tons per annum respectively.

(c) M/s. Sardesai Brother Ltd., is the first firm to produce carboxy Methyl Cellulose in the country.

### Tea Promotional Works

102. **Shri P. C. Borooah:** Will the Minister of Commerce and Industry be pleased to state:

(a) whether the tea promotional works undertaken by India, both within the country and outside, have been drastically cut during the recent year;

(b) if so, how do the figures for 1958-59, 1959-60 and 1960-61 compare with one another; and

(c) what specific items of work were undertaken for tea promotion both internally and in foreign countries?

**The Deputy Minister of Commerce and Industry (Shri Satish Chandra):** (a) and (b). Expenditure on internal and external promotion for tea during the last three years has been as follows:—

	1958—59 Rs.	1959—60 Rs.	1960—61 Rs.
<i>Tea Promotion in India</i>	32,21,188	24,01,707	18,22,948*
<i>Tea Promotion outside India:</i>			
Contribution to Tea Councils	39,16,312	41,46,314	21,73,878*
Other expenditure on external promotion	4,09,269	7,42,657	10,26,200*
	<u>43,25,581</u>	<u>45,72,771</u>	<u>32,00,078</u>

(\*Figures for 1960-61 are only provisional)

The figures for tea promotion outside India do not in fact reflect any curtailment of activities. The reduction in expenditure has been mainly due to reduced contributions to the Tea Councils of USA, Canada and West Germany consequent on the revision of the basis on which contributions were made by the participants.

Internal promotion also continues but its activities have been given a new orientation. A large number of internal promotion staff has been switched on to advisory services in canteens in large industrial establishments. These canteens bear a substantial part of the salary and allowances of the staff.

(c) *Important Internal Promotion activities*

(i) Advisory service to industrial canteens by deputing Tea Board's staff for a period;