

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	74,26,457	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;

- (ii) Maintaining Tea Centres and Tea Buffets;
- (iii) Participation in exhibitions.

*Important External Promotion activities*

- (i) Continuation of joint promotion through the Tea Councils in USA, Canada and West Germany in collaboration with Ceylon and the local tea trade and in the Irish Tea Council with the local tea trade;
- (ii) The setting up of the Tea Board's offices in the U.K. USA, Australia and UAR to look after the interests of Indian tea in those countries. Similar offices will be opened in West Germany and Iraq;
- (iii) Participation in foreign exhibitions;
- (iv) Sponsoring visit of Trade Delegations to India;
- (v) Opening of a Tea Centre in Cairo; and
- (vi) Introduction of a pure Indian pack in Australia.

**Import of Hand-made Paper**

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

- (a) the quantity of hand-made paper imported in the country during 1960-61 and 1961-62 so far; and
- (b) the quantity of such paper produced in our country during the same period?

**The Minister of Industry (Shri Manubhai Shah):** (a) Six cwts. of hand-made and mould-made paper were imported during the year 1960-61. Statistics in regard to the year 1961-62 are not yet available.

(b) During the 1960-61 and 1961-62 (up to 30-6-61) 880.12 and 185.2 tons of hand-made paper, respectively, were produced by the various

units assisted by the Khadi and Village Industries Commission.

**Ambar Charkhas in Punjab**

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

- (a) the number of Ambar Charkhas distributed in Punjab State during 1961-62 so far;
- (b) the number of charkhas which are in operation; and
- (c) the total quantity of yarn produced therefrom?

**The Minister of Industry (Shri Manubhai Shah):** (a) On the basis of the reports so far received, 41 Ambar Charkhas have been distributed in Punjab State during 1961-62 up to the end of June, 1961.

(b) It is roughly estimated that out of 20,973 Charkhas so far distributed in Punjab State, 12,584 were in operation on 30th June, 1961.

(c) 0.15 lakhs lbs. of Ambar Yarn were produced during the quarter ending June, 1961.

**Import of Watches**

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

- (a) the number of watches imported from foreign countries during the period from January 1961 to June 1961; and
- (b) the total foreign exchange allowed?

**The Minister of Commerce (Shri Kanungo):** (a) and (b). The number and value of Watches (Stop watches, wrist watches and others including clocks with watch movements) imported into India during January—March, 1961 are given below:—

Figures beyond March, 1961 are not yet available.

Number	Value (Rs.)
15,600	5,87,000