

Posting of husband and wife at one station

1697. SHRIMATI MUKUL BANERJEE : Will the PRIME MINISTER be pleased to state whether Government have issued orders or instructions that in cases where the husband and wife are Central Government employees, both of them should, as far as practicable, posted in the same town ?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS AND IN THE DEPARTMENT OF PERSONNEL (SHRI RAM NIWAS MIRDHA) : No, Sir. Each case is decided on merits by the competent authorities keeping in view the administrative requirements.

Branches of Tea Board opened Aboard

1698. SHRI JAGADISH BHATTACHARYA : Will the Minister of FOREIGN TRADE be pleased to state :

(a) the total number of Marketing Development Officers stationed abroad, for opening Tea Board branches ;

(b) the names of countries where they are stationed ;

(c) the total expenses incurred for opening these branches ; and

(d) the net result of this export promotion of tea in 1969-1970 ?

THE DEPUTY MINISTER IN THE MINISTRY OF FOREIGN TRADE (SHRI A. C. GEORGE) : (a) and (b). There are five Directors of Tea Promotion stationed in United Kingdom, Belgium, U. S. A., U.A.R. and Australia entrusted with undertaking promotion of Indian tea.

(c) The following expenditure was incurred on the functioning of these five offices of the Director of Tea Promotion

during the 3 years 1967-68, 1968-69, and 1969-70 :-

(Figures in Rs. lakhs)

	1967-68	1968-69	1969-70
1. U.K.	10.2	14.6	18.4
2. Belgium	11.1	11.97	12.7
3. U.S.A.	2.2	3.1	5.6
4. U.A.R.	2.2	3.1	2.9
5. Australia	9.8	11.5	12.3

(d) It is difficult to assess the effectiveness of export promotion in terms of export figures in-as-much as exports in a given year fluctuate due to variation in imports resulting from normal economic process of stocking and destocking and also other short term market conditions like production and supplies from other countries. However, as a result of promotion undertaken by Tea Board's five overseas offices, increasing awareness about the quality of Indian Tea was noticed during 1969-70 among foreign packers and tea distributors which led to the marketing of a number of pure and predominantly Indian tea blends. In U. A. R. Indian tea in consumer packets were imported for the first time in November, 1969. Consequent on their decision to increase the percentage of Indian tea from 45% to 75% in the blend Messrs. J. Lyons and Company redesigned and renamed their established 'Quick Brew' as 'Quick Brew Indian Blend' in U. K. in December, 1969. Similarly in U. S. A. two reputed firms of food distributors marketed a pack of hundred percent Indian tea bags and a brand of Instant tea manufactured and exported from India. Sales of a number of pure Indian packs marketed by the local packers on the continent of Europe continued with the active advertising support by the Tea Board. In Australia Tea Board's publicity continued to aim at increasing the awareness of Indian tea.

Popularising Use of Hindi Names by Government Departments

1699. SHRI MUHAMMED SHERIFF : Will the Minister of HOME AFFAIRS be pleased to state :

(a) whether Government have issued any instructions to their various Departments for popularising the use of their