

rectly to the producers of fruits and vegetables. The National Horticulture Board under the Department of Agriculture, also has schemes for post-harvest management aspect of horticulture crops.

Impact of Pepsi Project on Foodgrains Production

*950. SHRI PHOOL CHAND VERMA: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Pepsi Project will, in the long run change the cropping pattern of Punjab by inducing the Punjab farmers to shift from foodgrains to the more profitable fruit growing;

(b) whether this will affect the foodgrains supply in the State and also whether it will lead to high prices for basic foodgrains; and

(c) the details of the steps taken in this regards?

THE MINISTER OF TEXTILES AND MINSTER OF FOOD PROCESSING INDUSTRIES (SHRI SHARAD YADAV): (a) to (c). While the Punjab Agro-Pepsico project is expected to increase the quantum of processing of fruits and vegetables in Punjab, there is no estimate about the extent to which it will lead to farmers sharing their existing area under foodgrains to horticulture.

International Drinking Water Supply and Sanitation Decade

*951. SHRI B.N REDDY: Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether United Nations has declared the period 1981-1990 as the International Drinking Water Supply and Sanitation Decade; and

(b) if so, the achievements made for provision of safe drinking water supply and sanitation facilities in the country by 1989-1990?

THE MINISTER OF URBAN DEVELOPMENT (SHRI MURASOLI MARAN): (a) Yes, Sir.

(b) On the basis of the information furnished by the State Governments and Union Territories 82.24% of the urban population has been provided with drinking water supply and 43.9% with sanitation facilities as on 31.3.88. It is expected that by 31.3.90 the coverage should be 85% with drinking water supply and 48% with sanitation facilities in urban areas.

Utilisation of Cashew Apple

*952. SHRI A.R. ANTULAY: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Government-propose to encourage setting up of food processing units for utilisation of cashew apple in the coastal regions of Konkan and Kerala; and

(b) if so, the steps taken in this regard?

THE MINISTER OF TEXTILES AND MINSTER OF FOOD PROCESSING INDUSTRIES (SHRI SHARAD YADAV): (a) and (b). The Government is encouraging the setting up of food processing units for utilization of fruits grown in the country. Several plan schemes have been formulated for the overall development of the fruits and vegetable processing industry during 1990-91. These include schemes of assistance to State Government Undertakings and Cooperative undertakings for the setting up of new units as well as for strengthening existing units; marketing assistance to encourage small and cottage units; schemes of extension, training, quality control and develop-

ment of infrastructure. These schemes could be implemented in the cashew apple growing areas also.

Expenses on Advertisement of Medicine

*954. DR. VENKATESH KABDE: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Union Government propose to issue guidelines to reduce expenditure on advertisements of drugs and medicines, especially by multinational companies;

(b) if so, the details of the guidelines proposed in this regard; and

(c) whether the cost benefit as a result of the above savings will be passed on to customers?

THE MINISTER OF STATE OF THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI RASHEED MASOOD):
(a) No, Sir.

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

[*Translation*]

Study Regarding Handloom Industry in Hill Areas of Uttar Pradesh

*955. SHRI HARISH RAWAT: Will the Minister of TEXTILES be pleased to state:

(a) whether any study in respect of the technical, financial marketing and other aspects of the handloom textile industry in the hill areas of Uttar Pradesh has been conducted;

(b) if so, the details thereof;

(c) the details of the deficiencies which came to light as a result of this study; and

(d) the steps taken to remove these deficiencies?

THE MINISTER OF TEXTILES AND MINSTER OF FOOD PROCESSING INDUSTRIES (SHRI SHARAD YADAV): (a) Yes, Sir.

(b) and (c). A study of the Hill Areas of Garhwal and Kumaon Divisions of Uttar Pradesh was conducted by the Foundation of Aid Industrial Recovery (FAIR) in 1982. As per the Report of FAIR, there were 2600 handlooms in the hills out of which more than 1500 handlooms were not receiving any assistance from any Government or Semi-Government agency. Problems of inputs including raw materials and designs, alongwith low productivity due to technological gap and absence of marketing tie ups were the main handicaps responsible for low earnings even in the case of assisted looms. Therefore, they recommended that simultaneous steps may be taken for increasing the production and productivity as well as for arranging a proper marketing tie up to match with the anticipated increased production.

(d) Keeping in view the recommendation of the FAIR, and also to improve the conditions of weavers engaged in the production of woollen handloom items, the Govt. of Uttar Pradesh submitted a Hill Area Woollen Handloom Development Project in the Garhwal and Kumaon Divisions of Uttar Pradesh with an outlay of Rs. 798.73 lakh to Government of India which was approved in 1985-86. The project cost was to be borne by the Centre and the State Government of Uttar Pradesh on matching basis. The project envisaged the following items of components:—