

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:—