

al. According to the audited figures for 1972-73 and 1973-74 the gross revenue, the gross expenditure and the net position is that there was a surplus of Rs. 821 lakhs in 1972-73 and Rs. 411 lakhs in 1973-74. This has been possible after taking into account the subsidy of Rs. 14.01 crores in 1972-73 and Rs. 22.77 crores in 1973-74. This is the position, as stated by the State Government.

SHRI M. KATHAMUTHU: Is the Government aware that the Electricity Board of Tamil Nadu has written off a huge sum of Rs. 35 lakhs due from one Dhrangadhara Chemicals recently, when the financial position of the Board is critical?

PROF. SIDDHESHWAR PRASAD: We are not aware of this fact.

SHRI M. KATHAMUTHU: I would request the Minister to look into it.

MR. SPEAKER: He will look into it.

SHRI P. VENKATASUBBAIAH: Has the attention of the Minister been drawn to the fact that there is a lot of pilferage of electricity in Tamil Nadu, with the connivance of the Electricity Board and the State Government, by some important industrialists who are supporting the DMK Party, and that was one of the main reasons for the Electricity Board to run into huge loss? Do the Government propose to have a second look at the entire audit report and order an inquiry?

PROF. SIDDHESHWAR PRASAD: I take this information from the hon. Minister. I will look into it.

Use of Brand Names by Hindustan Lever

*224. **SHRI INDRAJIT GUPTA** Will the Minister of **INDUSTRY AND CIVIL SUPPLIES** be pleased to state:

(a) whether there are certain international brand names such as used by Hindustan Lever Ltd. which have

been registered in India on the basis that no royalties direct or indirect will be paid on their use;

(b) whether such a registration of an international brand name particularly in essential items of mass consumption gives an unfair marketing advantage to the foreign subsidiaries using such names resulting in their high turn-over and consequent profit remittances abroad; and

(c) steps Government propose to take in this matter?

THE MINISTER OF STATE IN THE MINISTRY OF INDUSTRY AND CIVIL SUPPLIES (SHRI A. C. GEORGE): (a) to (c). A statement is laid on the Table of the House.

Statement

Use of Brand Names by Hindustan Lever

(a) Yes, Sir.

(b) and (c). Registration of international brand names does not, by itself, give unfair marketing advantage to foreign subsidiaries. Consumer acceptance of such brand names within the country has to be built up by supply of quality goods and sales promotion efforts Government will continue to ensure that the consumers' interests are duly protected.

SHRI INDRAJIT GUPTA: In view of the fact that the products which are manufactured by Hindustan Lever are not such for which indigenous technical know-how is not available—they are general consumer goods of the type of toilet soaps, washing soaps and so on, as you know very well, and there is plenty of technical know-how available in this field in this country—I want to know why, in spite of this, Government permits such foreign subsidiaries to register these international brand names in this country, without any provision for payment of royalty, and how is it helping indigenous industries in the same

sector, in the same sphere of development, rather than hampering it?

SHRI A. C. GEORGE: The question is about the brand names. I think the hon. Member was asking about collaboration and technical assistance. These brand names were registered before 1958, before any type of restrictions could be brought over them.

SHRI INDRAJIT GUPTA: It is stated by the Minister that consumer acceptance of such brand names within the country has to be built up by supply of quality goods and sales promotion effort. I think this is applicable to any goods which have to be sold in the market, that they have to build up the supply of quality goods, and have some sales promotion effort. The question asked was whether, over and above all this, the use of these international brand names does not give an additional unfair advantage to these subsidiaries of these big foreign multinational concerns?

SHRI A. C. GEORGE: The brand names used by Hindustan Lever are Pears, Rexona, Erasmic, Signal, Vim etc. There are 27 brand names which are being used by them for their different products. The answer I gave to an earlier question was that the international brand names by themselves do not give any particular product consumer acceptance. Consumer acceptance and, obvious further sales promotion is dependent on the consumers confident which is built by quality. That was the answer I gave.

SHRI INDRAJIT GUPTA: My question was whether it did not give an unfair advantage to them over the other manufacturers who are producing the same range of goods.

MR SPEAKER: He says "No".

SHRI INDRAJIT GUPTA: But, are you satisfied with that reply? Is this the way of developing indigenous industries?

THE MINISTER OF INDUSTRIES AND CIVIL SUPPLIES (SHRI T. A. PAI): It is the present policy of the Government not to have any new brand names introduced on a royalty basis. Hindustan Lever have been using 35 trade marks, which belonged to Unilever Limited.

SHRI INDRAJIT GUPTA: The Minister of State gave the number as 27.

SHRI T. A. PAI: Out of these 35, the actual number of trade marks involved is only 23 because the others are registered as only parts of the trade mark. Out of these trade marks of Unilever, for which Hindustan Lever are registered as registered users, except for about ten, the other trade marks are hardly known in India. For example, as against the Lux soap of Hindustan Lever, there are soap manufactured by Tomcos, Swastik or Godrej, which has an equally big consumers' market as Lux. So, Lux has not been able to capture the entire market. In future we would certainly try to see that foreign brand names are not introduced, so far as new products are concerned. I would also like to tell the hon. Members that some of our names are also registered outside the country, like Dalda, Amul, Godrej, Usha, 501, Postman, Parle etc. Our own products are becoming popular outside and, perhaps, the objection that he has raised against others would equally apply to our products. Therefore, we are going to be very selective.

Manufacture of Fishing Trawlers

*237. **SHRI VARKEY GEORGE:** With the Minister of INDUSTRY AND CIVIL SUPPLIES be pleased to state:

(a) total requirement of fishing trawlers in the country at present;

(b) percentage of import;

(c) whether Government have a scheme to manufacture trawlers in-