

licences will not be given in areas where we have indigenous technologies and even in areas where we require this technology, the Government will take necessary steps to ensure that foreign brand names are not used to just sell the goods irrespective of the quality of production. What steps will the Government take to see that this is immediately controlled?

SHRI J VENGAL RAO While issuing letters of intent and licences we are imposing a condition. But some companies are still using the foreign brand names. One difficulty is that in the international scene our country is not a member of the Paris convention. It is very difficult to implement this foreign trade mark. We are considering all the legal aspects and we will certainly look into it.

SHRI S JAIPAL REDDY There are many cases where even collaboration arrangement is not available. Even in those conditions big advertisements are appearing in the Press in regard to the goods available abroad relating to such sectors as automobile sector, TV sector, eatables, drinks, cigarettes and so on and so forth. Therefore, will the Government take steps to see that propoganda in the Indian Press and in the media through advertisements is not allowed to be given to products not produced in India?

SHRI J VENGAL RAO We take note of the Hon. Member's suggestion.

Clearance to Projects of Orissa

*479 SHRI BRAJAMOHAN MOHANTY.
SHRI K. PRADHANI

Will the Minister of INDUSTRY be pleased to state

(a) the details of projects of Orissa awaiting clearance of Union Government,

(b) the steps taken to clear these projects;

(c) whether any industry in the central sector has been located in Orissa during the Seventh Plan, and

(d) whether there is any such proposal for Eighth Plan, if so, the details thereof?

THE MINISTER OF STATE IN THE DEPARTMENT OF INDUSTRIAL DEVELOPMENT IN THE MINISTRY OF INDUSTRY (SHRI M. ARUNACHALAM) (a) to (d) A statement is given below

STATEMENT

(a) and (b) As on 31st March, 1989, 11 (Eleven) applications for grant of Letters of Intent for Orissa are at various stages of processing. The details of such pending proposals as not divulged till the final decision of the Government is taken thereon. It is the constant endeavour of the Government to dispose of all the licensing applications as expeditiously as possible.

(c) No new Central Public Sector Undertaking has been set up in Orissa during the seventh Five Year Plan so far.

(d) The Eighth Five Year Plan is yet to be finalised.

SHRI BRAJAMOHAN MOHANTY The Minister in his answer has said that details of such pending proposals are not divulged till the final decision of the Government is taken thereon. I am not insisting on this either.

I would like to know whether any exercise has been made in the Industry Minister to see that the letters of intent cleared during the 7th Plan period and investment made will bring about any perceptible change in the regional imbalance of which Orissa is suffering from.

SHRI J VENGAL RAO In Orissa in the 7th Plan period investment has gone up. In Bauxite Mine our investment is Rs. 62.70 crores. In NALCO our investment is Rs. 2476.90 crores. In Silicon Steel Project it is Rs. 186 crores and odd. In Captive Power

Plant of Rourkela it s Rs. 209 crores. And in the modernisation of Rourkela Steel Plant, Phase-I it is Rs. 415 crores. So more than Rs. 3000 crores are in Orissa now.

SHRI BRAJAMOHAN MOHANTY: The hon. Minister wants to create some smoke around everything. NALCO is a project of 1980. It was cleared in Sixth Plan. My question is about Seventh Plan. Whatever it may be may I know whether while granting the letter of intent and approving the investment proposal the backwardness of the State and the regional imbalance as taken into consideration? If so, give details thereof.

SHRI J. VENGAL RAO: In Seventh Plan itself we invested Rs. 2195.7 crores in Orissa.

SHRI K. PRADHANI: The Minister in he reply stated that it is not advisable to give detail in respect of applications pending for grat of licence. Sir, in my areas maize is grown in large area and it is under distress sale for want to starch factory. One private industrialist was given a licence to start a starch factory at Umerkot but he is not taking any step to establish this industry. May I know from the hon. Minister whether he can pursue this licensee to establish the factory early or cancel his licence to enable another applicant to establish this industry?

SHRI J. VENGAL RAO: We can consider this point.

Problem of Same all Scale Industries

*480. **SHRI P. M. SAYEED†:**
SHRI NARAYAN CHOUBEY:

Will the Minister of INDUSTRY be pleased to state:

(a) whether the attention of Government has been drawn to the findings of a study undertaken by the Federation of Indian Chambers of Commerce and Industry (FICCI) on the problems of small scale industries in the country; and

(b) if so, the details thereof and the steps proposed to be taken by Government to solve their problems?

THE MINISTER OF STATE IN THE DEPARTMENT OF INDUSTRIAL DEVELOPMENT IN THE MINISTRY OF INDUSTRY (SHRI M. ARUNACHALAM): (a) and (b). A statement is given

STATEMENT

(a) Yes, Sir.

(b) The study focusses attention on marketing problems of small scale industries. The survey results reveal that the extent of marketing problem is higher for those products that are directly marketed by small scale units and that the problems are lesser in case of products sold as ancillary items or through other marketing companies. Causes of marketing problems mentioned in the study include lack of resources with small scale industries, inability of offer complete product ranges and competitive terms of trade, lack of demand, emergence of substitutes, etc. It also mentions that the small entrepreneurs should have the marketing judgement and competence to carefully build their marketing strategy; but, in view of their small size which gives rise to marketing problems, there is a very strong case for continues assistance and protection to small scale units.

Marketing is an entrepreneurial function and small scale units have been undertaking marketing operations on their own. However, Government, in keeping with its policy of providing support to small scale industries, have been extending marketing assistance to the small scale sector through Central Govt. Stores Purchase Programme, programmes for ancillary and sub-contracting linkages, buyer-seller meets, programme of exhibitions, reservation of items for exclusive manufacture in the small scale sector, and assistance in obtaining scarce^{1/} imported raw materials. Marketing support is also provided by National Small Industries Corporation and State Small Industries Development Corporations.