

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.

SHRI P. M. SAYEED: The Indian Chamber of Commerce and Industry has conducted a survey in which they have brought out the case of the small industries and especially on the marketing side these units find it very difficult. Therefore they have given a number of suggestions. 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. They also say that lack of resources and their inability to offer complete products range and competitive terms of trade, etc are there.

Sir, we have got the National Small Industries Corporation and the State Small Industries Development Corporation. I want to know from the hon. Minister whether the survey conducted by this agency is approved by the Government or are they in agreement with the findings of the survey. If so, what are the specific measures that Government contemplates to remove this bottleneck?

SHRI J. VENGAL RAO: The survey conducted by IFCCI is only in respect of 2000 units out of the 16 lakh small scale units in the country. Out of 2000 units they get response from only 204 units. Fifteen percent of the industries they covered mentioned there is no marketing problem. They have mentioned something about sickness. We are taking action. It is not a mandate to the Government. It is a representation to the Government and we are considering all the points.

WRITTEN ANSWERS TO QUESTIONS

Cost of Power Generation by National Thermal Power Corporation

*476. **SHRI VISHNU MODI:** Will the Minister of ENERGY be pleased to state:

(a) whether the National Thermal Power Corporation is incurring a substan-

tially higher cost on power generation than what is specified in the tariff agreements with the various Regional Boards; and

(b) whether the increased cost of power generation is being compensated through a hike in the tariff; if not, the steps taken or proposed to be taken to meet the increased cost of power generation by the National Thermal Power Corporation?

THE MINISTER OF STATE IN THE DEPARTMENT OF POWER IN THE MINISTRY OF ENERGY (SHRI KALP NATH RAI):

(a) and (b). The existing tariff agreements between the National Thermal Power Corporation (NTPC) and the various State Electricity Boards—which are based on the cost of generation of 200 MW units—call for revision following the completion of 500 MW units by the Corporation. The NTPC have forwarded the proposals in this regard to the Electricity Boards concerned.

Technological Developments In Consumer Goods

*481. **SHRI KAMLA PRASAD SINGH:** Will the Minister of INDUSTRY be pleased to state:

(a) whether the goal set out in Seventh Plan document of bringing about technological developments in domestic industry to achieve excellence in product design as also reduction in price through mass production has been achieved;

(b) if not, the reasons therefor;

(c) the reasons due to which consumer items like razors, blades and dry battery cells are neither quality products nor low priced and the consumer complaints received if any, in this regard; and

(d) the remedial steps taken or contemplated by Government?