

and Tamil Nadu arrived at during discussions on 14th October, 1965. It envisaged installation of 2 Units each of 50 MW in a power house discharging waters back into the Pandiar Punnapuzha system, for use lower down in Kerala.

Work taken up on the project in 1969 was not actively implemented as Tamil Nadu subsequently undertook consideration of a scheme called Pandiar Moyar Project involving diversion of west flowing waters of Pandiar Punnapuzha into east flowing Moyar river.

In January 1976, Tamil Nadu Electricity Board submitted revised estimates of the westward oriented Pandiar Punnapuzha Scheme at Rs. 46.3 crores. Subsequent to comments of Central Electricity Authority/Central Water Commission on this, the State authorities submitted a revised detailed project report on Pandiar Punnapuzha Scheme in February 1977 at Rs. 73.9 crores. The reservoir level in the revised scheme has been altered which needs concurrence of Kerala as per 1965 Agreement. Comments of Central Electricity Authority/Central Water Commission on this revised report have been made in 1977 and the Tamil Nadu authorities have also been asked to obtain and communicate concurrence of Kerala to the alteration in reservoir level as per Agreement. These are being awaited.

Generic names on drug formulations

*206. SHRI N. K. P. SALVE:

SHRI BISHAMBHAR NATH
PANDE:

Will the Minister of PETROLEUM AND CHEMICALS be pleased to state:

(a) whether it is a fact that Government is keen to switch over to generic names on all drug formulations marketed in the country; and

(b) if so, what are the details in this regard?

THE MINISTER OF PETROLEUM, CHEMICALS AND FERTILIZERS (SHRI VEERENDRA PATIL): (a) and (b) A statement is laid on the Table of the House.

Statement

(a) and (b) Government, have decided that brand names shall be abolished in the first instance in respect of single ingredient dosage forms of the following five drugs:

1. Analgin

2. Aspirin

3. Chlorpromazine

4. Ferrous Sulphate

5. Piperazine and its salts such as adepate, citrate and phosphate.

Government have also decided that Drug Controller should not, while granting permission, give recognition to brand names of new single ingredient drugs, nor should such drugs be allowed to be marketed under brand names, when first introduced into this country.

Instructions have already been issued by the Ministry of Commerce and Civil Supplies to the Registrar of Trade Marks effective 16th March, 1979 not to register any trade marks for single dosage forms of the above mentioned drugs and new single ingredient drugs when first introduced in India. These instructions are not, however, applicable to drugs meant for export.

Advertisements issued by the DAVP

*207. SHRI K. C. SEBASTIAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to make any change in the policy of distributing advertisements to newspapers through the Directorate of Advertising and Visual Publicity;

(b) what was the amount spent by the Directorate of Advertising and Visual Publicity on advertisements during the period from January to December 1979; and

(c) what is the number of Malayalam Dailies which are getting Directorate of Advertising and Visual Publicity advertisements and what amount was paid to each one of them during the above period?

THE MINISTER OF INFORMATION AND BROADCASTING AND SUPPLY AND REHABILITATION (SHR V. P. SATHE): (a) Yes, Sir. The Advertising Policy is under review.

(b) The total value of D.A.V.P. advertisements given to newspapers/periodicals during the financial year 1979-80 amounted to Rs. 2,83,31,408.

(c) During the same period 27 Malayalam dailies were given advertisements by DAVP at a cost of Rs. 14,95,407.00. The rates settled with individual newspapers by DAVP are treated as confidential as per normal trade practice.

Scheme for judicious use of oil and petroleum products

*208. **SHRI N. P. CHENGALRAYA NAIDU:** Will the Minister of PETROLEUM AND CHEMICALS be pleased to state:

(a) whether Government have prepared any scheme for judicious use of oil and petroleum products to save at least Rs. 200 crores worth of foreign exchange by March 1981;

(b) if so, what are the details in this regard; and

(c) whether it is a fact that Iraq has offered to meet the oil requirements of this country during 1980-81?

THE MINISTER OF PETROLEUM, CHEMICALS AND FERTILIZERS (SHRI VEERENDRA PATIL): (a) and (b) No Sir, There is no scheme as such for judicious use of oil and petroleum Projects to save at least 200 crores of foreign exchange by March 1981. However, the following are some of the important steps taken to bring about economy and efficiency in the

use of petrol and petroleum products in the country:

(i) Introduction of an improved version of Kerosene wick stove possessing a thermal efficiency of about 60 per cent as against the thermal efficiency of 40 to 45 per cent possessed by other kerosene wick stoves usually sold in the market;

(ii) Advising Central Government Ministries/Departments, State Governments and public sector undertakings to effect savings in the consumption of motor spirit (petrol) in their staff cars;

(iii) Initiating studies in the State Road Transport Undertakings, having a large fleet of vehicles, for greater efficiency in the utilisation of high speed diesel oil in the transport sector;

(iv) Giving advise to State Governments to statutorily impose speed limits for passenger transport vehicles within cities and towns, and on local transport vehicles as well as to control goods and passenger vehicles with high smoke exhausts in order to achieve efficiency in diesel consumption;

(v) Substitution of Furnace Oil by Coal, wherever it is technologically feasible;

(vi) Providing advisory service to the industries for the adoption of measures aimed at improvement of efficiency in the use of furnace oil.

(vii) Issuing detailed guidelines for energy conservation;

(viii) Assessing the feasibility of using a mixture of petrol and alcohol as fuel for motor vehicles;

(c) Partly only.

Oil exploration in new areas

*209. **SHRI BHISHAMBHAR NATH PANDE:**

SHRI N. K. P. SALVE:

DR. LOKESH CHANDRA:

Will the Minister of PETROLEUM AND CHEMICALS be pleased to state: