

(b) Tea.—Some of the more important steps taken to increase exports of tea are : (i) participation along with other producing countries and the local tea trade in Tea Councils, which have been organised to promote consumption of tea as a beverage in certain areas ; (ii) undertaking promotional measures for Indian tea through the offices of the Tea Board in the U. K., West Europe, U.S.S.R., U.S.A. and Australia; (iii) taking part in trade fairs and exhibitions abroad ; (iv) organising sampling of Indian tea in prominent hotels and restaurants, holiday resorts etc. abroad on special occasions ; (v) advertisements through appropriate media of publicity in countries abroad; and (vi) promotion of special packs containing pure Indian tea, with the cooperation of local blenders and packers in selected market abroad.

The reduction in export duty on tea and the abolition of the special excise duty on tea announced on the 30th September, 1968 are also expected to help in increasing exports of tea.

As a result of the steps taken for promoting exports of tea, the exports have increased from 190.38 million Kilograms in 1966-67 to 203.33 million Kilograms in 1967-68.

*Jute.*—The following steps have been taken to promote India's exports of jute goods : —

(i) Compulsory pre-shipment inspection of jute goods meant for export to ensure proper quality of our exports.

(ii) Diversification of production. A sum of Rs. 5 crores has been set apart for loan assistance to jute mills for diversification of production into lines which have immediate export potential and which command a higher unit value.

(iii) Continuous research is being carried on for finding out new uses for jute. A new bleaching technique for hessian for decorative fabrics is being exploited commercially in the U.S.A.

(iv) The promotional efforts of the industry are subsidised by Government.

(v) Market studies are conducted periodically.

The exports of jute goods which had declined to 734,200 tonnes in 1966-67 improved in 1967-68 to 751,400 tonnes. However, during the current year, there has been a set-back due to an exceptionally short crop of jute and mesta and the consequential abnormal rise in the price of jute. Export of Jute goods declined *from* 275,400 tonnes in April-July, 1967 to 227,500 tonnes in the corresponding period of the current year.

#### TRACTOR MANUFACTURE WITH FOREIGN COLLABORATION

678. SHRI KRISHAN KANT : SHRI

R. P. SINHA :

Will the Minister of INDUSTRIAL DEVELOPMENT AND COMPANY AFFAIRS be pleased to state :

(a) whether Government have taken any decision to manufacture tractors with foreign collaboration ; and

(b) if so, with what countries or foreign concerns and on what terms ?

THE MINISTER OF INDUSTRIAL DEVELOPMENT AND COMPANY AFFAIRS (SHRI FAKHRUDDIN ALI AHMED) : (a) and (b) Government have under consideration a proposal to set up a unit in the public sector for the manufacture of tractors in collaboration with M/s. Motokov of Czechoslovakia. A final decision is yet to be taken.

#### LICENCE FOR MANUFACTURE OF TENNIS BALLS

679. SHRI M. P. BHARGAVA : Will the Minister of INDUSTRIAL DEVELOPMENT AND COMPANY AFFAIRS be pleased to state :

(a) whether any new licence for manufacture of Tennis balls has been given since 15th August, 1968 ;

(b) if so, what is the name of the party \*, and