

not only for the Geological Survey but also for the Indian Bureau of Mines. Many of these people are also employed in the mining industry, in the coal-fields and other places. With all that, if there is surplus, it is because a larger number of people are getting trained. In order to see that they get employment, we have appointed this committee which will go into the question of how best to employ these people. We shall certainly consider their case sympathetically.

Export of Dolls

*227. **Shri Surendra Pal Singh:** Will the Minister of Commerce be pleased to state:

(a) whether it is a fact that Indian dolls have become very popular in some Afro-Asian countries and there is a great scope for their export to a number of neighbouring countries; and

(b) if so, which countries have shown great interest in the Indian dolls and how much foreign exchange was earned from the export of dolls during the last financial year?

The Minister of Commerce (Shri Manubhai Shah): (a) and (b). Separate statistics regarding export of dolls are not recorded as they are classified under the head "Toys and Dolls". A statement showing export figures of toys and dolls (metal, wooden, educational toys and toys as artware) is placed on the Table of the House. [Placed in Library. See No. LT-3480/64]. It indicates the comparative consumer receptivity to our toys in different countries. Exports of Indian toys during 1963-64 amounted to Rs. 0.78 lakhs. Various measures have been taken by the All India Handicrafts Board to improve the quality, designs etc. of toys. It will take much time before sizeable exports can be developed in this line in which highly mechanised production with numerous designs, automa-

tic movements and mass production methods is fast replacing slow and limited scope in hand-made or semi-mechanised production.

Shri Surendra Pal Singh: From the statement I find that excepting in Kuwait, our dolls and toys are not very popular in the other Arab and African countries. May I know what special steps are being taken by Government to popularise them there?

Shri Manubhai Shah: I have already mentioned that the exports are hardly Rs. 78,000 which is not a very high figure. Even the export of Rs. 10,000 worth of toys and dolls to Kuwait is a very minor, when we come to think of export as a major item.

Shri Surendra Pal Singh: My point is this. What steps have been taken to popularise them in the other countries which are interested in them?

Shri Manubhai Shah: The point is that even in the country where the hon. Member thinks we have done well, we have done nothing. An export to the extent of Rs. 10,000 is no export at all. The basic difficulty in regard to Indian toys and dolls in having mass production methods is that it is in a handicraft industry in this country where you cannot really produce millions of toys or specific sizes and types with automatic gadgets and movements as produced by Japan and other countries. Therefore, it is a slow moving trade, and we are trying to develop it slowly.

Shri Surendra Pal Singh: Which are the cities or towns in the country specialising in this doll making industry, and what help is given by the Centre to them to put the industry on an economic basis?

Mr. Speaker: If the sum-total is nothing, where is the 'city' question there?

Shri Manubhai Shah: We are talking only of exports. In regard to local production, the major areas are Andhra, Mysore, Madras, Kerala,

Gujarat and Punjab, though one can say that toys and dolls are peculiar to all areas with their characteristic cultural and social background in each of the regions. But these are the principal regions.

श्री तुलशी दास जाधव : डाल बनाना एक अच्छी कार्टेज इंडस्ट्री है। इस तरह के जो छाने छाने काम हैं, इन को सहायता दे कर उत्तेजन दिया जाए, इसके बारे में कोई प्रयत्न सरकार करती है क्या ?

अध्यक्ष महोदय : सुझाव अच्छा है जो आपने दिया है।

श्री तुलशी दास जाधव : क्या प्रयत्न चलते हैं, यह मालूम होना चाहिये।

अध्यक्ष महोदय : सुझाव आपका मुन लिया गया है और इस पर गौर किया जाएगा।

Dr. Sarojini Mahishi: May I know whether the researches conducted at the doll making industry research centre are carried into effect, and what sort of encouragement is given to doll making production centres?

Shri Manubhai Shah: I was trying to draw the attention of the House to the fact that the observations I made were with respect to foreign trade. As far as local production is concerned, the Government of India has already appointed—four years ago—a toy and doll making panel. They are doing very good work throughout the country promoting this industry. But so far as foreign countries are concerned, we are completely non-competitive and our products are not acceptable in a large measure.

Shri Kapur Singh: What steps, if any, have been taken by Government to improve our toy and doll making skills so as to impart plasticity and expression to Indian dolls which they lack?

Shri Manubhai Shah: I have already mentioned that the All India Handicraft Board is taking steps by giving loan, machinery, raw materials and trainings to manufacture tops and

dolls in a large measure. But we have not yet come to that level of production or quality or consumer preference demanded in foreign countries.

Shri Kapur Singh rose—

Mr. Speaker: The 'plastically' aspect has not been dealt with.

Shri Kapur Singh: Our doll making skills are of a very low order.

Mr. Speaker: That is what he also has said.

श्री यशपाल सिंह : जितने भी जवाब दिये गये हैं, उनसे दया पना नहीं लगा कि किस स्टेट की गुड़िया सब से ज्यादा पापुलर हुई हैं? क्या यह बतलाने की कृपा की जाएगी ?

Shrimati Savitri Nigam: Besides others, one of the reasons for very low exports of our dolls is the lack of publicity. Is the Minister intending to get some showrooms opened in various countries to display Indian dolls?

Shri Manubhai Shah: There is no lack of publicity. I am repeating what I said already—unless modern designs, automatic movements and gadgets of different types and continuous changing patterns are evolved, which takes a long time, we cannot do it. We have many other things to sell before we can concentrate on a slow-moving item like this.

Shri S. N. Chaturvedi: Are we still importing dolls and non-mechanised toys? If so, to what extent, and how much are we paying for it?

Mr. Speaker: Are we importing dolls?

Shri Manubhai Shah: No, Sir.

Delegation from G.D.R.

†
 { **Shri Bibhuti Mishra:**
Shri Subodh Hansda:
Shri S. C. Samanta:
Shri M. L. Dwivedi:
 *228. } **Shrimati Sivitri Nigam:**