

disciplines like Marketing Trainees, Engineers, Chartered Accountants etc.

### Competition to Indian Tea

7137. SHRI H.G. RAMULU: Will the Minister of COMMERCE be pleased to state:

(a) whether India is facing tough competition from several countries especially from China and Sri Lanka in the international tea market; and

(b) if so, the steps Government propose to take to meet the situation so as to enable the country to market Indian tea at a competitive price?

THE MINISTER OF FINANCE AND MINISTER OF COMMERCE (SHRI NARAYAN DATT TIWARI): (a) and (b). Despite severe competition from Sri Lanka and Kenya, India is maintaining a much higher unit value realisation than these countries as revealed in figures below. China is traditionally an exporter of green tea.

(Dollar per Kg.)

	1985	1986
India	2.63	2.27
Sri Lanka	2.22	1.58
Kenya	1.85	1.83

The following major steps have been initiated for enhancing exports of Indian teas and value added teas.

1. Tea Board have been undertaking generic and uninational promotional campaign in different countries for promotion of export of tea.

2. Excise duty rebate @ 50 paise on all teas exported.

3. Excise duty rebate on teas going into packets as well as the duty on packets.

4. Provision of 10% of FOB realisation for advertising and promotion by individual companies abroad.

5. Sanction of schemes under the Brand Promotion Fund and under Warehousing Subsidy Scheme.

6. A Committee to formulate long-term strategy and plan for tea has been constituted.

7. A National Committee on Tea Research has been constituted.

8. A Rs. 10 crores Corpus of tea Research has been initiated.

9. Leading Tea Exporters have been asked to draw up their export plan as a part of their corporate plan for the next 5 years.

10. Increase in the rate of REP license for packet tea, tea bags and instant tea with effect from 1.4.1988.

11. REP at the rate of 4% of the f.o.b. value of bulk tea exported with effect from 1.4.1988.

### Proposal to modernise NTC Mills in Karnataka

7138. SHRI H.G. RAMULU: Will the Minister of TEXTILES be pleased to state: