

ENGINEERING EXPORT PROMOTION COUNCIL

*Report of the Committee for the Year Ending 31st March,
1956.*

The Committee of the Engineering Export Promotion Council have the honour to submit their report on the work done during the year ending 31st March, 1956. The audited statement of the Council for the period ended on 31st March, 1956 is also enclosed.

Formation of the Council.— The idea of forming the Export Promotion Councils was engaging the attention of the Government for some time past. With the introduction of the First Five-Year Plan, however, the question of export assumed greater importance inasmuch as earning of foreign exchange was considered very important if the Five-Year Plan were to be a success. In 1953, at the third meeting of the Export Advisory Council, Shri T. T. Krishnamachari, the then Minister for Commerce and Industry, referred to the steps taken by the Ministry for devoting greater attention to the question of exports. He expressed the view that many of his suggestions in regard to Export Promotion Councils, research programmes and Export Credit Guarantee Organisation could be usefully pursued, by the Trade Organisations.

The Federation of Indian Chambers of Commerce and Industries then took up the question of formation of an Engineering Export Promotion Council, with the Engineering Association of India, requesting them to find out the possibility of setting up an Engineering Export Promotion Council for the engineering industry. With this end in view the President of the Federation, Shri R. G. Saraiya and the Vice-President Shri B. M. Birla convened a meeting at Calcutta on Wednesday the 16th December, 1953, at which the representatives of the Engineering Association of India, the Indian Engineering Association, Bucket Manufacturers Association, Pump Manufacturers Association and the Indian Foundry Association were present.

At this meeting a small Sub-Committee, consisting of the representatives of the two Engineering Associations was set up to draw up the detailed scheme relating to the constitution for the functioning of the Engineering Export Promotion Council. Shri D. N. Jalan, the then President of the Engineering Association of India, was requested to be the Convenor of the Sub-Committee.

The Sub-Committee framed a draft constitution which was circulated amongst the parties interested. For certain reasons not much progress was made in 1954, but in the beginning of 1955, energetic steps were taken and a draft constitution was prepared in consultation with Shri K. L. Chowdhary and Shri R. K. Balbir, the then Controller of Exports. The draft constitution was circulated among the various Associations relating to the Engineering Industry and at a conference of those interested held on the 7th February, 1955, certain changes were agreed upon. The amended draft was then circulated for comments and views by the parties concerned.

Later on, steps were taken to get the Council registered under the Companies Act in accordance with the advice from the Union Government.

Meeting of the promoters of the Council was held on the 28th July, 1955, when the following persons were present:

Shri D. N. Jalan—(*In the Chair*).

Shri M. L. Shroff.

Shri S. N. Mukherjee.

Shri K. L. Chowdhury.

Shri R. N. Sharma.

Shri D. C. Driver.

Shri T. R. Gupta.

Shri P. R. Bagri.

Shri G. D. Binani.

Shri S. N. Rungta.

Shri S. K. Das.

Shri A. K. Bhattacharya.

Sir L. P. Misra.

Shri S. K. Sen—(*Iron & Steel Controller*).

Shri A. P. Mathur—(*Joint Chief Controller of Imports & Exports*).

At this meeting Shri A. P. Mathur, on behalf of the Government of India, informed the members that the Government of India had nominated the following three persons for the Council and on the Working Committee:—

1. Joint Chief Controller of Imports and Exports, Calcutta.
2. Iron & Steel Controller, Calcutta.
3. Chief Industrial Adviser, Government of India, Ministry of Commerce & Consumer Industries, New Delhi.

Certain changes were made in Article 18, according to which the two representatives of the Government were to be included in the Committee of Administration. Certain changes were also made in Article, 22 providing that if a vacancy was caused in the case of the Government of India nominees, the same would be filled by nomination by the Government. Conference then proceeded with the election of the Committee of Administration.

Shri D. N. Jalan, the then president of the Engineering Association of India, was declared as the Chairman of the Council in accordance with the provisions of Article 13.

The following resolutions were then passed unanimously:—

- (i) "Resolved that Shri S. L. Kirloskar of Messrs. Kirloskar Oil Engines Ltd., Poona, and Shri K. L. Chowdhury of Messrs. Shree Krishna Private Ltd., Calcutta, be and are hereby elected as the Vice-Chairmen of the Council".
- (ii) "Resolved that Shri A. Rajgopalan, Shri B. K. Rohatgi, Shri B. S. Agarwal, Shri R. L. Rajgarhia, Shri S. K. Das, Shri A. P. Mathur, Jt. Chief Controller of Imports & Exports, at Calcutta, be and hereby elected as members of the Committee of Administration".

(iii) In regarding to the Working Committee, the conference were of opinion that the following persons shall represent the industry mentioned against each:—

Shri A. Rajgopalan	...	Steel Industry.
Shri P. R. Bagri	...	Re-rolling Mills.
Shri S. N. Rungta	...	Wire & Wire Products.
Shri K. L. Chowdhury	...	Bolts & Nuts.
Shri D. N. Jalan	...	Structural Steel Fabricating Industry.
Shri G. D. Binani	...	Non-ferrous Metal.
Shri S. K. Das	...	Machine tools.
Shri S. L. Kirloskar	...	Diesel Engines, Pumps, Electric Motors & Trans- formers.
Shri R. L. Rajgarhia	...	Industrial Plant & Machi- nery.
Shri B. K. Rohatgi	...	Electric Fans.
Shri I. C. Gupta	...	Cycles.
Sir L. P. Misra	...	Automobiles.
Shri M. L. Shroff	...	Hurricane Lanterns.
Shri B. S. Agarwal	...	Sewing Machines.
Shri R. N. Sharma	...	Hardware Products.
Shri K. L. Thirani	...	Abrasive and Grinding Wheels.
Shri S. N. Mukherji	...	Refractory.

Registration of the Council.— After several meetings, when the Constitution was finally approved, the Council in consultation with the Ministry of Commerce & Industry was registered on the 21st September, 1955. Some of the objects of the Council are as follows:—

1. to support, protect, maintain, increase and promote the exports of engineering goods by such methods as may be necessary or expedient and without prejudice to the generality of the premises by:
 - (a) undertaking market studies in individuals foreign countries on regular as well as *Ad-hoc* basis;
 - (b) sending out trade missions to foreign countries;

(c) appointing representatives, agents or correspondents in foreign markets for the purpose of continuously and regularly reporting the prices, market preferences, reception accorded to actual deliveries of engineering goods and other connected matters;

(d) conducting propaganda regularly and continuously so as to bring to the notice of the dealers and the public in foreign countries advantages of trade and commerce with India in engineering goods;

(e) collecting statistics and other information regarding the manufacture, trade or ultimate use of engineering goods in various countries;

(f) propagating information useful to manufacturers, traders and shippers of engineering goods by lectures, discussions, books correspondence or otherwise;

(g) laying down or maintaining liaison with any agency which has been set up for laying down standards of quality and packing in respect of engineering goods intended for export;

(h) setting up an organisation or maintaining liaison with an organisation which has been set up, for performing such functions as are necessary to attain the standards of quality and packing, laid down including the conducting of inspection of engineering goods intended for export, with this end in view;

(i) enquiring and investigating into complaints received from foreign importers or Indian exporters in respect of the quality description or other particulars of engineering goods exported from India or the non-performance or non-observance of the terms and other connected matters and advising the manufacturers or exporters of engineering goods regarding the methods to be adopted to obviate such complaints of a similar nature in future;

(j) acting as arbitrators or nominating arbitrators or valuers in the settlement of disputes and differences arising out of transactions relating to exports of engineering goods between parties who agree to refer the disputes to the Company.

Inauguration of the Council :— The Engineering Export Promotion Council was inaugurated by Honourable Shri T. T. Krishnamachari, the then Minister for Commerce and Industry on the 10th October, 1955. He urged the manufacturers and exporters also to realise that exports by themselves, did not serve any purpose unless they induced imports. He said that no country was expected to import from the particular country unless that country also imported some of the goods from the other country. He said it was a matter of encouragement, that beginning with a few lakhs of rupees the export of engineering goods from India had gone up to 12 crores of rupees. Referring to the shortage of pig iron and steel, the Minister said that this was a matter which could not be disputed nor held. The Government of India were taking all steps to augment the supply of steel and pig iron to the industry. Discussing the export possibilities for Indian goods in the foreign goods in the foreign markets particularly in the South in the South East Asian countries, the Minister urged the businessmen to learn the lessons of the advanced countries who were now readjusting their exports. He said that some kind of research body should be established which would keep them informed of the market conditions there. He further said that the quality of exported goods must be high and prices should also be competitive.

Founder Members.— The following are the founder members of the Council :—

1. Messrs. Howrah Trading Co., Ltd., Calcutta.
2. „ Shree Krishna Ltd., Calcutta.
3. „ Kirloskar Oil Engines Ltd., Poona.
4. „ India Electric Works Ltd., Calcutta.
5. „ Jay Engineering Works Ltd., Calcutta.
6. „ India Machinery Co., Ltd., Calcutta.
7. „ Binani Metal Works Ltd., Calcutta.
8. „ India Cycle Mfg. Co., Ltd., Calcutta.
9. „ Hindustan Motors Ltd., Calcutta.
10. „ Behar Firebricks & Potteries Ltd., Calcutta.
11. „ India Industrial Works Ltd., Howrah.
12. „ Calcutta Expanded Metal Mfg. Co., Ltd., Calcutta.

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| 13. | Messrs. | Shree Bajrang Electric Steel Co., Ltd., | |
| | | Calcutta. | |
| 14. | „ | Textile Machinery Corporation Ltd., | |
| | | Calcutta. | |
| 15. | „ | Krishnalal Thirani & Co., Ltd., | Calcutta. |
| 16. | „ | Tata Iron & Steel Co., Ltd., | Calcutta. |
| 17. | Shri | C. R. Natesan, Iron & Steel | } Representing
the Govern-
ment of India. |
| | | Controller, Calcutta. | |
| 18. | „ | A. P. Mathur, Joint Chief | } —do— |
| | | Controller of Imports & Ex-
ports, Calcutta. | |
| 19. | „ | A. Nagraj Rao, Chief In-
dustrial Adviser, Government | } —do— |
| | | of India, New Delhi. | |
| 20. | „ | Lakshmiapat Singhania | } Representing
the Federation
of Indian |
| | | Calcutta. | |
| 21. | „ | G. L. Bansal, Secretary Ge-
neral, Federation of Indian | } Chambers of
Commerce &
Industry. |
| | | Chambers of Commerce &
Industry, New Delhi. | |
| 22. | „ | A. K. Bhattacharya, Calcutta. | } Representing
the Engineer-
ing Associa-
tion of India. |
| 23. | „ | Prem Ratan Bagri, Calcutta. | |
| 24. | „ | Darab Cursetji Driver,
Calcutta. | |

New Members.—During the period ending 31st March, 1956, the following firms joined the Council as members :—

1. Messrs. Bharat Barrel & Drum Mfg. Co., Ltd.,
Bombay.
2. „ Shree Laxmi Iron & Steel Works Ltd.,
Calcutta.
3. „ Hind Cycles Ltd., Bombay.
4. „ Kumardhuby Fireclay & Silica Works Ltd.,
Calcutta.
5. „ Sen & Pandit Ltd., Calcutta.
6. „ G. G. Dandekar Machine Works Ltd.,
7. „ Indian Iron & Steel Co., Ltd., Calcutta.
8. „ Mahindra & Mahindra Ltd., Calcutta.
9. „ Malleable Iron & Steel Castings Co., Ltd.,
Bombay.
10. „ National Machinery Mfrs. Ltd., Bombay.

11. Messrs. Larson & Tubro Ltd., Bombay.
12. „ Premier Automobiles Ltd., Bombay.
13. „ Metal Box Co. of India Ltd., Calcutta.
14. „ Oriental Metal Industries Ltd., Calcutta.
15. „ Guest, Keen, Williams, Ltd., Calcutta.
16. „ Nathmull Girdharilal, Calcutta.

Working Committee.—According to Article 10 the affairs of the Council are managed by the Working Committee. The Working Committee for the period ended 31st March, 1956 was as under.

Ordinary Members

1. Shri D. N. Jalan—(*Chairman*)
2. „ K. L. Chowdhury—(*Vice-Chairman*)
3. „ S. L. Kirloskar—(*Vice-Chairman*)
4. „ B. K. Rohatgi
5. „ B. S. Agarwal
6. „ I. C. Gupta
7. „ G. D. Binani
8. „ S. K. Dass
9. „ S. K. Mukherjee
10. „ L. P. Misra
11. „ M. L. Shroff
12. „ S. N. Rungta
13. „ R. N. Sharma
14. „ R. L. Rajgarhia
15. „ K. L. Thirani
16. „ A. Rajgopalan
17. „ C. R. Natesan. Iron & Steel Controller Representing the Government.
18. „ A. P. Mathur Joint Chief Controller of Imports & Exports, Representing Union Government.
19. „ A. Nagraj Rao Chief Industrial Adviser, to the Government of India, New Delhi, representing the Union Government.
20. „ Lakshmiapat Singhania President, Federation of Indian Chambers of Commerce & Industry, New Delhi.

21. Shri G. L. Bansal Secretary General, Federation of Indian Chambers of Commerce & Industry, New Delhi. Representing the Engineering Association of India.
22. „ Prem Ratan Bagri Representing the Engineering Association of India.
23. „ A. K. Bhattacharya —do—
24. „ Darab Cursetji Driver. —do—

Committee of Administration.—Under provisions of Article 18, the day-to day work of the Council is looked after by the Committee of Administration. The first members of the Committee of Administration were as follows :

Ordinary Members

- 1 Shri D N. Jalan—(*Chairman*).
 2. „ S. L. Kirloskar—(*Vice-Chairman*)
 3. „ K. L. Chowdhury—(*Vice-Chairman*)
 4. „ R. L. Rajgarhia
 5. „ B. K. Rohatgi
 6. „ B. S. Agarwal
 7. „ S. K. Dass
 8. „ A. Rajgopalan
 9. „ C. R. Natesan
 10. „ A. P. Mathur
- } Government Nominee

Export Credit Guarantee Scheme.— During the year under review the Government of India appointed an Expert Committee to consider the proposal to introduce an Export Credit Guarantee for India with a view to stimulating exports.

The scheme was conceived to be mainly based on the principle of insurance and was intended to provide a guarantee to the exporter against losses resulting from circumstances which were beyond his control and which were not ordinarily accepted as insurable risks by Insurance Companies such as insolvency of the foreign buyer, unforeseen changes in regulations relating to foreign exchange, occurrence of war, incurring

of extra delivery charges etc. The terms of reference of the Export Committee appointed by the Government were as follows :—

- (1) to examine the suggestions made in this behalf and to consider the scope of the Export Credit Guarantee Scheme ;
- (2) to make recommendations in regard to :—
 - (a) the nature of risks to be covered ;
 - (b) the basis on which premia should be fixed ;
 - (c) the structure of the organisation that will be required for the implementation of the scheme ; and
 - (d) any other matter necessary for the successful operation of the scheme.The Committee consisted of the following persons :—

Chairman :

Shri T. C. Kapur, Retired General-Manager of the Bombay Mutual Life Assurance Society Ltd., Bombay.

Members :

1. Shri W. A. Foges, Messrs. United Traders Ltd., Bombay.
2. Shri E. P. W. D. Costa, Editor, Eastern Economist, New Delhi.
3. Shri S. Gupta, Secretary and Treasurer of the State Bank of India, Calcutta.
4. Shri S. C. Roy, Director, National Steel & Wire Ropes Ltd., Calcutta.
5. Shri T. S. Ramaswamy—Member—Secretary, Under-Secretary, Ministry of Commerce and Industry, New Delhi.

The Committee issued a Questionnaire on the subject. It was circulated to the members for their comments. The Committee visited Calcutta in the 3rd week of February, and the Council took the opportunity of meeting the members on the 21st February, 1956.

Shri T. C. Kapur, Chairman of the Committee explained the object of the Export Credit Guarantee Scheme. Several important points pertaining to the risk involved in the Export Trade were discussed and clarification sought. The Report of the Committee was submitted to the Government on 30th June, 1956. The Committee recommended the institution of a scale for insuring export risks and suggested the establishment of non-profit making export risk Insurance Corporation run on commercial lines and established by an Advisory Council.

Trade Delegation to Burma. In pursuance of the decision of the Committee a Trade Delegation was sent to Burma in the first week of January, 1956. The Delegation consisted of the following persons :—

LEADER

1. Shri K. L. Chowdhury—Vice-Chairman, Engineering Export Promotion Council, Director, Messrs. Shree Krishna Ltd., Calcutta.

MEMBERS

2. Shri I. C. Gupta —Director, Messrs. India Cycle Mfg. Co. Ltd., Calcutta.
3. Shri B. S. Agarwal —Director, Messrs. Jay Engineering Works Ltd., Calcutta.
4. Shri K. B. Ved —Messrs. James Alexander & Co. Ltd., Calcutta.
5. Shri B. L. Kapoor —Messrs. Hind Cycles Ltd., Bombay.
6. Shri C. S. Kirloskar —Messrs. Kirloskar Oil Engines Ltd., Poona.
7. Shri N. C. Mukherjee —Messrs. India Machinery Co. Ltd., Calcutta.

Shri R. K. Singh of the Engineering Association of India, who was in Rangoon in connection with the preliminary survey was selected as Secretary of the Delegation.

2. *Terms of Reference*.—The terms of Reference of the Trade Delegation were as follows:—

- (i) To survey the possibilities of export of engineering goods to Burma.
- (ii) To make a study of the handicaps like import restrictions, import duties, other Government regulations etc. which might be standing in the way of export of Indian Engineering goods to Burma.

The Delegation met a number of Government Officials, Chambers of Commerce and businessmen and submitted its report to the Council on the 17th February, 1956.

The main recommendations of the Council were as under:—

1. The Government of India should consider whether it is desirable to purchase some rice from Burma to enable export of engineering goods to Burma.
2. The Government of India should consider persuading the Union of Burma Government to a token import as a gesture of good-will so that the Indian goods get a footing in the market.
3. The Government of Burma are keen to have joint ventures for basic industries in the public sector and small industries in private sector and they assured that they would help in every possible way in procuring raw materials, land, building materials, *visa* facilities, remittance of profits etc. The Indian manufacturers should make use of the facilities offered by the Government.
4. As there have been complaints against the standard of Indian goods it was recommended that the Engineering Export Promotion Council should gra-

dually develop an Inspectorate of its own to see that only standard goods are exported.

5. As far as possible the goods exported must either bear the ISI certification mark or a certificate issued by the Engineering Export Promotion Council. This mark of guarantee would go a long way in creating confidence in the minds of the buyers.
6. The exporting firms should pay special attention to the packing of their goods.
7. There should be a planned propaganda and publicity of Indian Engineering goods. This could be done if there is a well maintained show-room of the Council which should be in charge of a capable person with adequate staff to keep the exhibits in neat and orderly way and equip with the latest literature and catalogue.
8. Till effective steps are taken to start an Office in Rangoon the Council should appoint a correspondent or a wholtime employee of the Council to collect necessary information and pass it on to the members.
9. As it is the declared policy of the Government of Burma to give preferential treatment to Burmese Nationals the Indian exporters should appoint Burmese Nationals or firms as their Agents.
10. With a view to encouraging export of engineering goods preferential treatment should be given to the exporting industries in making available the basic raw materials like pig iron and steel so that contracts are fulfilled in time.
11. The Council should be in regular touch with the Union of Burma Purchase Board who are the sole Buyers for Government requirements.

The Council took up the matter with the Government of India on the lines of the recommendations of the Trade Delegation.

tion to Burma. The Report of the Delegation was published and widely circulated among the Government Departments, Chambers of Commerce, Associations and Engineering firms.

Meetings.— During the period under review, two meetings of the Working Committee were held. During the same period five meetings of the Committee of Administration were held.

Office Premises & Recruitment of Staff.— Immediately after the inauguration of the Council and the conferment of necessary powers upon them by the Working Committee, the Committee of Administration proceeded with the active work of the Council. The office premises were acquired through the good offices of the Indian Chamber of Commerce at India Exchange Buildings and the necessary partition work and furnishing the premises was completed. The necessary staff was recruited and the work of the Council started in the last quarter of 1955.

Survey of Export Possibilities.— Towards the end of November, 1955, the Government of India convened a Conference of their commercial representatives in foreign countries at Delhi and invited a representative of the Council to attend the Conference. The Vice-Chairman Shri K. L. Chowdhury along with Shri R. D. Vidyarthi attended the meeting. As a result of these discussions at the meeting a proforma was prepared on the basis of which the Government of India representatives were requested to submit periodical reports to different Export Promotion Councils. It was suggested, that to begin with a survey of Burma markets might be carried out immediately in order to find out the possibility of export of engineering goods. Accordingly, the Committee decided that an immediate survey should be made with the help of the Indian Council at Rangoon, and after the Survey report, a delegation might be sent to make on-the-spot study of the difficulties and handicaps standing in the way of our export trade. A representative of the Council was sent in the last week of December, 1955 to conduct the Survey of market conditions in Burma. The Council also took steps to collect and complete Statistics relating to Indian engineering industries and their export potential. The Council has now in its possession complete data tabulated in a register giving names of manufacturers

of different engineering goods and the countries to which they would like to export their products. Similarly the Council has in its possession names and addresses of foreign firms interested in the export of engineering goods from India.

Accounts.— The audited Statement of Accounts for the year ended 31st March, 1956 is appended to this report.

Report of the Committee for the year ending 31st March, 1956 under Section 56 of the Constitution.

The Committee of the Engineering Export Promotion Council have the honour to submit their report on the work done during the year ending 31st March, 1956. The audited statement of the Council for the period ending 31st March, 1956 is also enclosed.

Formation of the Council.— The Council was formed and registered under the Indian Companies Act on 21st September, 1955.

Members.— At the time of the formation of the Council there were twenty four members. From the date of incorporation till the end of the year under review sixteen new members joined the Council.

Activities.— Immediately after the formation of the Council energetic steps were taken to promote the objects of the Council. Some of the work done during the period under review is as under:—

Export Credit Guarantee Scheme.— The Government of India appointed an Expert Committee to consider the proposal to introduce an Export Credit Guarantee Scheme for India with a view to stimulating exports. The Council met the members of the Export Credit Guarantee Committee and submitted its views on the subject.

Trade Delegation to Burma.— A Trade Delegation consisting of seven members was sent to Burma in the first week of January, 1956, to explore the possibilities of export of engineering goods. The Report of the Delegation was published and widely circulated among the Government Departments, Chambers of Commerce, Associations and Engineering firms.

Survey of Export Possibilities.— With a view to exploring the possibilities of export of engineering goods the Council, in consultation with the Government of India requested the Indian Embassies to carry on surveys of market conditions and find out the possibilities of export of Indian engineering goods.

Accounts.— The audited statement of accounts for the year ending 31st March 1956, is appended to this Report.

From the accounts it would be observed that the income consisted of:—

- (a) Subscription from the members.
- (b) Contribution from the members and others.
- (c) Government Grant.

The Contributions were received from some of the members of the Engineering Association of India which gave a start to the Council. On the expenditure side are detailed the various items of expenses. Since the period covered was a small one the activities of the Council could not be started in right earnest. We had a carry over of Rs. 1,00,875-12-0.

D. N. JALAN,
Chairman.

R. D. VIDYARTHI,
Secretary.

STATEMENT OF ACCOUNTS

ENGINEERING EXPORT**BALANCE SHEET**

FUND & LIABILITIES	Rs. As. P.	Rs. As. P.
SUBSCRIPTIONS RECEIVED IN ADVANCE :—	..	6,750 0 0
LIABILITIES :—		
For Expenses ...	...	1,558 4 0
INCOME & EXPENDITURE ACCOUNT :—		
Balance as per annexed Account	...	1 00,875 12 0
Total Rs. ..	...	1,09,184 0 0

AUDITOR'S REPORT

We report that we have audited the Balance Sheet of Engineering Export Promotion Council as at 31st March 1956, and the Income & Expenditure Account of the said Council for the period ended that date both annexed hereto, and have obtained all the information and explanations we have required. In our opinion, the Balance Sheet and the Income & Expenditure account are drawn up in conformity with the provisions contained in Indian Companies Act, 1913 and the Balance Sheet exhibits a true and correct view of the state of affairs of the Council according to the best of our information and the explanations given to us and as shown by the books of the Council. In our opinion books of account have been kept by the Council as required by Section 130 of the Indian Companies Act, 1913.

SINGHI & CO.,

Chartered Accountants,

1/B, Old Post Office Street,
Calcutta, the 26th day of April, 1956.

Hony. Auditors.

PROMOTION COUNCIL*as at 31st March, 1956.*

ASSETS	Rs. As. P.	Rs. As. P.
FURNITURE & FIXTURES :—		
At Cost	...	3,966 14 6
PRELIMINARY EXPENSES	...	512 8 0
ADVANCES — :		
For Expenses	...	84 7 6
CASH & OTHER BALANCES :—		
Amount in hand	87 14 3	
In Current Account with State Bank of India	1,04,532 3 9	
		1,04,620 2 0
NOTE :—No Depreciation on Furniture & Fixtures has been provided.		
Total Rs.	...	1,09,184 0 0

R. D. VIDYARTHI,
Secretary,

D. N. JALAN,
Chairman.

ENGINEERING EXPORT**INCOME & EXPENDITURE ACCOUNT**

EXPENDITURE	Rs. As. P.	Rs. As. P.
To ESTABLISHMENT :— ...	...	2,474 4 9
„ RENT & TAXES :— ...	...	7,032 0 0
„ PRINTING & STATIONERY :— ...	...	1,371 8 6
„ POSTAGE & TELEGRAMS :— ...	...	427 13 6
„ ELECTRIC CHARGES :— ...	...	20 2 3
„ TELEPHONE :— ...	...	304 7 0
„ SUBSCRIPTIONS TO JOURNAL & NEWSPAPERS AND PERIODICALS ...	...	128 14 6
„ TRAVELLING & CONVEYANCE ...	...	1,406 3 9
„ ADVERTISEMENT :— ...	...	1,221 5 0
„ BANK CHARGES :— ...	...	9 4 0
„ REFRESHMENTS :— ...	...	175 8 0
„ GENERAL CHARGES :— ...	...	62 12 9
„ EXPENSES FOR PRESS CONFERENCE :— ...	...	1,240 0 0
„ BALANCE--being excess of income over expenditure carried to Balance Sheet ...	...	1,00,875 12 0
Total Rs. ...	...	1,16,750 0 0

This is the Income & Expenditure Account referred to in our report of even date.

1B, Old Post Office Street,
Calcutta, the 26th day of April 1956.

SINGHI & CO.,
Chartered Accountants,
Hony. Auditors.

PROMOTION COUNCIL*for the period from 21st September, 1955 to 31st March, 1956.*

INCOME	Rs. As. P.	Rs. As. P.
By SUBSCRIPTIONS :—(Cash Basis)	...	10,250 0 0
„ CONTRIBUTIONS FROM MEMBERS & OTHERS :— ...	...	34,500 0 0
„ GOVERNMENT GRANT :—(Account- tant General, West Bengal) ...	...	72,000 0 0
Total Rs. ...	...	1,16,750 0 0

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Engineering Export Promotion Council

Proceedings of the Annual General Meeting of the Engineering Export Promotion Council held on Saturday, the 30th March, 1957, at 2-30 P.M.

PRESENT:

1. Shri D. N. Jalan—(in the Chair).
2. Shri K. L. Chowdhary.
3. Shri M. L. Shroff.
4. Shri R. D. Trivedi.
5. Shri Ghanshyam Das Binani.
6. Shri B. S. Bugga.
7. Shri Budh Deo.
8. Shri I. C. Gupta.
9. Shri P. R. Bagri.
10. Shri K. J. Cleetus.
11. Shri R. N. Sharma.
- Shri R. D. Vidyarthi—(Secretary).
- Shri R. K. Singh—(Deputy Secretary).
- Shri V. Kumar.

1. The Secretary read out the notice dated the 9th March, 1957, convening the Annual Meeting.

2. In moving the resolution for adoption of the Report and the Accounts the Chairman then addressed the members as follows :—

“The Income and Expenditure Account for the period from 21st September, 1955 to 31st March, 1956 and the Balance Sheet as on 31st March, 1956, have already been circulated to you.

Initially members of the Engineering Association of India had contributed Rs. 34,000/- and about Rs. 2,000/- had been spent by the Engineering Association of India on account of the Council. The Government of India were, therefore, requested to contribute double the amount which was received

during the year. The position of income on 31st March, 1956 was as follows:—

Subscriptions	...	Rs. 10,250/-
Contributions from members of the Engineering Association of India and others	...	Rs. 34,500/-
Government Grant	...	Rs. 72,000/-
Total	...	<u>Rs. 1,16,750/-</u>

There were 24 founder members including 8 ex-officio members and 16 new firms joined the Council during the year.

As is natural, in the initial stages, when the Council was formed, the expenses were small and at the end of our financial period we had a sizeable balance of Rs. 1,00,875/- which was carried forward to the next year.

After the Council was inaugurated by Shri T. T. Krishnamachari, the Union Minister for Commerce and Industry on the 10th October, 1955, the work was started in right earnest. The staff was gradually recruited as the work progressed. Before the Council was in a position to have its own staff, the Officers of the Engineering Association of India rendered valuable service and our thanks are due to them for their ungrudging help and co-operation.

The problem of export resolves itself into two divisions—one relating to internal arrangements and the other relating to activity outside the country. At present, engineering industries, big and small, are engaged in a variety of work connected with Government orders directly or indirectly. The programme of industrial development in the Second Five Year Plan is so huge that engineering industries of every description have some work or the other for supply against Government orders. As a result of this, there is a little hesitancy on the part of engineering industries to take risks in foreign markets. The risk is not strictly speaking financial, but when on-the-spot orders are available, people feel somewhat reluctant to go over untrodden paths. Moreover, since many of the engineering industries are entering export trade for the first time, they hesitate in respect of several matters. This hesitancy on the

part of the engineering manufacturers greatly increases the task of the Council, because the problem is not one of only assisting the manufacturers to export their goods, but the more formidable problem of making them export-minded. Even where some surpluses are available here and there, manufacturers do not want to invest in export contracts which necessarily involve so much effort and doubtful profit. Moreover, a number of these manufacturers are small-scale firms who do not have the personnel and the financial resources to make preparation for export markets. Even where there may be willingness on the part of the manufacturers, they do not have the necessary wherewithal which would help them to export. The problem of making the large-scale industries export-minded is great. This would necessitate widespread and constant propaganda so that not only the manufacturers support the Council and its activities, but they should also be willing to take part in the export trade of the country.

With a view to studying the market conditions on the spot a delegation was sent to Burma in the 1st week of January, 1956. The Report of the Delegation was printed and widely circulated. The delegation found that the greatest handicap in the way of Burmese importing Indian goods was lack of finance. They were desperately looking for buyers of their rice. In the absence of cash buyers, the Government was entering into Barter Agreements. One of the results of the Delegation's visit was an agreement between India and Burma, providing for Indian purchases of Burmese rice. Since then a number of enquiries have been received by our manufacturers.

As a result of the decision reached at the Conference convened by the Government of India of the commercial representatives in foreign countries, the work of carrying on market surveys was undertaken. The Trade Commissioners were requested to carry on the market surveys on the basis of a questionnaire issued for the purpose. The Council sent a representative to Burma to conduct the survey of market conditions in Burma which preceded the visit of our Delegation to that country.

Slowly and gradually we are breaking the old prejudices and treading cautiously on new paths.

The task of the Council as the important media for promoting export of engineering goods is, therefore, very great. There is very good opportunity for many of engineering goods and I am sure the manufacturers would make the fullest use of the opportunity available to them."

The Chairman then moved the following resolution which was seconded by Shri K. L. Chowdhury and passed unanimously:—

"Resolved that the Report of the Committee of Administration and the Audited Statement of Accounts for the year ended 31st March, 1956, be and are hereby adopted."

3 Shri P. R. Bagri moved and Shri R. D. Trivedi seconded the following resolution which was passed unanimously:—

"Resolved that the following nominations to the Working Committee for 1956-57 pursuant to article 12(b) of the Article of Association be and are hereby recorded:—

- | | |
|---|--|
| 1. Shri D. C. Driver,
M/s.- Shree Lakshmi
Iron & Steel Works Ltd.
India Exchange (7th
Floor) Calcutta-1. | 5. Shri G. L. Bansal,
<i>Secretary-General</i> ,
Federation of Indian
Chambers of Commerce
and Industry,
28, Ferrozshah Road,
New Delhi. |
| 2. Shri I. C. Gupta,
M/s. India Cycle Mfg.
Co., Ltd.,
3. Clive Ghat Street,
Calcutta. | 6. The Joint Chief Con-
troller of Imports and
Exports,
4, Esplanade East,
Calcutta. |
| 3. Shri Ghanshyamdas
Binani,
M/s. Binani Metal
Works Ltd.,
38, Strand Road,
Calcutta. | 7. The Iron & Steel Con-
troller,
33, Netaji Subhas Road,
Calcutta. |
| 4. Shri Lakshmipat
Singhania, <i>President</i> ,
Federation of Indian
Chambers of Commerce
and Industry,
7, Council House Street,
Calcutta. | 8. The Chief Industrial Ad-
viser, to the Government
of India, Development
Wing, New Delhi. |
| | 9. Shri K. J. Cleetus,
M/s. Tata Iron & Steel
Co., Ltd.,
28-B, Netaji Subhas
Road, Calcutta. |

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|---|--|
| 10. Shri Swaraj Paul,
M/s. Amin Chand
Payarelal,
135, Canning Street,
Calcutta. | 19. Sir L. P. Misra,
M/s. Hindustan Motors
Ltd.,
8, India Exchange Place,
Calcutta. |
| 11. Shri K. L. Chowdhury,
M/s. Shree Krishna Ltd.,
20, Mangoe Lane,
Calcutta. | 20. Shri S. K. Sen,
M/s. Sen Pandit Ltd.,
Merchantile Buildings,
Lall Bazar, Calcutta. |
| 12. Shri D. R. Moondhra,
M/s. B. R. Herman
Mohatta (India) Ltd.,
19, British India Street,
Calcutta. | 21. Shri R. K. Newatia,
M/s. India Industrial
Works Ltd.,
55/1, Dharamtolla Rd.,
Salkia, Howrah. |
| 13. Shri R. D. Trivedi,
M/s. Jeewanlal (1929)
Ltd.,
31, Netaji Subhas Road,
Calcutta. | 22. S. N. Rungta,
M/s. Calcutta Expanded
Metal Mfg. Co., Ltd.,
P-16, Kalakar Street,
Calcutta-7. |
| 14. Shri S. L. Kirloskar,
M/s. Kirloskar Oil
Engines Ltd.,
Elphinstone Road,
Kirkee, Poona. | 23. Shri R. N. Sharma,
M/s. Shree Bajrang Ele-
tric Steel Co., Ltd.,
83, Old China Bazar St., |
| 15. Shri N. K. Joshi,
M/s. Kirloskar Bros. Ltd.
Kirloskarwadi,
South Satara. | 24. Shri K. L. Thirani,
M/s. Khrishnalal Thirani
& Co.,
8, India Exchange Place,
Calcutta. |
| 16. Shri B. S. Agarwal,
M/s. Jay Engineering
Works Ltd.,
183/A, Prince Anwar
Shah Road, Dhankuria,
Calcutta. | 25. Shri M. L. Shroff,
Messrs. M. L. Shroff,
12, Chowringhee Road.,
Calcutta-12. |
| 17. Shri B. P. Poddar,
M/s. Motor Machinery
Manufacturing Ltd.,
31, Chittaranjan Avenue,
Calcutta-13. | 26. Shri B. K. Rohatgi,
Messrs. India Electric
Works Ltd.,
Diamound Harbour Rd.,
Behala, Calcutta. |
| 18. Shri D. N. Jalan,
M/s. Howrah Trading
Co. (P) Ltd.,
8, Dalhousie Sq., East,
Calcutta. | 27. Shri S. N. Mukherjee,
M/s. Behar Firebricks &
Potteries Ltd.,
22, Strand Road,
Calcutta. |

Note: The Federation of Indian Chambers of Commerce & Industry have in their letter No. F/2373/850 dated 25th March, 1957 informed the Council that Shri Babubhai M. Chinai, O/o. National Rayon Corporation Ltd., Ewart House, Bruce Street, Fort, Bombay, is now their President and that he would be representing the Federation on the Working Committee instead of Shri Lakshmipat Singhania.

4. Shri I. C. Gupta moved and Shri M. L. Shroff seconded the following resolution which was passed unanimously:—

“Resolved that Messrs. Singhi & Co., be and are hereby appointed as Auditors of the Council for the year 1956-57 and their remuneration be fixed at Rs. 100/-.”

5. Shri K. L. Chowdhury proposed a vote of thanks to the Chair in the following words:—

“The most pleasant duty of this afternoon has fallen on me in proposing a hearty vote of thanks to the Chairman Shri D. N. Jalan. As you are aware, it was through his untiring efforts in the initial stages that the Council came into being. But for his enthusiasm and initiative the work of the Council could not have started as it did. His guidance in conducting the affairs of the Council has made the Council what it is to-day.

Shri Jalan's business acumen and vast experience in big business houses have stood the Council in good stead. In spite of his busy time in his own business, the devotion with which he attends to the work of different industrial organisations with which he is connected is really admirable. The Council has been fortunate in having such an experienced and able business magnate as its Chairman in its formative years.

Gentlemen, I would now request you to kindly join with me in proposing a hearty vote of thanks to Shri D. N. Jalan.”

The vote of thanks was carried with applause.

The meeting then came to a close.

R. D. VIDYARTHI,
Secretary.

D. N. JALAN,
Chairman.

2nd A/c

Engineering Export Promotion Council

ACCOUNTS DEPARTMENT.

REPORT
OF THE
COMMITTEE
FOR THE PERIOD ENDING 31ST MARCH 1957

Published by
THE SECRETARY, ENGINEERING EXPORT PROMOTION COUNCIL,
INDIA EXCHANGE, (7TH FLOOR),
CALCUTTA-1.