

Engineering Export Promotion Council

Report of the Working Committee for the year ending 31st March, 1963.

GENERAL

The Committee have the pleasure in presenting this report for the year ending 31st March, 1963. The New Committee was constituted at the Annual General Meeting held on the 6th November, 1962 and report that follows covers the period 1st April, 1962 to 31st March 1963.

Membership :

The membership of the Council rose from 344 to 398 as on 31st March, 1963.

Working Committee :

The Working Committee consisted of the following members and met 9 times during the year under review :

Shri Inder Prasad,	Shri C. B. Kajaria,
Shri A. K. Bhattacharya,	Shri S. N. Rungta,
Shri M. R. Jalan,	Shri Swaraj Paul,
Shri K. L. Chowdhary,	Shri M. L. Shroff,
Shri J. V. Doshi,	Shri B. K. Thirani,
Shri Ghanshyamdas Binani,	Shri S. N. Mukherjee,
Shri Bharat G. Doshi,	Shri D. D. Saraf,
Shri S. L. Kirloskar,	Seth Bahubali Gulabchand,
Shri G. R. Hada,	Shri A. P. Bhuwalka,
Shri M. M. Kaul,	Shri G. L. Bansal,
Shri G. N. Khaitan,	Shri B. S. Agarwal,
Shri R. D. Trivedi,	Shri R. L. Rajgarhia,
Shri B. P. Poddar,	Shri R. V. Kapadia,
Shri S. P. Agarwalla,	Shri Amar Kanta Sen,
Shri W. N. Talwar,	Shri A. N. Banerjee,
Shri J. D. Kapur,	Shri V. P. S. Menon,
Shri M. Sen,	Lala Bharat Ram.

Committee of Administration :

The Committee of Administration consisted of the following members and met 15 times during the year under review :

Shri. S. L. Kirloskar	...	Chairman
Shri B. S. Agarwal	...	Vice-Chairman
Shri K. L. Chowdhary	...	Vice-Chairman
Shri S. P. Agarwalla		
Shri A. K. Bhattacharya		
Shri A. N. Banerjee		
Shri G. N. Khaitan		
Shri S. N. Rungta		
Shri D. D. Saraf		
Shri Amar Kanta Sen		

Regional Committee :

In view of the ever increasing export promotional activities of the Council and the need for diversifying our efforts and rendering on the spot assistance and servicing to the exporters in the different parts of the country, the Working Committee of the Council decided that Regional Committees be set up in Bombay and Madras. Accordingly these Committees were formed with Shri N. D. Sahukar as Convenor of Bombay Committee and Shri A. M. M. Arunachalam as the Convenor of Madras Committee. These Regional Committees have power to dispose of applications for indigenous and imported raw materials under the Special Export Promotion Scheme for engineering goods. The Regional Officers are maintaining close contacts with manufacturers/exporters and attending to their enquiries. Exporters' problems in regard to raw material, shipping, custom, foreign exchange, draw back of duty etc., are also solved by our Regional Officers in liaison with the Government Department concerned.

The Regional Committees at Bombay and Madras were constituted by the Working Committee as follows :—

BOMBAY

Shri N. D. Sahukar,
Convenor,
Seth Bahubali Gulabchand,
Dy. Convenor,

Shri P. L. Kirloskar,
Shri N. D. Punjabi,

Shri J. V. Doshi,
 Shri Omprakash Aggarwal,
 Shri Madhusudan Amersey,
 Shri Firoz S. Baldiwala,
 Shri C. N. Pradhan,

Dr. B. V. Bhoota,
 Shri M. L. Mansukhani,
 Shri C. M. Ghorpade,
 Shri B. N. Nair,
 Col. O. G. Eapen,

MADRAS

Shri A. M. M. Arunachalam,
 Convenor,
 Shri S. Anantharam,
 Shri Ravi L. Kirloskar,
 Shri S. Kanjilal,
 Shri N. Duraiswamy,

Shri V. M. Srikumaran Nayar,
 Smt. A. K. R. Lakshmi,
 Shri K. Eswaran,
 Shri Peer Mohammed,
 Shri V. L. Dutt.

Annual General Meeting :

The 7th Annual General Meeting was held on 6th November, 1962 when the annual report on the Council's activities and the balance sheet together with the statement of income and expenditure for the period 1961-62 were adopted.

Special Meetings :

Special meetings of the Council were held with the following Officials and dignitaries :

	<i>Date :</i>
1. Shri Manubhai Shah	23-6-63
Minister for International Trade	20-10-62
	1-2-63
2. Shri D. S. Joshi	18-4-62
Additional Secretary, Ministry of	18-12-62
Commerce and Industry	
3. Czechoslovakian Trade	
Delegation	5-2-63
4. Shri K. Rajagopalan	9-2-63
Development Officer	

Sub-Committees :

The Working Committee at their meeting held on the 8th November, 1962 reconstituted the following Sub-Committees :—

Registration Sub-Committee :

Shri Ghanshyamdas Binani,
Convenor,
Shri S. N. Rungta,
Shri M. L. Kochar,
Shri P. N. Chatterjee,
Shri G. C. Bhattacharjee,
Shri V. N. Karnani,
Shri M. L. Shroff,
Shri D. D. Saraf,
Shri R. L. Rajgarhia,
Shri A. J. Thompson,

Shri S. S. Chowdhary,
Shri J. D. Kapur,
Shri M. M. Kaul,
Shri A. G. Bhate,
Shri G. M. S. Eapen,
Shri C. L. Gandhi,
Shri K. K. Nathani,
The Joint Chief Controller of
Imports & Exports, Calcutta.
The Deputy Iron & Steel
Controller, Calcutta.
The Deputy Chief,
Export Promotion, Calcutta.

Replenishment Sub-Committee :

Shri G. N. Khaitan,
Convenor,
Shri K. K. Nathani,
Dy. Convenor,
Shri Inder Prasad,
Shri A. D. Seth,
Shri Bharat G. Doshi,
Shri Madhusudan Amersey,
Shri D. D. Saraf,
Shri H. P. Rele,
The Joint Chief Controller of
Imports & Exports, Calcutta.

Shri J. D. Kapur,
Shri N. D. Sahukar,
Shri M. L. Atta,
Shri R. V. Kapadia,
Shri S. Anantharam,
Shri M. R. Jalan,
The Deputy Iron & Steel
Controller, Calcutta.
The Deputy Chief, Export
Promotion, Calcutta.

Publicity Sub-Committee :

Shri K. L. Chowdhary,	Shri B. H. Rai,
Convenor,	Shri M. M. Kaul,
Shri R. R. Handa,	Shri M. Ahuja,
Dy. Convenor,	Shri J. Oomrigar,
Shri Omprakash Aggarwal,	Miss A. S. Mahtani,
Shri S. P. Agarwalla,	Shri A. M. M. Arunachalam,
Shri B. K. Thirani,	Shri R. P. Gupta,
Shri C. R. Bondre,	The Joint Chief Controller of
Shri D. N. Singha,	Imports & Exports, Calcutta.
Shri J. P. Sangal,	The Deputy Chief, Export
Shri A. C. Chatterjee,	Promotion, Calcutta.
Shri A. P. Bhuwarka,	

Technical Sub-Committee :

Shri K. K. Nathani,	Shri P. L. Kumar,
Convenor,	Shri Swaraj Paul,
Shri A. J. Thompson,	Shri Inder Prasad,
Dy. Convenor,	The Deputy Chief, Export
Shri S. K. Gupta,	Promotion, Calcutta.
Shri K. N. Sapru,	The Deputy Iron & Steel
Shri P. N. Chatterjee,	Controller, Calcutta.
Shri S. Das,	
Shri R. Lawford,	

Delegation Sub-Committee :

Shri S. L. Kirloskar,	Shri Jaidev Kapur,
Convenor,	Shri B. H. Rai,
Shri B. S. Agarwal,	Shri K. L. Chowdhary,
Dy. Convenor,	Shri A. K. Bhattacharya,
Shri Omprakash Aggarwal,	Shri V. P. Malhotra,
Seth Bahubali Gulabchand,	The Joint Chief Controller of
Shri M. L. Shroff,	Imports & Exports, Calcutta.
Shri B. P. Poddar,	The Deputy Chief, Export
Shri R. R. Handa,	Promotion, Calcutta.
Shri C. R. Bondre,	

Panel Sub-Committee :

Shri R. L. Rajgarhia,	Shri B. P. Poddar,
Convenor,	Shri R. D. Trivedi,
Shri Ghanshyamdas Binani,	Shri V. N. Karnani,
Dy. Convenor,	Shri D. D. Saraf,
Shri K. L. Chowdhary,	Shri G. N. Khaitan,
Shri M. L. Shroff,	

Shipping Sub-Committee :

Shri C. R. Bondre,	Shri S. Ram,
Dy. Convenor,	Shri P. Kumar,
Shri J. K. Karnani,	Shri Ravindranath,
Shri D. D. Saraf,	Regional Representative of the
Shri B. L. Dalmia,	Railway Board in Calcutta.
Shri S. Basu,	

Membership Sub-Committee :

Shri G. R. Hada,	Shri R. L. Rajgarhia,
Convenor,	
Shri S. N. Mukherjee,	Shri B. K. Thirani.
Dy. Convenor,	

Complaint Sub-Committee —Calcutta.:

Shri M. L. Shroff,	Shri M. Sen,
Convenor,	The Joint Chief Controller of
Shri P. N. Chatterjee,	Imports & Exports, Calcutta.
Dy. Convenor,	The Deputy Iron & Steel
Shri P. T. Shah,	Controller, Calcutta.
Shri G. R. Hada,	The Deputy Chief, Export
	Promotion, Calcutta.

Complaint Sub-Committee—Bombay :

Shri Bharat G. Doshi,	Shri J. V. Doshi,
Convenor,	Shri N. D. Sahukar,
Shri C. R. Bondre,	The Deputy Iron & Steel
Dy. Convenor,	Controller, Bombay.
Shri Omprakash Aggarwal,	
Shri N. D. Punjabi,	The Deputy Chief, Export
Shri Firoz S. Baldiwala,	Promotion, Bombay.
Shri M. L. Mansukhani,	

Complaint Sub-Committee—Delhi :

Shri Jaidev Kapur,	Shri Satya Paul,
Convenor,	
Shri M. M. Kaul,	Shri S. Sundra,
Dy. Convenor,	
Shri W. N. Talwar,	Shri Girdharilal saraf.

Complaint Sub-Committee—Madras :

Shri S. Anantharam,	Smt. A. K. R. Lakshmi,
Convenor,	Deputy Chief Controller,
Shri M. V. Arunachalam,	Export Promotion, Madras.
Dy. Convenor,	

Registration Sub-Committee for Non-Ferrous

Shri R. D. Trivedi,	Shri F. A. S. Jasdanwala,
Convenor,	Shri V. Perumal Chettiar,
Mr. D. Wood,	Shri Amirchand T. Gupta,
Shri Ghanshyamdas Binani,	The Joint Chief Controller of
Shri P. C. N. Majumdar,	Imports & Exports, Calcutta.
Shri H. S. Amin,	The Deputy Chief, Export
	Promotion, Calcutta.

Export Performance :

The export performance excluding steel and artware of metal during the year under review was Rs. 8.45 Crores as compared to Rs. 7.15 Crores during 1961-62 thereby showing an increase of 18%. Export of Steel during the period under review was Rs. 25.21 lakhs as against Rs. 213.12 lakhs during the same period of 1961-62.

The under-mentioned items had surpassed the performance of 1961-62.

Items.	April 1961 to March 1962		April 1962 to March 1963	
	Rs. (in lakhs)		Rs. (in lakhs)	
1. Aluminium Utensils	...	34.75	...	35.55

8.45
75.21
8.70.21

Items.	April 1961 to March 1962		April 1962 to March 1963	
	Rs. (in lakhs)		Rs. (in lakhs)	
2. Iron and Steel Utensils including Stainless Steel Utensils	...	12.67	35.29	
3. Sewing Machines and Parts	...	44.41	48.27	
4. Room Air Conditioners, Refrigerators, Water-Coolers and Ice Machinery	...	1.22	3.86	
5. Diesel Engines	...	47.73	54.25	
6. Machine Tools	...	2.39	7.99	
7. Electric Fans	...	77.01	100.33	
8. Dry Batteries, Components and processed materials	...	14.84	22.29	
9. G.I. Buckets and Drums	...	12.55	13.14	
10. Steel Trunks	...	20.03	21.80	
11. Screws	...	2.90	3.99	
12. Rly. Track Fittings	...	28.91	41.50	
13. Transmission Line Towers	...	22.24	28.79	
14. Steel Furniture	...	21.61	22.30	
15. G.L.S. Lamps and Fluorescent Tubes	...	6.51	10.19	
16. Tea Machinery	...	11.31	15.51	
17. Sugar Mill Machinery	...	1.11	4.00	
18. Agricultural Machinery and Tractor-drawn implements	...	0.27	0.40	

The Council continued to make efforts to diversify exports. The Council's programme of work both internally and externally continued to engage the attention of the Committee and steps were taken to implement these programmes.

EXTERNAL PROGRAMME

FOREIGN OFFICES :

Mombasa :

The Mombasa Office continued to render useful service to the members. Enquiries received were forwarded to the parties concerned. The Show Room at Mombasa was maintained and visited by important dignitaries both from Kenya, Uganda and Tanganyika. Total exports to East Africa rose from Rs. 43,30,568/- in 1961 to Rs. 64,61,262/- in 1962.

Rangoon :

Because of the changes taking place in the pattern of trade, the effectiveness of the office was considerably affected. It was felt that the office would be rendering more useful service to the exporters if it operated from Singapore from where the markets in the neighbouring countries including Burma would be easily covered. (The office has since been shifted to Singapore). Exports to Burma were Rs. 39,11,298/- in 1962 as compared to Rs. 47,14,289/- in 1961.

Cairo/Beirut :

The office in Cairo started functioning in August 1961. As a result of changes in the import procedure and the Government's decision to route all imports through a few Government Departments or Government approved Agencies it became apparent after sometime that the field of activity in Cairo was limited. Most of the firms had already made arrangements through Government approved Agencies. It was therefore, decided to shift the office from Cairo to Beirut from where, markets in the whole of West Asia, North Africa, Cyprus etc. could be easily covered.

Brand Publicity :

In pursuance of the policy of the Council to publicise selected engineering brands in foreign countries the Council spent a sum of Rs. 3.70 lakhs on the Brands covering (1) Machine Tools (2) Oil Mill Machinery (3) Diesel Engines (4) Electric Fans (5) Sewing Machines (6) C.I. Pipes and Manhole Covers (7) Steel Furniture (8) Wooden Furniture (9) Air

Conditioners and Air Coolers (10) Refrigerators (11) Radios & Electronic Equipment (12) Stainless Steel and Aluminium Utensils (13) Buckets and Ghamellas (14) Crown Corks (15) Umbrellas (16) Locks and Padlocks (17) Safety Razor Blades (18) Bolts and Nuts (19) Water Coolers (20) Enamelware (21) Electric Lamps and Fluorescent Tubes (22) Abrasives (23) Telephones and Tele-communication Equipment (24) Electrodes (25) Electric Pumps and Motors (26) Agricultural Implements (27) Agricultural Spraying Equipment (28) Gas Plants (29) Bicycles and Accessories.

Most of the publicity was carried out through the Press and Cinema slides.

General Publicity :

Besides brand publicity, the Council also carried on general publicity through advertisements in foreign papers to coincide with the visits of the Council's Trade Delegations and holding of exhibitions/fairs abroad.

Directory of Exporters.—Work on production of the Annual Exporters Directory was taken in hand.

Overseas Journal :

The Council continued to publish its monthly Overseas Journal. In view of the increased demand of the Journal in the Overseas Markets and subscribers at home, its circulation was increased. Efforts were made to make the Journal more presentable and readable by introducing new features and photographs. Double colour printing was introduced.

Exhibitions and Trade Fairs :

During the period under review, the Council procured exhibits for the following Exhibitions/Fairs/Displays abroad :

1. Display of engineering goods in India Trade Centre, Cairo. ... April/June 1962
2. Rotational Display of engineering goods in India Showroom, Tehran (Iran) ... April/June 1962
3. Poznan International Fair ... 10th to 24th June 1962

- | | |
|---|------------------------------|
| 4. Zagreb International Autumn Fair | 18th to 23rd September 1962 |
| 5. Rotational Display of engineering goods in India Showroom, Jeddah | August-September 1962 |
| 6. Literature for Belgrade Technical Fair—Information Stand ... | 22-5-62 to 5-6-62 |
| 7. Nigerian International Fair ... | 27-10-62 to 18-11-62 |
| 8. 9th International Fair in Damascus | 20-8-62 to 10-9-62 |
| 9. Continuous Display of Engineering goods in India Showroom, Beirut | October 1962 to January 1963 |
| 10. Tunis International Fair, Tunis, Tunisia | 19-10-62 to 4-11-62 |
| 11. Tripoli International Fair, Libya | 28-2-63 to 28-3-63 |
| 12. Rotational Display of Indian Engineering goods in India Showroom, Bangkok, (Thailand) ... | September to November 1962 |
| 13. Miscellaneous Goods Display in India Trade Centre, Cairo ... | January—March 1963 |
| 14. Leipzig Spring Fair, Leipzig ... | 4th to 12th March 1963. |

Delegations and Study Teams :

During the year under review the Council sponsored a delegation, which visited E.C.M. countries and the U.K. under the leadership of the Chairman, Shri S. L. Kirloskar. The delegation left India on 16th February 1963 and returned on 25th March 1963. It visited Italy, West Germany, Holland, Belgium, France and U.K. The report of the Delegation was widely circulated to the members and exporters.

The delegation found that the most growing market existed today in West Europe and the U.K. They offered tremendous opportunities for a variety of Indian engineering products both in the field of producer goods as well as consumer goods industries. Great potentialities existed for iron and steel castings, switchgears, sewing machines, steel folding furniture etc.

The delegation established useful connections in all the countries visited and was successful in creating an image of India as an Industrial Country and as a supplier of engineering goods and services.

Study-cum-Sales Teams :

The Council also sent a composite study-cum-sales team to South East Asia to explore the possibilities of exporting non-ferrous semis and alloys. The study team was successful in establishing useful contacts and its report was found informative.

Besides the above, 14 individual Study-cum-Sales Teams were sent to West Europe, U.S.A., West Asia, South East Asia, Central America, West Indies and West Africa, to explore the possibilities for a variety of engineering items viz., electric motors, transformers, switch gears, non-ferrous metal castings, steel furniture, enamel wares, razor blades, steel files, ballast and battery chargers, radios and sound equipments, electric fans, buckets, ghamellas and steel trunks etc. The Study-cum-Sales Teams were found to be useful in securing business and establishing permanent connections.

Trade Agreement :

Trade Agreements renewed or extended or concluded afresh were suitably circulated among exporters whose enquiries regarding export prospects, import policy, lists of importers etc. in respect of Trade Agreement countries were also attended to. Necessary recommendations to the Department of International Trade for inclusion of new engineering items were also made. Clarifications sought for by our exporters regarding interpretation and applicability of the terms and conditions laid down in the Trade Agreements were also furnished.

INTERNAL PROGRAMME

Registration :

The new Special Export Promotion Scheme for engineering goods was brought into effect from 1st January 1962 and was valid upto 31st March, 1963. The new scheme provided for registration of merchant exporters, a consortium and an engineering firm, which is not only engaged in the export of plant and machinery but also provided for design, know-how, erection, performance, guarantee and other such ancillary services.

Sometime in July 1962 this Scheme was amended and modified to the effect that permission was given to the registered exporter to transfer/sell his import entitlement to other manufacturer registered under the same group, entitlements were fixed on a flat rate basis ranging from 20 to 100%, re-registration was made automatic, enrolment scheme was withdrawn and the procedure for issue of the licences was streamlined.

The non-ferrous scheme which was hitherto being operated by the Port authorities was merged with our Scheme with effect from 29th September 1962. Later on, on the 14th March 1963 stainless steel Scheme was also merged with our Scheme. The Council was also authorised to recommend hardcoke and indigenous iron and steel materials under Buffer Stock Scheme. A quantity of 10,000 tons of hardcoke was placed at our disposal by the Ministry of Steel, Mines and Fuel, for distribution amongst the exporters of engineering goods, specially to the exporters of castings.

During the period ending 31st March 1963, meetings of the Registration Sub-Committee for Ferrous and Non-ferrous items at different centres were held as follows :

(1) Registration Sub-Committee	...	...	52
(2) Registration Sub-Committee—Non-Ferrous	...	...	4
(3) Bombay Committee	...	...	9
(4) Madras Committee	...	...	2

At the above meetings 670 firms were registered for a total target of Rs. 14,61,84,752/-. The export performance against this target was Rs. 5,29,56,444/- during period January 1962 to March 1963. The following recommendations were made during the period under review :

(i) Value of licences recommended	...	Rs. 2,36,53,118/-
(ii) Quantity of indigenous iron/steel on advance basis		Steel : 5,558.50 M.T.
		Pig Iron : 12,434.71 M.T.
		<u>17,993.21 M.T.</u>
(iii) B.P. Hard Coke	...	9040 M.T.
(iv) Buffer Stock of Pig Iron and Steel.	...	Steel : 5889 M.T.
		Pig Iron : 4075 M.T.

During the period under review, the Technical Sub-Committee met 8 times and fixed standard net weight, percentage of wastage etc. in respect of 40 items.

Replenishment :

During the year under review, 13 meetings of the Replenishment Sub-Committee were held and the undernoted quantities of iron, steel and tin plates were recommended under the replenishment Scheme :

<i>Pig Iron</i>	<i>Steel</i>	<i>Tin Plate</i>
18,450.258 M.T.	16,491.261 M.T.	893.891 M.T.

The monthly Progress meetings were held as usual with the Dy. Iron and Steel Controller and the representatives of the Producers which reviewed the position of outstanding supplies. The Dy. Iron and Steel Controller took keen interest in ensuring supplies on top priority basis. As a result of the efforts made by the Council, the prices for steel were further reduced with effect from 24th January, 1963, specially in case of skelp where concessional export price was reduced from Rs. 712/- per M./ton to Rs. 554/- per M./ton.

Enrolment :

Scheme for enrolment of exporters was abolished by the Government with effect from 26th July 1962. During the period from 1st April 1962 to 24th July 1962, five meetings of the Enrolment Sub-Committee were held and a total number of 142 firms were enrolled under the scheme.

Certificate of Origin :

During the period 458 Certificates of Origin were issued by the Council.

Drawback of Customs and Excise Duty :

Revised rates of drawback on engineering items notified by the Ministry of Finance, (Department of Revenue) were widely circulated. Formalities involved in shipping goods under Export Drawback and of claiming refund of duty were also brought home to exporters. Recommendations were made to the Ministry of Finance, (Department of Revenue) for fixation of rates of drawback of duty in respect of items included in the Second Schedule of Drawback Rules. The Collectors of Customs and Central Excise in Calcutta, Bombay and Madras were addressed for expeditious settlement of outstanding drawback cases and personal contacts were also made with them for simplification of appraisal procedure as well as for solution of problems and difficulties of our exporters in this regard.

Cost Study :

Pursuant to the decision arrived at the meeting of the Board of Trade and the instructions issued thereafter necessary details were collected in the prescribed proforma for cost reduction studies in respect of some of the engineering items subject to cost disadvantages for determination of the quantum of additional assistance required by them for accelerating exports.

Export Risks Insurance Corporation Limited :

Meetings of exporters were held to create consciousness about export risks insurance and to explain the salient features of the various types of risks covered by the ERIC, and the facilities provided by them to our exporters in securing packing credit on the policies issued by the ERIC.

Pamphlets, brochures and write-ups received from the ERIC on the subject were also suitably disseminated among engineering exporters.

Credit Facilities :

With a view to securing medium and long term credit facilities for Indian Engineering exporters at rates of interest in line with other advanced exporting countries, the Council submitted suitable memorandum to the Kapur Committee on export finance. This committee while agreeing in principle that long term credit was necessary in the case of engineering goods, had left the question of institutional arrangement to the discretion of the Exchange Control Department and the Ministry of Commerce and Industry.

The entire matter was, however, subsequently subjected to closer and deeper examination by the Study-Group on Export Finance headed by Shri K. P. Mathrani, I.C.S., of Industrial Finance Corporation. Suitable memorandum incorporating the problems and difficulties and suggesting ways and means was submitted to this Study-Group by the Council on behalf of the engineering industry. As a result of such representations and the recommendations of the Mathrani Committee, the Refinance Corporation for Industry Ltd., announced on 1.1.63 its scheme for refinancing of medium term export credit in respect of specified capital and engineering goods through selected banks. Such credits are available for periods extending six months and upto five years. The scheme was duly circulated and very well received by the Engineering exporters. The authorised banks were also addressed by the Council for fuller details regarding implementation and modus operandi of the scheme in question. Requests from certain exporters for inclusion of certain items not covered by the scheme were also forwarded to the Refinance Corporation for Industry Ltd., after due examination.

INTERNAL PUBLICITY

Home Bulletin :

The fortnightly Home Bulletin continued to be published as usual. Circulation increased considerably. Efforts were made to make the Bulletin more informative.

Press Conferences :

Press Conferences were addressed by the Chairman in Calcutta, Bombay, Madras and New Delhi from time to time with regard to the problems facing exporters of engineering goods.

Press Communiques :

Press Communiques were released from time to time regarding the activities of the Council with particular reference to the increase in export performance of engineering goods.

General Publicity :

Advertisements in internal Newspapers, Journals were released according to schedule to propagate export consciousness among manufacturers/exporters.

Publications :

A Booklet on 'Hints to Businessmen' visiting Kuwait was added to the series.

Revised impression of the Booklet on 'Things an Exporter Should Know' was published.

A special coloured brochure on the 'Engineering Industries of India' was brought out for use by the Council's Trade Delegation to West Europe and U.K.

A book of Enrolled Exporters was printed and distributed among various Government of India Trade Representatives abroad, important Trade Associations, and Chamber of Commerce in India and Overseas and leading importers of engineering goods.

Market Survey Report on Tunisia and Libya was published and circulated among various Chambers of Commerce, Government Officials, Members and interested exporters.

COLLECTION OF STATISTICS

Enquiries :

Enquiries received from foreign buyers either direct or through the Commercial Secretaries of Embassies or Foreign Officers of the Council

abroad were attended to the utmost satisfaction of the foreign buyers. A total of about 800 enquiries were received during the period under review mainly from the following countries :

Iraq/Iran/Lebanon/East Africa/Libya/Egypt/Hong Kong/
Ceylon/South Arabia/Kuwait/Jordan/Vietnam/Malaya and
Singapore/Philippines/Aden/Syria/Tanganyika/Thailand/
Nigeria/Pakistan/Burma/West Indies/Australia/U.S.A./
Ethiopia/U.K./New Zealand/Turkey/West Germany/Mexico/
Chile.

An important trend was that increasing enquiries were being received from highly industrialised countries of the West and the U.S.A. and our activities were extended to cover the East European countries also.

Tenders :

During the year about 2,056 tenders received from the following countries were circulated among the manufacturers/exporters concerned :

Burma/Ceylon/Hong Kong/Thailand/Pakistan/Vietnam/
Egypt/Ethiopia/Ghana/Nigeria/Sudan/Tanganyika/
Rhodesia/Iraq/Iran/Kuwait/Morocco/Cyprus/New
Zealand/West Indies/Papua and New Guinea/Malaya
and Singapore.

A.I.D. Small Business circulars were continuously received throughout the whole year from the Department of State, Agency for International Development, Office of Small Business, Washington, D.C. and circulated as usual among the members of the Council.

Shipping Freight Concessions :

Shipping Freight Concessions were obtained on the following items :—

- | | |
|--|---|
| 1. Pipe and Pipe fittings, cast iron strapped on pallots or packed : | Calcutta/U.S.A. North Atlantic Ports. |
| 2. Bicycle Rims : | Cochin/Rangoon.
Cochin/Colombo
Cochin/U.S.A. Atlantic Ports
Cochin/ Canada |

		Cochin/West Africa
		Cochin/Mauritius
		Madras/West Africa.
3. Steel Furniture	...	Calcutta/Aden
		Calcutta/Port Sudan
		Bombay/Bangkok
		Bombay/U.S.A. Pacific Ports.
4. Cast Iron pipes	...	Calcutta/U.S. Pacific Ports.
6. Refrigerators	...	Bombay/Phnom Penh.
6. Refrigerators	...	Bombay/West Africa.
7. Steel Structure	...	West Coast of India U.S.A. and Atlantic Ports.
8. Radio Sets	...	Bombay/Gulf Ports.
9. Centrifugal Pumps	...	Bombay/U.K. Continent.
10. G.I. Buckets	...	West Coast of India/George Town (Br. Guiana)/Paramaribo.
11. Rubber and P.V.C. Insulat- ed Cables		Bombay/Phnom-Penh.
12. Electric Cables	...	Calcutta/Phnom-Penh.
13. Electric Lamps	...	Calcutta/Phnom-Penh.
14. Steel rounds and bars	...	Calcutta/Phnom-Penh.
15. Manhole covers	...	Madras/U.S.A. (Pacific Ports).
16. Nuts and Bolts	...	Calcutta/U.S.A. (Pacific Ports).

Railway Freight Concessions :

The Council was successful in obtaining railway freight concessions on 12 additional items and in getting the scope of concessions already existing, extended to cover all stations.

Market Surveys :

During the period under review, Market Surveys were conducted by the Trade Delegation to West Europe and U.K. and its report was published. Market Survey reports on the following items were received by the Council from the Commercial Secretaries stationed in the countries mentioned against each :—

1. Precision Instruments	...	...	Saudi Arabia
2. Storage Battery	...	...	Iran
3. Razor Blades	...	...	Iran

4. Air Compressors	...	Iran
5. Sewing Machines	...	Iran
6. Electric Motor	...	Iran
7. Electric Wires (Copper enamelled)	...	Iran
8. Diesel Engines	...	Iran
9. Bicycles and their accessories	...	Iran
10. Copper and brass sheets	...	Iran
11. Umbrella fittings	...	East Africa
12. Metal Industries	...	Belgium
13. Household Utensils	...	Singapore
14. Stainless Steelware	...	Malaya and Singapore
15. Air Conditioners and Refrigerators	...	Singapore
16. Railway Track Material	...	Pakistan and Sudan //

During the year *ad-hoc* market survey reports were received on the following items :—

1. Bolts and Nuts	...	Iran.
2. Bicycles	...	East Africa.
3. Electric Fans	...	Hong Kong.
4. Electric Cables and Wires		Lebanon.
5. Insulated wires and cables		Mauritius, U.S.A.
6. Copper winding wires		Southern Rhodesia.
7. Non-ferrous metal/utensils		Thailand, Pakistan and Cambodia.
8. X P M and Expanded Aluminium	...	Singapore.
9. Copper and brass semis such as sheets strips and circles etc.	...	East Africa Pakistan, Singapore, Thailand, Burma and Hong Kong.
10. Steel Containers	...	Burma, Iran, East Africa Pakistan, Iraq, Singapore.
11. Refractory cement	...	Burma, West Germany, London, U.S.A. and Hong Kong.
12. Air Compressors		Nigeria, Pakistan and Singapore.

Complaints :

There were nine outstanding complaints cases at the beginning of the year 1962-63. During the year 21 new cases were received of which 13 cases were settled leaving 17 cases outstanding.

ACCOUNTS

The Audited Statement of Accounts for the period under review are appended to this Report.

R. D. VIDYARTHI,
Secretary

S. L. KIRLOSKAR,
Chairman

Complaints

There were nine outstanding complaints cases at the beginning of the year 1961-62. During the year 21 new cases were received of which 15 cases were settled leaving 17 cases outstanding.

ACCOUNTS

The Annual Statement of Accounts for the year 1961-62 is appended to this Report.

S. L. KIRLOSAR
Chairman

R. D. VIDYARTHIL
Secretary

AUDITORS' REPORT TO THE MEMBERS

We have audited the Balance Sheet of ENGINEERING EXPORT PROMOTION COUNCIL (Limited by Guarantee) as at 31st March, 1963 and the Income & Expenditure Account of the said Council for the year ended on that date, both annexed hereto, and beg to report that :—

- (1) Expenses incurred in excess of limit as per Budget are subject to the sanction of the Working Committee in consultation with the Union Government under Clause 67 of the Articles of Association of the Council;
- (2) In our opinion and to the best of our information and according to the explanations given to us, the annexed accounts, read with the notes thereon, give the information required by the Companies Act, 1956 (as amended) in the manner so required and give a true and fair view.
 - (a) In case of the Balance Sheet, subject as aforesaid, of the state of affairs of the Council as at 31st March, 1963 and
 - (b) In case of the Income & Expenditure Account, subject as aforesaid, of the excess of Income over Expenditure of the Council for the year ended on that date ;
- (3) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit ;
- (4) In our opinion, proper books of account as required by the Companies Act, 1956 have been kept by the Council so far as appears from our examination of those books. Proper returns adequate for the purposes of our audit have been received from Indian & Foreign Branches which have not been visited by us and
- (5) The Balance Sheet and Income & Expenditure Account are in agreement with the Books of Account and Returns.

1-B, Old Post Office Street,
Calcutta, the 23rd day of October, 1963.

SINGHI & CO.
Chartered Accountants.

ENGINEERING EXPORT

(Limited by)

Balance Sheet as at

As at 31-3-62
Rs. nP.**LIABILITIES**

Rs. nP. Rs. nP.

RESERVE AND SURPLUS :Income and Expenditure Account—
As per last Balance Sheet

4,05,204 94

Add : Balance being excess of Income over Expen-
diture for the year transferred from Income
and Expenditure Account

4,05,204 94

1,09,331 77

5,14,536 71

CURRENT LIABILITIES & PROVISIONS :**(A) CURRENT LIABILITIES —**

1,93,258 53 Sundry Creditors ... 3,97,597 87 ✓

73,942 65 Unspent Contribution of Joint Foreign Publicity
Scheme ... 51,390 19 ✓

6,500 00 Subscription receipt in Advance ... 15,500 00

5,510 37 Other Advance ... 5,498 45 ✓

Staff Provident Fund ... 52,472.24

Less : Deposit with State Bank
of India in Special Account 32,539.40582 70 Investment in National Plan
Savings Certificates ... 19,000.00 51,539.40 932 84 ✓

52,693 91 For Other Finance ... 79,669 27 ✓

(B) PROVISIONS —

For Expenses ... 4,571 18 5,55,159 80

CONTINGENT LIABILITY NOT PROVIDED FOR :In respect of Advertisement Bills under Joint
Foreign Publicity Scheme not yet ascertained
Rs. 51,390.19 (previous year Rs. 73,942.65)**NOTE : Currency has been taken as follows :**

- (i) Burma at par
- (ii) East African Currency @ Sh 1-6d = Re. 1/-
- (iii) Egyptian Currency @ 93 millemms = Re. 1/- and
- (iv) Lebanese Currency At 66 Piastras = Re. 1/-

7,37,693 10

Total

10,69,696 51

PROMOTION COUNCIL

Guarantee)

31st March, 1963.

As at 31-3-62
Rs. nP.

ASSETS

Rs. nP. Rs. nP.

FIXED ASSETS :

1,22,698 05 As per Schedule annexed 1,30,100 00

CURRENT ASSETS, LOANS & ADVANCES :—

(A) CURRENT ASSETS—

Stock of paper, Publications & Stationery (Paper & Stationery at estimated cost & Publications at Selling price)

43,035 98 (As taken, valued & Certified by the Management) 59,688 76

Sundry Debtors (Unsecured, considered Good)

12,984 81 Debts outstanding for a period exceeding six months 15,927 03

Other Debts :

30,617 26 Sundry Bills 17,302 37

1,32,500 00 Govt. Grant-in-Aid

1,524 05 Cash & Bank Balances—

Cash on hand (including stamps) 4,059 46

Money in Transit 30,000 00

3,02,148 25 Bankers in Current Account (with Scheduled Banks and with Banks at Foreign Offices Rs. 15,353.03) 7,38,179 33✓ 8,65,156 95

(B) LOANS & ADVANCES (Unsecured. Considered Good)

66,251 95 Advances (Recoverable in Cash or in kind or for value to be received (include due from an Officer Rs. 20,537.32 since realised) 39,047 30

(The maximum amount of such dues at any time during the year Rs. 20,537.32)

3,581 47 Prepaid Expenses 4,249 71

20,553 76 Security Deposits (including under dispute Rs. 7,000/-) 26,533 20

1,797 52 Suspense Pending Adjustments 4,609 35 74,439 56

7,37,693 10

Total

10,69,696 51

ENGINEERING EXPORT

(Limited by

*Income and Expenditure Account for the*For the year
ended 31-3-62
Rs. nP.**EXPENDITURE**

Rs. nP. Rs. nP.

TO ADMINISTRATION WITHIN INDIA—

83,595	66	Salaries & Allowances (50% of H. O.)	...	93,471	91
38,064	00	Rent	...	38,064	00
29,399	15	Printing, Stationery, Postage & Telegrams, Tele- phones etc. (50% of H. O.)	...	29,882	74
1,831	80	Electricity	...	1,955	80
9,234	94	Travelling & Conveyance	...	22,064	76
7,306	84	Motor Car Up-Keep	...	9,524	44
21,765	98	Miscellaneous Expenses (including Staff Welfare Rs. 5,433.69)	...	24,526	45

21,949 10

Regional Offices—**Bombay :**

7,964	66	Salary	...	13,904	89
9,000	00	Rent	...	10,833	33
3,405	78	Miscellaneous Exp. (including Brokerage Rs. 2,000/-)	...	12,465	09

20,370 44

259 12

20,111 32

Less : Receipts ...

37,203 31

1,283 94

35,919 37

Delhi :

2,800	00	Salary	...	8,415	86
3,945	28	1,145 28	Miscellaneous Exp.	...	1,691 61

10,107 47

Madras :

2,107	16	Salary	...	2,107	16
2,220	00	Rent	...	2,220	00
2,810	91	Miscellaneous Exp.	...	2,810	91

7,138 07

2,72,655 01

2,15,254 97

TO ADMINISTRATION OUTSIDE INDIA—**Rangoon Office—**

22,353	35	Salary	...	21,700	26
8,500	00	Rent	...	8,850	00
15,074	12	Miscellaneous Exp.	...	10,132	80

45,927 47

80 50

45,846 97

Less : Receipts ...

40,683 06

491 85

40,191 21

Mombasa Office—

24,912	13	Salary	...	24,711	23
17,300	00	Rent	...	14,000	00
18,901	65	Miscellaneous Exp.	...	9,529	20

61,113 78

1,671 64

59,442 14

Less : Receipts ...

48,240 43

1,399 94

46,840 49

Cairo Office—

11,713	50	Salary	...	12,583	34
2,507	60	Rent	...	2,610	63
15,138	31	Miscellaneous Exp.	...	16,206	55

29,459 41

29,459 41

Less : Receipts ...

31,400 52

1,612 90

29,787 62

Beirut Office—

8,374	43	Salary	...	8,374	43
1,879	00	Rent	...	1,879	00
7,511	75	Miscellaneous Exp.	...	7,511	75

17,765 18

1,34,584 50

3,50,003 49

Carried over ...

3,07,239 51

PROMOTION COUNCIL**Guarantee)***year ended 31st March, 1963.*

For the year ended 31-3-62									
Rs.	nP.		INCOME			Rs.	nP.	Rs.	nP.
1,72,000	00	BY MEMBERSHIP SUBSCRIPTION	...	...	...			1,88,000	00
		„ Special contribution							
26,401	75	Towards Joint Foreign Publicity Scheme transferred from last years' Account			73,942	65			
1,45,000	00	Add: Contributions received during the year	...	...	1,83,200	00			
1,71,401	75				2,57,142	65			
73,942	65	Less: Unspent Balance carried forward			51,390	19			
97,459	10				2,05,752	46			
		Towards Delegations & Study Teams Expenses	...	2,32,601	85				
		Add: Transferred from last year's Account	...	5,737.50					
15,308	37	Less: Refunded	...	2,250.00	3,487	50			
1,94,145	00				2,36,089	35			
		Less: carried forward for adjustment against study teams expenses to be in- curred in 1963-64.	...	9,609	00				
1,88,407	50				2,26,480	35		4,32,232	81
16,500	00	BY CONTRIBUTION FOR EXHIBITION	...	...	...				
7,55,423	00	„ GRANT-IN-AID FROM GOVT. OF INDIA	...	...	...			9,20,926	00
3,346	93	„ MISCELLANEOUS RECEIPTS	...	...	...			2,300	36
1,200	00	„ SHOW ROOMS & FOREIGN SERVICE CHARGES...	...	...	...				
		„ Liabilities no longer required written back	...	...	...			213	03
12,34,336	53	Carried over	...	...	...			15,43,672	20

ENGINEERING EXPORT

(Limited by

*Income & Expenditure Account for the*For the year
ended 31-3-62.
Rs. nP.**EXPENDITURE—(Contd.)**

Rs. nP.

Rs. nP.

3,50,003 19

Brought forward ...

...

3,07,239 51

TO TRADE DELEGATION & STUDY TEAMS—(including total expenses for tours commenced
during the year but completed in 1963-64 and
brought forward from previous year's Account
and provision Rs. 4,571.18nP.) ...

3,16,087 27

2,73,723 19

TO PROPAGANDA OUTSIDE INDIA—

30,016 68

Advertisement (External) ...

36,831 10

1,94,918 19

Joint Foreign Publicity ...

4,11,504 92

57,844 89 Brochures, Leaflets, Directory,
Overseas Journal and Foreign
Publications (after adjust-
ment of stocks) 60,685 3158,844 81 Less : Sales & Advertisement
receipts 27,495 31999 92 Less : Transferred to Mis-
cellaneous receipts ... 35,163 00

... 57,844 89

3,092 66

Exhibitions ...

2,362 36

9,820 40

Entertainment to Foreign Delegations etc. in

3,710 18

... -

India ...

214 00

Showroom & Trade Centre ...

Proportionate H. O. Office Expenses (25%)—

41,797 83

Salary & Allowances

46,735 95

14,699 58

Printing, Stationery, Postage &
Telegrams, Telephones etc. ...

14,941 37

61,677 32

5,49,462 88

TO PROPAGANDA WITHIN INDIA—

31,730 24

Advertisement ...

37,585 80

Home Bulletin

36,890 94

23,246 72

Less : Sales & Advertisement
Receipts

10,393 33

26,497 61

Journal & Books
(after adjustment of Stocks)

8,860 44

1,670 73

Less : Sales & advertisements

2,543 15

6,317 29

8,87,435 83

Carried over ...

70,398 70

8,56,702 39

PROMOTION COUNCIL.**Guarantee)***year ended 31st March, 1963.—(Contd.)*For the year
ended 31-3-62

Rs. nP.

12,34,336 53

INCOME—(Contd.)

Rs. nP.

Rs. nP.

Brought forward

...

...

15,43,672 20

12,34,336 53

Carried over

...

...

15,43,672 20

ENGINEERING EXPORT

(Limited by

*Income & Expenditure Account for the*For the year
ended 31-3-62

Rs. nP.

EXPENDITURE--(Contd.)Rs. nP. Rs. nP.
70,398 70 8,56,702 39

8,87,435 83

Brought forward ...

TO PROPAGANDA WITHIN INDIA--(Contd.)

61,499	59	Exhibitions (including Salary Rs. 6259.68)	7,002	56		
		Less : Sale proceeds of movable assets of Staff at Delhi previously written off	1,885	20	5,117	36
11,500	68	Entertainment ...			7,154	81
		Samples Proportionate H. O. expenses (25%)			116	25
		Salaries & Allowances	46,735	95		
41,797	83	Printing, Stationery, Postage & Tele-				
14,699	58	grams, Telephones etc.	14,941	37	61,677	32
						1,44,464 44
56,497	41	Special contribution for Export Journal				28 000 00
		Loss on Sale of fixed Assets (at Cairo)				1,344 47
		SUNDRY ADJUSTMENTS (relating to pre-				
		vious years)				
		10,737 55 Debit	16,610	57		
7,392	20	3,345 35 Credit	7,839	51		8,771 06
3,000	00	TO AUDITORS' HONORARIUM				3,000 00
		„ IRRECOVERABLE DUES WRITTEN OFF				320 57
18,538	07	„ Depreciation & write offs				18,014 31
58,825	29	„ BALANCE being excess of Income over expendi-				1,09,331 77
		ture transferred to Balance Sheet				

- NOTES : (1) Subscriptions due from persons who have ceased as members during the accounting year amounting to Rs.13,500 00 have not been brought into account and these have been considered as written off.
- (2) Income & Expenditure Account has been presented according to the Budget Heads and some of the expenses have been allocated on the basis stated in the Budget estimates.
- (3) Salary & Allowance includes Provident Fund contribution Rs. 9,406.59.
- (4) Out of stock of Directory, Brochures & other publications (included in stock of Publications) Rs. 4,243.50 at selling price have since been distributed free upto 15th October, 1963.
- (5) Propaganda outside India Account Joint Foreign Publicity includes payment during the year for 1961-62 Rs. 67,523.26.
- (6) Stall of the Council at Exhibition Grounds, Mathura Road, New Delhi was surrendered to the Govt. of India. Cost of Stall not ascertained as written off in previous years. Sale proceeds of part of fixtures at stall credited in Income and Expenditure Account.

12,34,336 53

Total Rs. ...

15,43,672 20

PROMOTION COUNCIL.

Guarantee)

year ended 31st March, 1962.—(Contd.)

For the year
ended 31-3-62
Rs. nP.**INCOME—(Contd.)**

Rs. nP. Rs. nP.

12,34,336 53

Brought forward ...

15,43,672 20

12,34,336 53

Total Rs. ...

15,43,672 20

As per our report annexed.

1-B, Old Post Office Street,
Calcutta, the 23rd day of October 1963.SINGHI & CO.,
Chartered Accountants,

ENGINEERING EXPORT PROMOTION COUNCIL

(Limited by Guarantee)

Schedule of FIXED ASSETS annexed to and forming part of the Balance Sheet as at 31st March, 1963.

DESCRIPTION	Cost to 31st March, 1962	Additions during the year	Sales/ad-justments during the year	Total value of Assets to 31st March, 1963	DEPRECIATION & WRITE OFFS				NET VALUE	
					Upto 31-3-62	For the year	Less on Sales ad-just-ment.	Total upto 31-3-63.	As at 31-3-63 as per Balance Sheet	As at 31-3-62 as per last Balance Sheet
Motor Cars ...	Rs. nP. 51,772 89	Rs. nP. ...	Rs. nP. ...	Rs. nP. 51,772 89	Rs. nP. 20,549 32	Rs. nP. 6,244 71	Rs. nP. ...	Rs. nP. 26,794 03	Rs. nP. 24,978 86	Rs. nP. 31,223 57
Furniture, Fixtures, Electric Fittings & Office Equip-ment ...	119,082 64	28,314 73	3,470 92	143,926 45	31,056 64	11,203 53	190 97	42,069 20	101,857 25	88,026 00
Library ...	5,198 68	381 48	...	5,580 16	1,750 20	566 07	...	2,316 27	3,263 89	3,448 48
TOTAL ...	176,054 21	28,696 21	3,470 92	201,279 50	53,356 16	18,014 31	190 97	71,179 50	130,100 00	1,22,698 05
Figures as at 31st March 1962 ...	143,257 65	32,796 56	...	176,054 21	34,818 09	18,538 07	...	53,356 16	122,698 05	

1B, Old Post Office Street, Calcutta.
The 23rd day of October 1963.

SINGHI & CO.,
Chartered Accountants.