

the proposal of the EPC for organising market surveys as a preliminary to undertaking a sales campaign has to be viewed. Such surveys can be made to collect information not only on the extent of existing and potential demand but also on matters like local terms of business, the character of retail outlets and marketing methods of competitors. Already some of the export promotion councils have undertaken market surveys. The Engineering Council, for instance is reported to have completed a survey in Egypt and the Plastic Council in Sudan. The Cotton Council is also conducting surveys in Baghdad, Singapore, Lagos, Rangoon, Aden and Mombasa.

It is hoped that as a result of these market surveys new opportunities for exports will come to notice. All effort in this direction is therefore welcome. But would it not be more advisable to set up one expert body which can specialise in conducting surveys of foreign markets? This would be economical because a survey in any one country by this expert body could cover a variety of commodities instead of only one class of commodities as would perhaps be the case if separate surveys are to be organised by the various Export Councils. Also this would ensure better results because the organisation we have in mind will gradually come to have a band of specialised surveyors whose services can then be availed of extensively. The E P C itself refers to the existence of such specialised agencies in Japan and Britain but it contents itself by suggesting that existing private advertising agencies in India may be encouraged 'to take up the position of a similar organisation'. It is felt that the Committee could have gone further and advised the Government to take initiative in setting up such an agency. In consultation with the manufacturers. That would mark a beginning in the right direction and in due time equip the export trade with a dependable agency for foreign market surveys. As for the present, whatever surveys can be organised by Councils, or other bodies they may go ahead with them because the proposed Central agency may not be able to meet all immediate demands.

Now when the survey reports become available, in several cases it is likely to be discovered that

though immediate prospects are not very bright, there exist possibilities if the market is properly cultivated. Therein comes the task of publicity and contact in the foreign market on the one hand and enterprise on the part of the sellers on the other hand. The E P C has made a number of suggestions both regarding publicity abroad and encouragement to local enterprise.

One of the principal weaknesses of our export trade is the lack of advertising support. "Several Indian products", says the E P C Report, "are not known or appreciated in foreign markets as they are never advertised". The Committee realised that the situation calls for an intensive advertisement and propaganda campaign in foreign countries but it suggests hardly anything more than participation in exhibitions and fairs. Could not our Embassies and Consulates be made to play a more positive role? If the existing service personnel manning our Consulates cannot do the job (and there is not much quarrel about it) why not take over persons from the trade itself who can competently do the job? Proper training of service personnel would be a long process and may be undertaken. But for our immediate purposes, let the services of those who can deliver the goods be obtained.

The E P C does suggest however that the Indian manufacturers should undertake jointly to organise propaganda campaigns for their products. A proposal to the same effect was recently made by Sir Shri Ram who is hopeful that scope exists for increasing Indian exports by about Rs 50 crores a year in value. Sir Shri Ram's figure is lower than the target of Rs 100-150 crores set by the E P C. But then Sir Shri Ram did not perhaps take into account all the monetary incentives like concessional railway freights, extension of the existing provisions allowing the refund of excise duties to manufacturers who are not directly chargeable to excise duty on their products but the raw materials used by them may have been so charged, refund of Central sales tax, relief from income tax, liberalisation of the existing provisions for the refund of import duty, and provision of cheaper financing services to export trade than are available today, which the Committee has recommended to the Government. Perhaps on Sir Shri Ram's calculations, if cooperative publicity campaigns on the part of manufacturers were to be coupled with these incentives the scope for expansion of export trade would be far greater. Ultimately, however, it is what we actually achieve that matters.

Old Wine in New Bottle

IT would be presumptuous to anticipate history's verdict, on Washington talks. It must be left to a future historian to assess whether the Washington Conference marked the beginning of a Grand Crusade, for Peace or whether it embodied an unimaginative, if not also insincere repetition of old ties and obligations by the major partners of one of the two power blocks waging a relentless "cold war" for world domination. But even a chronicler of contemporary events will feel disappointed at the lack of vision and statesmanship of two major powers who jointly claim moral leadership of the world. Their major task is to "bring about conditions in which peace can prosper". It is a sad commentary on the prevailing "cold war" that Britain and America hope to achieve this noble aim only by providing "adequate security" to those areas and coun-

tries with whom they are in alliance.

Is there anything new or noble in the "declaration of common purpose" by Britain and America? It is as old as the Truman Doctrine. This is the basic principle behind NATO, SEATO, Baghdad Pact and the other bilateral military treaties entered into by these two countries. Long ago, Washington spelled out its foreign policy as one of building "positions of strength". This policy was enumerated with London's consent and endorsement. Collective security, close cooperation in all spheres, mutual trust and confidence—these have been the alms of the Western Powers ever since the start of the "Cold war". It is a permissible deduction from the "declaratio common purpose".

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talks will lead to a decisive strengthening of the military structure of the Western alliance. This policy has not succeeded so far in resolving the East-West tension. What guarantee is there that a more energetic policy of building "positions of strength" will succeed in ensuring world peace?

Washington talks will be followed shortly by a "summit conference" among Heads of Government of N A T O countries. It is a safe presumption that the interdependence of N A T O powers will be reiterated in this "summit conference". Britain and America will, no doubt, assure their N A T O allies that they can rally their varying resources around the partnership formed between these two countries. As a sequel to the talks between President Eisenhower and Mr Macmillan, Washington is already committed to closer cooperation in defence matters, and to free and full exchange of nuclear secrets. Will this military cooperation, and particularly the sharing of nuclear secrets, apply to all NA-T O powers? In a cryptic reply to an inquisitive reporter's query, Mr Macmillan hinted that the sharing of nuclear secrets would be confined to nuclear powers among N A T O countries. Mr Macmillan had the grace to emphasise that America and Britain, the only two nuclear N A T O powers will act as trustees for all N A T O countries. But neither Bonn nor Paris is likely to be jubilant about the joint superior status of London and Washington,

It is evident that Russia's latest military and scientific achievements have prompted Washington to abandon its lofty attitude to its allies. It is understandable that America's allies including Britain, will welcome her declaration of interdependence between her and her allies. But there should be no doubt about what this new American gesture of interdependence with her allies will mean and involve. America will have to foot the major portion of the inflated bill. Will even Sputnik II shock the American Congress to accept the financial implications of this shift in Washington's foreign policy? Meanwhile, there are doubts even in London whether this American declaration of interdependence will lead to tangible results. Such cooperation, Manchester Guardian recalls, apposed to have begun in the

development of guided missiles three years ago and the arrangements were supposed to have been improved and intended earlier this year". Despite promises the guarded conclusion of the Manchester Guardian is that "experience breeds scepticism."

Britain however has every reason to congratulate herself on her reemergence as a major partner in the Western alliance. Nor is it difficult to understand why, despite misgivings on certain issues. Paris, Bonn and Brussels are enthusiastic about the Washington talks. During and since the war, America has emerged as the single, dominant power in the West. America's predominant world status is conceded by her allies, but the latter have felt a grievance that the former has exploited her undisputed material and military superiority to dictate the terms and conditions of the Western alliance. With the abandonment of America's attitude of lofty self-sufficiency to her allies, there is jubilation in London that Britain will no longer subsist as the forty-ninth State of America. Paris, Bonn, Brussels and Rome

are no less pleased to discover that Washington needs their cooperation as much as each and all of them look to Washington for help.

Thus interpreted, the Washington "declaration of common purpose" may mark the beginning of a new relationship between America and her Western allies. This is not without significance to America's allies. They now have the assurance that a bilateral understanding between America and Russia is no longer likely. This is the main reason for jubilation among America's allies. But the "declaration of common purpose" will be deplored none the less because it is likely to perpetuate the "cold war". Even as N A T O powers will be holding a "summit conference" in Paris, there are indications that Russia may also hold a similar "summit conference" of the Communist States during the anniversary celebrations of the October Revolution. Some time must elapse before the actions and reactions of developing events become clear, but one thing is evident already and that is the intensification of the 'cold war'.

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