

conserve foreign exchange. The canalized agencies usually buy through competitive tenders.

The central purchasing authority for the Government of India is the Directorate General of Supplies and Disposals (DGS & D). The DGS & D buys all types of products, from brooms to heavy machinery, on behalf of most central government ministries and agencies as well as state, local, quasi-public, statutory and public sector bodies. It maintains a "List of Registered Suppliers" which is reviewed periodically to eliminate firms whose performance has been unsatisfactory. To sell to the DGS & D, firms must register with them. However, some ministries such as Railways, the Department of Space, the Department of Telecommunications, and the Department of Electronics, usually buy independently through competitive global tenders.

Other main procurement bodies in India include public sector corporations such as the State Trading Corporation (STC), which handles purchases of industrial raw materials, chemicals and pharmaceuticals; the Minerals and Metals Trading Corporation (MMTC); the Railway Board; the Steel Authority of India (SAIL); the Computer Maintenance Corporation (CMC); the Oil and Natural Gas Commission (ONGC); and Oil India Limited (OIL).

Canadian firms wishing to quote for government contracts must submit their tenders through an agent in India. The agent's name must appear in a bid to a procurement body so that the agent can follow it up properly. Only in very exceptional circumstances are tenders submitted directly by foreign firms considered.

Labour. India's work force accounts for about 40 per cent of the total population. It consists mainly of farmers and agricultural labourers, but the growing industrial and service sectors are increasingly absorbing the labour force. The country is rich in managerial talent of a high quality, possibly the best among the developing countries. Indeed, it has the world's third-largest pool of scientific and technical personnel (after the U.S. and U.S.S.R.). Skilled and unskilled labour is therefore abundant and wages tend to be low (about one-tenth of Canadian salaries).

Advertising. A good agent is able to advise on effective advertising techniques as well as the capabilities of local advertising agencies. There are over 100 well-established advertising agencies operating in India, nearly all located in