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FREE ISSUE — EVERY FORTNIGHT

December 15 — 30, 1991

'Three stars' show the way to....

Hotel boom in the city

(By A Special Correspondent)

Even as the deluxe and five-star hotels are bemoaning the failure of 'Visit India Year' 1991 and falling local occupancy due to companies tightening their belts in these lean times, Madras has been enjoying a hotel boom. In the three-star class. In which class several new hotels have come up and several more will open their doors in 1992.

One survey reports that there are 1515 three-star hotel rooms in Madras at present. The demand, if it continues, will be 3508 by the year 2000. Racing to meet that estimate of the market are several organisations, some of them new to the business.

To meet the accompanying demand on the hospitals and nursing homes of Poonamallee High Road, as well as the

nearby leather citadel of Periamet, several new hotels have been added in the last year or so to the existing ones on this stretch. Breeze Hotel is the newest, Merrieland opened its doors a few months earlier and Hotel Rivera earlier still.

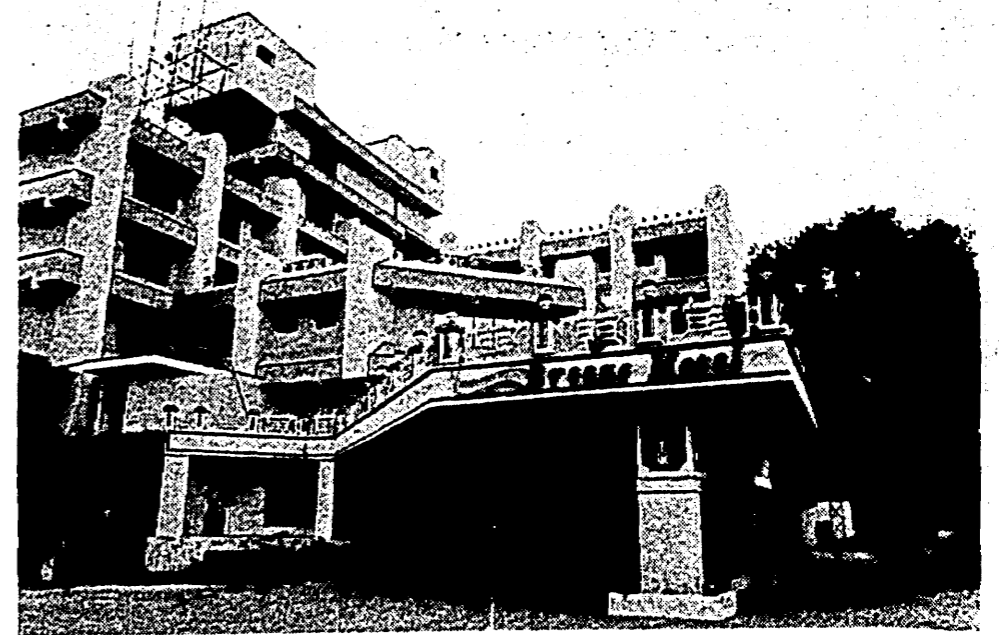
Looking for a different type of clientele are places like The Residency and Naveen International, which opened in the past year or so in central Madras. In fact, The Residency sees itself as a haven for the budget tourist. And that is whom at least three more hotels opening in 1992 will aim for.

Aruna Quality Inn will use its links with the international Quality Inn chain — which is already operational in Bangalore, Mysore and Ooty — to seek these tourists. Promoted by P Marutha-

pillai of Aruna Sugars as a diversification operation, the hotel could also well use Maruthapillai's Sri Lankan connections to tap some of the charter-loads of budget tourists who have begun to return to the island. To be located in Nungambakkam, on the site of the former Maruthapillai home, the hotel is expected to open in April 1992.

Likely to open around the same time is what is at present being called Tirupurasundari Hotels but which by opening time might have an easier name to handle. Off Mount Road and not far from the Connemara, this hotel promises to be an architectural treat, with Rajinder Kumar — who did the Maurya Sheraton in Delhi and the Leela Kempinski in Bombay — working on its design.

Coming up a little before The Trident on the Southern Trunk Road is another Rajinder Kumar-designed



One of the new three-star hotels on Poonamallee High Road, part of the hotel boom in the city.

hotel. This will be smaller than the 120-plus-room hotels already mentioned. Being built by the PCM Group of Madurai, this St Thomas' Mount hotel is bound to benefit from the link it will have with the company's other hotel, Madurai's first multi-star hotel, the Pandyan.

This is just the beginning of the hotel boom the city will witness in the next year or two. Not to be left behind in the boom, the bigger hotels are also building and refurbishing, aiming at the topmost end of the market.

The Park Sheraton is leading this pack by adding 160 luxury rooms in

a new tower block to be called the Park Plaza. The Chola Sheraton is changing its image by introducing, a floor at a time, Executive Suites and hopes eventually to be a 'suites only' hotel. And both the Connemara and Taj are refurbishing apace.

If only conditions in the country settled a bit, 'Visit India' will really become a prosperous reality and the hotel industry building boom might also be accompanied by a boom in occupancy. Madras can then hope to become, once again, the 'Gateway to the South'.

Hoping to discover more to Hope

(By S Muthiah)

John Jealous, ex-British Army and now running a "search service" that tries to find for enthusiasts 'Books About India' of another age, was in Madras recently, hoping to discover more about Hope.

Hope who, did you ask? Laurence Hope, of course. Who's he? He's a she, Jealous guffaws, and then goes on to explain that she was a late 19th, early 20th century poet who was best known for her *Pale Hands, I Loved Beside the Shalimar*. Then he adds, explaining his frequent visits to Madras, that he hopes he'll some day find the whole story about her here, just as he had found her grave in St Mary's-on-the-Island.

Laurence Hope — Adela Florence Nicholson, to give her her own name and

under which she is buried by the side of her husband — came from an old Anglo-Indian (in the sense the description was used by the early British in India) army family and, in approved fashion, married into the army. Her husband was quite a bit older than her and retired as a general while serving in Madras.

It was while he was looking for a new assignment here that he died in the city and, a few months later, his wife followed him — but in her case, the woman who wrote those impassioned *Indian Love Lyrics*, many of which became popular songs to piano accompaniment at teas and soirées of the early 20th Century, died by her own hand.

(Continued on P3)

MANAALI RAMAN...



IN MAD. MAD MADRAS

Making revs in the U.K.

(By A Staff Reporter)

A "reincarnation in India" has been making revs in the U.K. Getting itself considerable space in the British press is this motorcycle from India. Describing it as a "classic", Britain's leading upmarket paper, *The Independent*, says the Enfield Bullet 500 provides "a unique twist to the nostalgia boom for classic-style motorcycles" and looks "set to run and run".

Reviewing the bike based on "the legendary originals made in the Royal Enfield factory at Redditch", *The Independent's* Motoring Correspondent, Roland Brown, says the bike "is the Fifties revisited" and "provides something of a lesson in engineering history". He also found "pottering around country lanes was curiously pleasant".

Brown goes on to add, "Those with long memories will doubtless recognise the no-nonsense British bike look of the Fifties... Riding the Bullet takes the trip into the past a step further... the gear lever is worked not by the familiar left foot but by the right, in British tradition."

He continues, "With such limited power output and a relatively high weight of 370 lbs, even this bigger Enfield could hardly be expected to

offer bullet-like speeds — especially as both 350cc and 500cc models were regarded as less than sporty in the Fifties. But what the engine lacks in outright performance, it makes up for with a generous amount of characteristic single cylinder thrust at low revs. The Enfield's flexibility means that, once under way, the four-speed gearbox can normally be left in top..."

Brown concludes that it is the Bullet's "blend of character, simplicity and 70 mpg-plus economy" that is making it popular not only among "the nostalgic former British bike owners... but also (among) an increasing number of young riders".

That could well mean that life will be looking up at Enfield, Madras.

The man behind the Enfield revival in Britain is Raja Narayanan; an accountant who came to Britain from Kerala. He and his wife Bhavani now concentrate full-time on pushing the 350cc and 500cc Enfields in the British and European markets and they are making a grand success of it. *The Independent* review, and several others in similar vein, are bound to power greater sales. Which could even lead to Narayan's dream — assembling the British-developed, Indian-made bike in Britain! — coming true.

New Madras link, SAARC fall-out?

(By Our Aviation Correspondent)

One fall-out from the SAARC Conference that was recently a non-starter in Colombo might, curiously, benefit Madras. If what is at present in the final stages of negotiation materialises, Meenambakkam might have yet another international flight as a consequence.

When the SAARC conference failed to come off, Bangladesh Prime Minister Begum Khaled Zia was among the leaders who turned up to assuage President Ranasinghe Premadasa's feelings. When it was mentioned to her that discussions on a Bangladesh Bimanairlink with Colombo had been dragging on for several months, she promptly

agreed to implement the proposal and asked her officials to tie up the loose ends.

If the flight materialises, it is likely to be a Dhaka-Colombo flight via Madras. But one of the loose ends to be tied up is whether it will also be via Calcutta or Chittagong. And another loose end is frequency.

A question of identity

"Don't buy shower curtains anywhere else in town — LANDMARK has got the best selection," said a friend to me recently. "Looking for an Anchor Quick-Stitch kit? Go to LANDMARK!" remarked another. And yet, LANDMARK is meant to be primarily a bookshop.

No doubt because of its excellent location (Nungambakkam High Road), storing space and display — not to mention the computers at the counters — LANDMARK has got all the potential of becoming the No. 1 bookshop in town. However, nearly a quarter of the counters are crammed with paraphernalia like table-mats, wall-hangings, paints, colouring kits, Rajasthani paintings, stuffed toys, puzzles, pen sets, apart from the inevitable wrapping paper and greeting cards. Of course, the products and the packaging are rather attractive — similar to the display found in the larger supermarkets in the West. But if, by chance, you ARE visiting LANDMARK in order to buy a book, you might just wonder what this shop has got that other bookshops in the city haven't! For, after all, here you will find

FOODS & FADS

among the best bookstores in the city, it might do well to clear its counters of the other stuff and concentrate on the business of selling books. Otherwise, people are likely to view it as a "remainder" book-store, where you can buy also some fine household articles and gifts. This is reminiscent of the DOUBLEDAY chain book-store in the U.S.; which is more often than not located in exclusive shopping malls. It is mostly frequented by high-society women on the prowl for coffee table glossies, elegant sculptures, vases, metal and glassware, *objets d'art* — all frightfully upmarket and chic. The tragedy is that the serious lover of books

is apt to look elsewhere for his or her gratification.

New on the roof

HOTEL NAVEEN INTERNATIONAL has come up with a new roof-top barbecue restaurant called **AAKASH**, which compares favourably with the poolside **KHYBER** at the Park Sheraton. **HOTEL NAVEEN** is already well known for its other restaurant **RUCHI**, which boasts a multiple cuisine — South Indian breakfast, Andhra-style lunch and Mughlai and Chinese fare for dinner. The hotel, which has 28 double rooms and a *deluxe suite*, offers a permit room, appropriately named **HIGH TIDE**, and a conference hall, **PRIYA-DARSHINI**.

In spite of being situated in the heart of town (T. Nagar), **HOTEL NAVEEN** manages to provide a soothing ambience to the harassed city-dweller.

Dream furnishings

Are you thinking in terms of re-decorating your home? Some of the prettiest upholstery and curtain fabrics are to be seen at **RAGHURAM'S**, situated in an

obscure side-street off Pondy Bazaar. Although it has been here for some 20 years or so, not that many people are aware of its existence. I myself visited the shop for the first time only recently and was plainly dazzled, by the sight of rolls and rolls of fabric — plain, corded, ribbed, embossed, jaquard, velvet, silk, and what have you.

Spread over two floors, these exquisite fabrics (mostly from Uttar Pradesh) are of every design imaginable — in pastels, chintz and lace. The prices are a bit steep, but **RAGHURAM'S** offers you the best upholstery work in town. If you wish, they will scotch-guard your fabrics, so that they are water and dirt resistant.

All their figures are on computer so that the shop assistant must merely press a button to let you know how many yards of a particular fabric are available or how many designs are offered in a particular colour. In this world of contemporary magic, you can also buy cushions, cushion covers, shower curtains, bath mats and so on. Truly a furnishers' dream-shop!

V.K.

Quizzin' with Navin

(Quizmaster **NAVIN JAYAKUMAR**'s questions are all from the fortnight of November 15-30)

- Which former Director-General of Police, Tamil Nadu, and recipient of the President's Police Medal passed away during the fortnight?
- The Senate of the Madras University unanimously adopted a resolution endorsing the proposal of the Syndicate to confer what honorary degree on the Chief Minister?
- SIMA has been in the news on quite a few occasions — strikes, negotiations etc. What do the initials stand for?
- In a controversial and ironic move 22,000 courses of water from which reservoir were let into the sea following the heavy rains during the fortnight?
- Why were there extra P.T.C buses on route numbers 5E, 49, 12-B, 52-C, 88-C and 37 on November 21?
- Whose book of commentaries on the *Thirukkural* was recently released by the Chief Minister?
- Name 'India's No.1 Rock Band' which performed in the city on Nov. 17 at YMCA, Royapettah.
- What international 'culinary' meet will be held in Madras January 1993?
- Investigations into the activities of the LTTE led to the arrest of which former Tamil Nadu Home Secretary?
- When was the New Moore Market complex inaugurated?
- Who won a landslide, record-breaking victory in the Nandyal Lok Sabha constituency in the recently concluded by-elections?
- Which advanced hospital was inaugurated by the Prime Minister at Prasanthi Gram, Andhra Pradesh, on November 22?
- In what other illegal activity is the notorious smuggler Veerappan involved apart from sandalwood smuggling?
- Name the kidnapped Romanian diplomat who returned home on Nov.26 after being set free by Punjab militants.
- Who is the new U.N Secretary-General?
- Who is the first non-Japanese Asian to be awarded the Honda Prize for advocating the concept of ecotechnology?
- Which country has the US blamed for the bombing of the Pan-Am jet over Scotland that killed 270 people in 1988?
- Which leading architect of the end of the 'cold war' was recently reappointed as the Soviet Foreign Minister?
- Which Nobel Prize winner's book, *Freedom From Fear*, was well received when released in London. The book is edited by her British husband, Michael Aris, an academician and Oxford don.
- The last British hostage in Lebanon returned home to an emotional welcome after spending 1,763 days in captivity. His name?

(Answers on Page 8)

Make a minty *Pulao* from the fresh winter vegetables. Serve crisp and spicy *Masala Bhindi* on the side. Nutritious sprouted *Mung Salad* mixed with cheese and cream cheese makes a refreshing change from the ordinary salads. For fish lovers, there is nothing like the aromatic *Fish Kuzhambu*.

FISH KUZHAMBU

- 1 kg fish
- 6 large onions, ground to a fine paste. Set aside.
- 3 large tomatoes, ground to a paste. Set aside.
- 1 garlic, peeled and pods. Set aside.
- 1 large, lemon size tamarind soaked in water and essence extracted.
- 1/2 teaspoon fenugreek seeds
- 2 teaspoons black pepper

- 2 teaspoons cummin seeds
- 2 teaspoons chilli powder
- 3 teaspoons dhaniya powder
- 1 teaspoon turmeric powder
- 1/2 bunch coriander leaves, chopped fine
- Few curry leaves
- Salt to taste

Method

Clean fish pieces and smear with salt, turmeric and a little chilli powder. Set aside. Heat oil, add fenugreek seeds and curry leaves. When they splutter, add the garlic, ground onions and fry till brown. Add the ground *masala* and ground tomatoes. Fry well. Add the tamarind extract, salt and boil. Add the fish pieces and cook till done. Garnish with chopped coriander leaves and serve hot with rice.

Neela Prabhakar CREAM CHEESE AND SPROUTED MUNG SALAD

- 1 cup mung dal
- 1 litre fresh curd.



- 1/2 cup cheese, grated
- 1/2 teaspoon pepper
- Salt to taste

Method

Soak the *mung* in two cups of water for at least 12 hours. Drain and wrap in a wet muslin cloth till it sprouts (it takes approximately 24-36 hours). Tie the freshly set curd in a muslin cloth and allow the whey to drain off. Mix the cream cheese with the sprouted *mung*, pepper, salt and the grated cheese in a bowl. Chill and serve.

MASALA BHINDI

- 1/2 kg bhindi, slit towards the stem
- Oil for frying

Dry Masala Filling

- 1 teaspoon dhaniya powder
- 1/2 teaspoon amchur
- 1/2 teaspoon turmeric powder
- 1/2 teaspoon chilli powder
- 1 teaspoon salt

Mix together.

Batter

- 4 tablespoons besan
- 1 green chilli
- 1/4 inch piece ginger
- 1 clove garlic
- Salt to taste

ground to a paste

Method

Shuff the *bhindi* with the dry *masala* filling and set aside. Make a smooth batter with the gram flour, ground paste, salt and sufficient water. Heat oil. Dip the stuffed *bhindi* in the batter and fry till golden. Serve hot.

VEGETABLE PULAO

- 1 cup basmati rice, soaked in water for 10 minutes and drained
- 1/2 cup shelled peas
- 1 carrot, peeled and chopped fine
- 2 onions, chopped fine
- 6 tbs ghee
- Salt to taste

Ground Masala

- 1 onion
- 1/2 inch piece ginger
- 4 green chillies
- Mint — about 20 leaves
- 1 small bunch coriander leaves
- 1 teaspoon poppy seeds (*khushkus*)
- 2 cloves
- 2 cardamoms
- 1/2 inch piece cinnamon
- 6 cashew nuts

Method

Heat two tablespoons of ghee and fry the onions till golden. Set aside for garnishing. Heat the remaining ghee and fry the ground *masala* well. Add the vegetables, rice, salt and two cups of water. Cook covered on a low heat. Keep a *tawa* under the pan and cook till the liquid has been completely absorbed. Serve garnished with fried onions.

Chandra Padmanabhan

The View from the Wings... by V.R. Devika

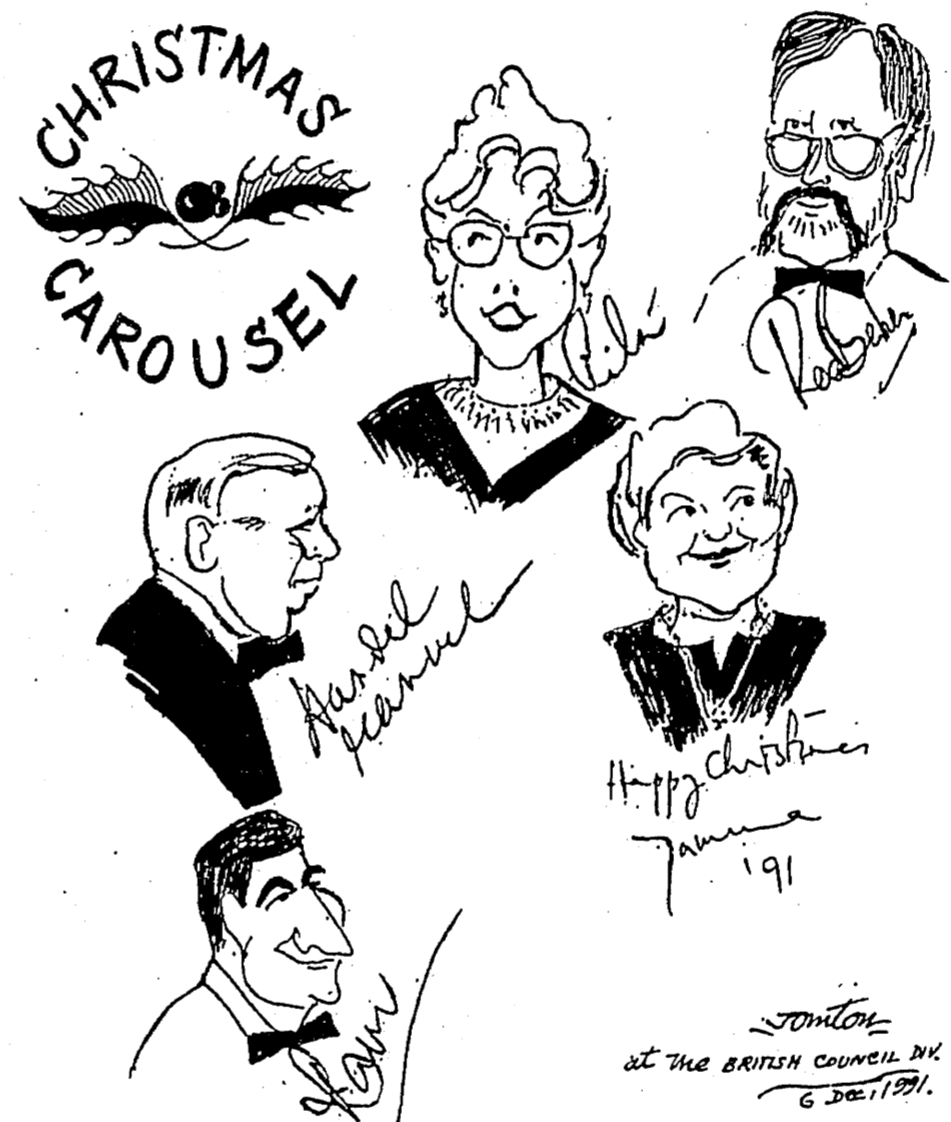
Chatting it up in a gallery



Terracotta by John Devaraj

Last fortnight was a dizzy round! All the galleries were holding exhibitions, the theatres were full of music and dance, there was an open air theatre performance that needed a shawl (in Madras!), and there was plenty of discussion on the state of Art today. To begin with, I was happy to catch up with a childhood neighbour from Mysore, John Devaraj, now an important sculptor in Kamataka, was showing his work at the Lalit Kala Akademi gallery. It was surprising to find an artist smiling all the time and offering no bitter

comments about critics, organizers or the Government. John has emerged as an important talent after a great struggle. As a civil engineer with the Karnataka Government, he kept getting transferred to obscure little places as punishment for his restlessness and creative impulses. It was his association with actor-director Shankar Nag (John did art direction for Nag's plays and the T.V serial *Malgudi Days*) that catapulted him into fame. John's work, with terracotta, glass, plastic, enamel and stone, is excellent.



Jomton's carousel

Christmas Carousel was a delightful medley recently presented by the Association of British Council Scholars, South India, at the British Council, Jomton, who was present at this Christmas programme in music, verse and narrative, 'caught some of those who entertained the large crowd: Rex Baker, head of the British Council Division in Western India, Handel Manuel, P.C Ramakrishna, Rita Saldanha and Yamuna.

Great dance maestro dead

Vazhuvur Ramaiah Pillai, who trained some of the outstanding dancers of today, died in Madras recently at the age of 85. Ramaiah Pillai was born in a family of traditional dance teachers. He began learning with his uncle from the age of seven. He went on to become one of the most influential teachers of the art, and trained literally hundreds of students, of whom the most eminent, in the opinion of many, was Kamala. Since the early 50s, he ran a *natya* school in Madras. Several dance teachers today were also his students. A true traditionalist, he was unwavering in his adherence to the rules of *natya sastra*. He also did a lot of research to study the origin and practice of *bharatanatyam* from such sources as ancient manuscripts and temple sculptures. He was, thus, able to teach his students poses and *mudras* which had been long forgotten. Among the many awards he received was the Padma Sri and the fellowship of the Sangeetha Nataka Akademi. The loss to the dance world is great, but it is of some comfort to know that his son, Samraj, a dancer trained by his father, will continue the task of running the dance school. S.K.



She had come to Madras without any training in Western ballet or modern dance, unlike most other foreigners who come here to learn dance. As a teacher of German in Malaysia, she had seen Bharatha Natyam and had fallen for it. And so she started from scratch — working on the first dance form she had ever learned!

Her performance was a tribute to her hard work and dedication. She looked lovely as she danced with deep concentration, unfazed by the numerous video cameramen who barely let us watch the performance.

Cute technique

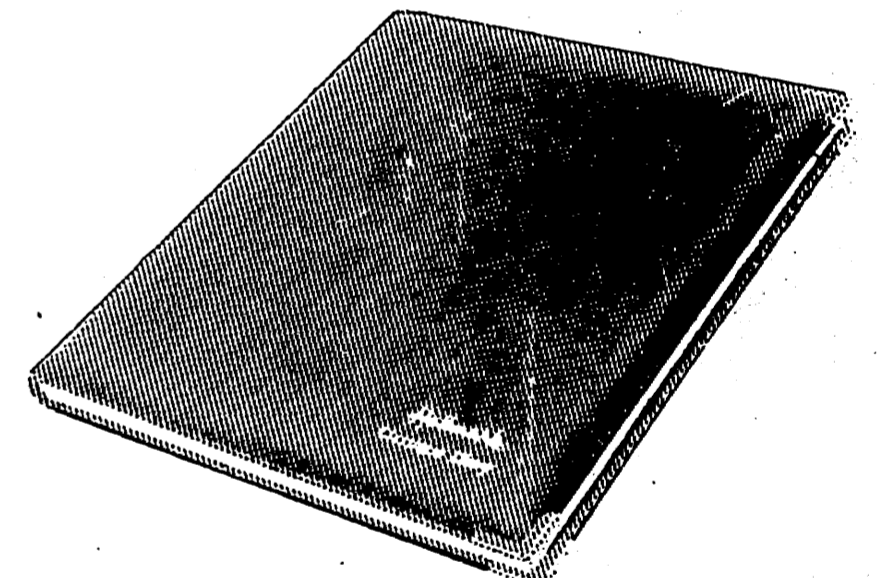
Dancer Anita Menon has everything a dancer needs according to tradition. Pretty face, large eyes etc. This glamorous girl is also a sprightly dancer. Her guru, Chitra Vishweshwaran, has established a style of her own, which necessitates a focus on the hip. This sometimes leads people to wonder if there is something wrong with the dancer's balance. But all Chitra's disciples have mastered the technique so well that it now rather looks cute. Anita Menon was no exception in her programme at the Bharath Kalachar.

Dancing from scratch

An example of what sheer grit and determination can do was demonstrated by the German dancer Margit Kuffman when she said farewell to Madras with a Bharatha Natyam performance.

EDITOR'S NOTE: In Madras Musings of December 1 — 14, the sentence "Padma Subramanian calls her dance Bharatha Natyam" should have read as "Padma Subramanian calls her dance Bharatha Nrityam". The printer's devil was at work again.

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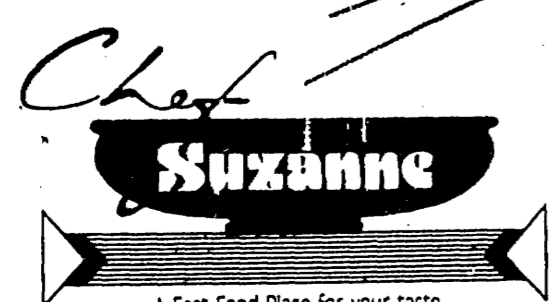
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Stepping into the big time

City's first international soccer meet

City to get first international soccer tournament: The Tamil Nadu Chief Minister, has earned the gratitude of the State's entire sporting fraternity, particularly the soccer-loving multitude, by giving the T.N. Football Association the green signal for the organisation of the Nehru Gold Cup tournament in Madras. One of the country's oldest soccer centres, Madras will thus host an international tournament for the first time. It is scheduled to be held at the City Corporation's Nehru Stadium in Park Town in the first fortnight of January, 1993.

It will be the TFA's first international venture. The nine-year-old annual tournament, the second most prestigious soccer event in Asia after Malaysia's Merdeka competition, was for the first time allotted to the TFA five years ago. But it declined the All-India Football Federation's offer because of lack of facilities. The AIFF repeated the offer this year. It found the TFA in a quandary. A second refusal would have

brought about an irreparable loss of face.

On August 20, a delegation comprising Messrs. R. Palaniappan and C.R. Viswanathan, Chairman and convener, respectively of high power

by
JAICI

committee, L.G. Ramamurthi, the TFA president, and K. Murugan, the T.N. Olympic Association secretary, called on the C.M. and pleaded, among other things, for her government's aid for the reconstruction of the Nehru Stadium according to international standards so that the TFA could honour its Nehru Cup commitment. The C.M. asked the delegates to go ahead with the project, assured them of government assistance and informed them that she would soon call a meeting of the City's eminent industrialists and businessmen and seek their cooperation.

Chief Minister Jayalalitha kept her word on November 22. The industrialists and businessmen who responded to her invitation and assured her of financial aid for the stadium's renovation included M. Gopalakrishnan, M.A.M. Ramaswamy, A.C. Muttiah, Vinu Mammen, Sivanthi Adityan, R. Palaniappan, K. Veeramani and L.G. Ramamurthi.

When the renovated stadium is ready for the Nehru Cup, the industrialists would have written the most shining chapter of T.N. soccer history, and enhanced the status of T.N. soccer as never before. Credit for winning them over of course goes to the C.M. But there is no blinking the fact that it was the high power committee, with Viswanathan as its driving force, that paved the way for the industrialists' entry, maiden entry for most of them, into the world of soccer, the most popular sport the world over.

Work on the stadium is expected to start in January. What final shape it will take by January 1993 and whether it will then have all the amenities as per FIFA specifications is anyone's guess. A more pertinent question is whether the Corporation will hand over the stadium to the TFA on a long lease, which the TFA has sought. No light has been shed on this, not even by the Commissioner when he assured a gathering of soccer enthusiasts the other day that the Corporation would provide all possible assistance for the stadium's renovation. He was careful enough to avoid any reference to the TFA's plea.

Shuttle Nationals ahead

After a lapse of 21 years, the Tamil Nadu Badminton Association will conduct the National and inter-State badminton championships from January 8. The State government not having issued an order on its reported decision to allot the TNBA a plot opposite Valluvarkottam for the construction of an indoor stadium, the TNBA will stage the tournament at the

gained in such popularity in Tamil Nadu, particularly in Madras City, that the TNBA may not find the going stiff. The sponsorship the two recent City tournaments got was a pointer.

Indeed, the size of the sponsorships the Tamil Nadu junior and sub-junior championships, which the Madras Cricket Club conducted in August, and the State-level championships the Andhra Social and Cultural Association organised in October speaks volumes of the growing popularity of the shuttle game in Madras.

Sponsorship apart, such valuable gifts as a TV set, a BSA-SLR cycle and Titan watches were at stake. To crown it all, the concluding day of the State-level tournament provided an unforgettable scene. P. Satish put up such a dazzling performance when beating M.C.L. Arun to bag the sub-junior boys' singles crown that well-wishers, headed by the organising secretary, Mr G. Venugopal, presented him with such costly gifts as a Yones-20 racket and a BSA-SLR cycle. Since Ramanathan Krishnan became the first schoolboy to win Loyola College's Stanley Cup tennis tournament decades ago, no sub-junior in any discipline had scaled the heights in the manner in which Satish annihilated all his opposition to win the hearts of one and all.

K.V. Biju, who edged David Anand to bag the men's singles crown, and former State champion Sreevidya, who outplayed Tharunnum Parveen in the women's singles final and went on to score a treble, and Ajit Haridas, who scored a double in the junior boys' section apart from sharing the men's doubles title with David Anand, were others who got a big hand at a colourful prize distribution function. It was a fitting climax to a week-long festival. It was generally voted a curtain-raiser for the National championships.

The TNBA, with Devi Palani-swamy as President and Ashok Bajaj as General Secretary, has already launched the preparations for the big event's return to Madras after two decades. Bajaj, who has recently been on a foreign tour, has J.K. Bafna and M.S. Gupta as joint secretaries. A dedicated and knowledgeable trio.

by
AJAX

Madras University indoor stadium.

The championships, to be played on Howa courts and under Halogen lights, are expected to attract an entry of nearly 400 from all over the country. So costly are the required equipment and so expensive is the hosting of players and officials that the tournament is expected to cost around Rs. 6,00,000. The TNBA has already started seeking sponsorships, without which it is just not possible for it to run a National meet. But badminton has

Helping sport, not camaraderie

The emergence of sponsors has been a major influence on sport in the country in the last decade. Cricket has been the greatest beneficiary. Not only has sponsorship helped the development of sport, but it has also come to the rescue of sports bodies or associations beleaguered by problems.

This, however, tends to lower the profile of the cricket-loving public as a supporter of the game. S. Sriraman, secretary of the TNCA for more than 25 years, including the most crucial years of its development, conceded in a chat with me that the present all-round strength of the TNCA was largely due to the support of the cricket-mad public of the State from the inception of the Association. "For about a decade from 1965, when first class cricket returned to Chepauk, public response to representative and Test matches staged by the TNCA had been wonderful. Tickets for every Test, starting from the match in 1967 against the West Indies, were sold out days before its start, and there was no necessity at all to sell daily tickets. It was during this boom period that the massive Chidam-

baram Stadium was built, all liabilities were cleared and a sizeable sum invested for the future", he stated.

The advent of television coverage of Test matches in the mid-seventies caused a big change in the attitude of cricket-lovers. They preferred to follow the game while relaxing before the TV in their homes rather than suffer the physical and financial problems faced in a stadium. Paradoxically, though, while TV has drawn a greater number into the cricket-lovers' net, by educating them about the game, it has also kept a greater number away from the action site! This lack of crowds at the stadium is what has made sponsorship necessary.

There is another aspect of sponsorship too that addicts of club cricket, like me, with all its contours of camaraderie, loyalty and sense of belonging, cannot but regret.

Two incidents, which I experienced as a member of the Mylapore Recreation Club, will illustrate what I mean about club spirit. The Bhat brothers, sons of Buchi Babu Naidu, had practically retired from the game, but, sometimes, seeing an important match posted, would phone the captain and express a wish to participate in it. When we got to the ground, the captain would ask me or M. Sambandam, a fine cricketer of my age, to stand down to accommodate the veterans. We readily obliged.

On another occasion, a member of the Club, P. S. Viswanathan I.C.S., an enthusiast but not much of a player, arrived at the ground just before the start of the match and, while speaking to G. Parthasarathy (G.P.), our captain, expressed a desire to participate in the game. G.P. promptly asked me to stand down. What was more, I readily obliged Viswanathan with my white

shirt in exchange for the striped one he had!

In 1939, Spencer's Sports Club and the M and S.M. Railway Organising Committee were the only two institutional sides out of the twelve participants in the first division. Last season (1989-90), out of 12 teams in the first division, only three were private clubs, the rest of them, though they still bore the old names, like Jolly Rovers Recreation Club or Alwarpet Cricket Club, were run by business houses.

The two plus points in this transformation have been that the institutions have provided an income and, sometimes, even employment, to talented youngsters in their bid to build strong sides. Of course, it is easier for

institutions to provide the finance teams need today. But these institutions, keen to maintain their public image on the field tend to over-stress victory, in search of which they lean to frequent recruitment of new players, sometimes even weaning top players away from other institutions by offering better emoluments. This has introduced a commercial element into the game.

Another side effect has been that clubs have not been able to strengthen their teams, their young members being whisked away by firms and institutions as soon as they leave school or college. Had the Association promoted a separate league for business houses and institutions, as in Bombay, our cricket scene would be in a greater shape.


P. N. SUNDARESAN

ANSWERS TO QUIZZIN'

1. P. Dorai, 2. Doctor of Literature (D.Litt.), 3. South Indian Mills Association, 4. Poondi Reservoir, 5. The additional buses were destined for Vadapalani, Kundrathur and Kumaran Kundram (Chromepet) in connection with the Karthigai Deepam festival, 6. V. R. Nedunchezian, 7. Rock Machine, 8. The 30th World Vegetarian Congress, 9. R. Nagarajan, 10. 28-11-91, 11. P. V. Narasimha Rao, 12. Sri Sathya Sai Institute of Higher Medical Sciences, 13. Elephant poaching, 14. Liviu Radu, 15. The Egyptian Deputy PM, Boutros Ghali, 16. Dr. M. S. Swaminathan, 17. Libya, 18. Eduard Shevardnadze, 19. Aung San Suu Kyi, 20. Terry Waite.

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