

WE CARE FOR MADRAS THAT IS CHENNAI

MADRAS MUSINGS

INSIDE

- Sad restoration
Services need improvement
Sethu study needed
Two pages on the cultural scene
Cricket & rugby galas

Vol. X No. 24

FREE ISSUE

April 1-15, 2001

A decade creating awareness

(By the Editor)

This issue of Madras Musings — our 240th — marks our completion of ten years of service to Madras that is Chennai and its citizens.

When we started on April 15, 1991 (a Tamil New Year's release), we were not quite sure where we were headed. Our focus then was basically to publish human interest, achievement-oriented and offbeat news stories that would appeal to the reader with roots in Madras, wherever he was, stories we felt that the local Press was not looking adequately at.

Over the first year, however, we found ourselves beginning to look at the City more closely. There was a greater focus on the heritage of the City, on a nostalgic look at its past and on the city's ethos. And why not? Madras was the first city of modern India, and what a lovely place it would be to live in if only people were aware of its heritage and the issues that needed to be addressed to make its people take pride in it once again. At the end of the first year, we recorded our contribution so:

With this issue, Madras Musings completes a year of service to Madras and its citizens. The good news is that it will continue for a while longer... This gives your Editor this chance to look back and look forward.

It has been a year of considerable satisfaction to those of us who have put Madras Musings together every fortnight and we do believe we have made some contribution to a better understanding and appreciation of this City of ours. Equally, from all that we hear — and our mail continues to be quite substantial, apart from what's told us as we move around that city — the contribution we have been making to Madras, the style and presentation of our journal and the non-political, human and sometimes more-light-than-

Madras-is-accustomed-to touch, appear to have struck a responsive chord with readers. And several of them are not only enthusiastically loyal to Madras Musings but keep writing to us to add their friends to our readership...

Distributing... nearly 10,000 copies at present, we are reaching a readership many times that number — and most of them are members of the City's leading clubs, its professional associations, its leading educational institutions and its service organisations.

We have, throughout the year, continued to welcome new readership, and no request to be put on our mailing list has been turned down...

There have also been scores of suggestions on how to improve Madras Musings... The only suggestion your Editor feels a real

need to heed is the one that youth does not feature too often in Madras Musings. But too often that perception of youth is linked with the pop, disco and glad rags themes. And those, while all certainly having a place in life, are not a priority for an Editor with only eight pages at his disposal. What we would like to feature is real achievements of the youth of Madras. We would welcome such stories in the months ahead.

And finally whither Madras Musings? In fact, that's a question that should read: How long more, Madras Musings?

Madras Musings was founded as a unique, free issue publication to provide a forum for improvement of the city. We would like to keep it that way. But survival cannot depend indefinitely on such

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MADRAS MUSINGS

Vol. 1, No. 1 FREE ISSUE — EVERY FORTNIGHT April 15, 1991

The Queen's English at the Bar

MORE THAN HIS FAIR SHARE OF COINCIDENCES

Little bit of an accident, but former Tamil Nadu Minister P. V. Narayana Murthy and his wife...

It is a strange coincidence that the same day as the late...

That again, but this time, the late...

What, the former Chief Minister...

On another occasion in the same...

Smart! Not understanding what...

The Sultanate Council member...

What are you saying about...

Thought that such a coincidence...

Simply Speaking

As this is the first issue...

Snakes Alive!

No trees for a stadium

When the Madras Government...



Sale on the other side of the river

One of the most famous...

When the late...

We welcome letters to the Editor...

The front page of our first issue.

WHEN S.K. LOOKED BACK A YEAR

When Madras Musings completed its first year, well-known columnist S.K(rishman) congratulated Madras Musings, in these words:

Welcome, all ye faithful, it is celebration time, Madras Musings is a year old with this issue. A year might be an invisible speck in the infinity of time, but is nothing to be sneezed at in the life of a periodical. And for those of us who have been associated with MM from its inception — if inception is the word I want — this is not just a gratifying moment, but a moment that calls for gratitude also.

When MM was first conceived, its sponsors had several options open to them, and the decision to make it a free 8-page tabloid was deliberate, though taken nervously and after a lot of soul-searching. A further decision was to make it entirely City-oriented with an occasional excursion into other areas of interest to the Madrasi, wherever he was. That this was a correct

decision was obvious from the beginning when our mailing list grew from a couple of thousand into over eight thousand in the course of a few weeks. MM was obviously fulfilling what is usually known as a felt need in a city that has no other magazine devoted to it, with the distinguished exception of Aside, which is considerably different from MM in motivation, style and substance.

A free periodical full of interesting reading matter with contributors drawn from various specialisations? Was it feasible in an environment in which the only free publications are house-organs? Would people not view with suspicion, if not totally despise, anything that was offered free? (As a matter of fact, some readers keep wondering whether we might not one fine morning charge a subscription, while others actually plead with us to levy at least a nominal subscription.) That MM would be distributed free was a carefully considered decision of the sponsors, the rea-

soning being that if it proved to be good enough, it may gain more of a readership than if it were sold for a price. This is exactly what has happened.

Early on, the Editor and his advisers worked out a format for the periodical, and since the formula proved successful, it has hardly been changed in the subsequent months. The main focus has always been the City, its pleasures and its shortcomings, its happenings, the regular and the unusual (one issue had two different "man bites dog" stories), and, generally, what people would want to know about what is happening in their City. To this effect, MM tries to take in its scope a wide variety of topics, all of which may not be of interest to all of its readers, but it is something more than a hodge-podge publication devoted to odds and ends. It has its own inner logic.

Two sections which have proved to be particularly popular are the quiz — nobody can deny the temptation to prove to

himself that he is as knowledgeable as the next man — and what might be called the nostalgia bit. The true Madrasi has a good deal of interest in his city's past, and the items on old films, and, for that matter, old crimes, as well as the photographs showing the old and the new in buildings, have been very well-received, as have been recapitulations of glorious moments of the past in sport.

As we enter a new year, we make a commitment — and a complaint. The commitment is simply to keep up the quality of MM, and to improve it further. The complaint — the subject is rather delicate, but we have been considerably disappointed at the lack of advertising support which would give just that extra fillip to MM, and help it to expand. We will leave this thought with everybody who reads MM and wishes it well, with a renewed expression of our most sincere thanks to the readers for their interest.

Decade of awareness

(Continued from Page 1)

goodwill and on treating it as an image builder for an organisation. If Madras Musings is to continue, it will have to pay its way. And that can only come through advertising — from those who care about Madras and those who see it reaching those who can afford to make a contribution to Madras. If that advertising support does not grow in the next few months, there will be one less voice to be heard crying for this city. And that, most readers will agree, would be a pity.

Despite the lack of response to that support we had sought in that lead story of April 1, 1992, the publishers, Messrs. Lokavani-Hall Mark Press, convinced of the journal's need and its appeal, stuck with us gamely and kept publishing Madras Musings every fortnight.

And so we reached our 50th issue and felt confident enough to proclaim above our masthead "We care for Madras". When in August 1996, Madras became Chennai, a change we led the campaign against and fought one more losing battle — something we were becoming quite used to — our only concession was to proclaim, "We care for Madras that is Chennai".

By that time, Lokavani-Hall Mark Press had begun to feel the strain of publishing the journal without the necessary support from advertisers. And so, on April 1, 1996, we wrote our swan song only to find a well-wisher respond to it from out of the blue.

N. Sankar, Chairman of the Sanmar Group, was to prove the catalyst in reviving Madras

Musings. He felt many in the City were interested in the survival of the journal. He was confident that he would be able to muster corporate support to keep the journal going. Within a week, he had got confirmation from eleven other industrial groups that they would contribute the funds necessary to sustain Madras Musings. Later, more companies offered support and at one time there were 23 groups supporting Madras Musings as a free mailer, and enabling a corpus fund to be built. Not one sought any editorial space advantage from Madras Musings, not one tried to influence its content or its policies. Today, there are 16 corporates who help bring out Madras Musings with that thinking unchanged.

In August 1999, these corporate houses decided that there was the need for a larger, more city-representative organisation to not only publish Madras Musings but also support activities which created greater awareness about the City's heritage and what needed to be done to achieve a better Madras. Thus was born 'Chennai Heritage', a non-profit organisation, to publish Madras Musings and fund such awareness-building activities as seminars, workshops, exhibitions, etc., on the City and the issues facing it. Lokavani-Hall Mark Press generously handed over its publishing rights to Chennai Heritage in April 2000 and its handsome gesture is acknowledged by considering it as one of Madras Musings' supporters.

Today, Madras Musings' mailing list ensures it reaches

16,000 homes, institutions, libraries and offices of professionals in Chennai. The magazine has a readership of well over a lakh and is still growing. The readership is wide and varied but bonded by one common interest, 'MADRAS, OUR CITY'.

Looking back over the decade, what gives us the greatest satisfaction is that, over these ten years, we have been able to create an awareness about Madras that had long been forgotten. It has been a major catalytic contribution in getting other publications to show a greater interest in the City. The extra pages on the City, the supplements and pullouts in newspapers, all reflect this greater interest now being taken in our MADRAS. Not only has 'heritage' become part of the city's vocabulary but there are now many more voices focusing attention on "a better Madras". But for Lokavani's faith in us and this generous corporate support both in spirit and kind, Madras Musings would not be here today to continue speaking for a better Madras and for continuing to play this role. To them the city should be ever grateful.

As we enter our 11th year, all we can say is that we are happy to have been a seminal part, in this awareness-building effort and are grateful to all those publishers, sponsors, contributors and readers alike, who have helped us to play this role through their unstinted support and loyalty. Thank you all for giving Madras Musings the opportunity to serve OUR CITY, Madras that is Chennai.

RAISING THE BAR...

(Continued from Page 3)

about. The children here are so friendly. In spite of their appalling living conditions, I think there are more smiles here than anywhere else!" And for her colleague Jill Swanson, it was truly a fascinating experience coming to Chennai and being part of the community even for a short time. "Though we did see poverty in all the ports we visited, here it is different. The poverty is the same but the people here are more cheerful and friendly".

After pitching in, as a token, with the community's effort in building the hall, the students spent an hour interacting with the residents of the slum. Their halt in Chennai also included a visit to a Dalit village, a project that has been successfully organised for the past ten years by the Dalit Liberation Education Trust, and which has been one of the most highly-rated port experiences offered by the University of Shipboard Education. Here, the students also witnessed a local cultural programme, and spoke to the people of the village.

For most of the overseas visitors, it was a very enriching trip, where they learnt a lot about generosity and humility. They

found the unity displayed by the village community very encouraging.

"I came away with more insight into a close community that appeared to have so little but yet presented themselves as a happy, healthy community. These people have wealth that exceeds that of many people in the U.S. The experience has lifted my spirits," remarked a student.

But will all of this make any difference to the Kousalyas and Ramus? Said Henry Thiagaraj, Managing Trustee of the Trust, "We have been involved in setting up about five such centres with the foreign students. Since only education can empower an oppressed people, we focus on educational projects. Such projects serve to focus attention on the beleaguered communities, so that some kind of positive networking results. There are benefits both ways. While the foreign student benefits from the experience, the local people might benefit, if the visit generates an interest in government circles. We act as a catalyst. Positive results are expected to happen." We hope they will.

Shobha Menon

Answers to Quiz

1. Z Accelerator; 2. Royal Sundaram; 3. Michael Schumacher with \$ 59 million earnings; 4. Dennis the Menace; 5. Johnny Ruiz; 6. Satyam Infoway; 7. Melanie Chisholm a.k.a. Sporty Spice; 8. ICICI Bank; 9. Storm Again
* * *

10. Melakottai; 11. Kannapar Thidal; 12. Le Royal Meridien
* * *

13. Ettayapuram; 14. Bhuvanaraha; 15. Bharathi; 16. V. Mullai-vendan; 17. The Malaysian Government, for Rs.4500 crore; 18. Nagapattinam and Vellore; 19. The Rajagopuram of the Srirangam Ranganathaswami Temple; 20. HTA's Ashok Leyand campaign.

● Sport on Pages 7 & 8

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