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# MUSINGS

TOOLS

Feb. 16 — 28, 1995

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# T.N. exports decline

(By A Staff Reporter)

'amil Nadu's share in the Southern region's Rs. 15,892 cr exports 1993-94 was Rs. 9082 cr, or per cent, against the previous year's . 6808 cr out of Rs. 10,349 cr 5%). That year had seen growth in ports from 1991-92's Rs. 5437 cr t of Rs. 8771 cr (62%).

As against Tamil Nadu's perforance, exports grew by 97% in amataka and 170% in Andhra adesh last year. But despite the verall performances, total exports from

(By A Staff Reporter)

If Tamil Nadu exports are not doing as well as they should be

doing and if out-of-state, includ-

ing out-of-country, investment is

not exactly queuing up to set up

shop here, it could just possibly

be that business in Tamil Nadu

is beset with problems. At least,

that would appear to be the view

of the IKB Deutsche Industrie-

bank, a leading German finan-

markets", its publication IKB

Information analyses India as a

whole and each state separately.

Assessing "future Indian

cial institution.

the southern region were nowhere near the 25% exports growth rate that it had targeted. Nearly 80 per cent of the exports from Tamil Nadu are accounted for by seven traditional industries: leather and leather products, readymade garments, cotton textiles, engineering products, marine products, handlooms and granite.

One of the major export drops in Tamil Nadu was the decline in knitwear and hosiery exports from the Tirupur, Erode, Karur and Madurai

approval policies for new indus-

try are "restrictive in compa-

rison to the other states", it also

points to "chronic" infrastruc-

tural shortages, like electricity.

ment that the publication faults.

Evaluating businessmen in the

State, it describes them as being

Bangalore - scores high in the

journal and it has kind words for

Kerala and Andhra Pradesh too.

All of which might warrant

taking a second look at what is

happening in Madras and Tamil

Karnataka — and especially

"conservative and risk-shy".

But it is not only Govern-

A lack of enthusiasm

for the state

areas. Rising cotton yarn prices, shortages of cotton and staple viscose fibres, high power costs and woeful infrastructure all helped to pull back an area where exports had been booming. Tamil Nadu accounts for 50 per cent of the yarn and 25 per cent of cotton fabrics and finished textile goods exports from India. And unless more attention is paid to this sector, which is basically small- to medium-scale, it can run into trouble before long.

The State's 115 granite projects. almost all of them export-oriented, have shown good export performances by despatching a third of the country's Rs. 600 cr of granite exports. But the ban on dimensional granite block exports has held back the industry. since value-addition will not be possible till the ban is lifted.

Also causing concern is the leather industry in Tamil Nadu, which contributed to 72 per cent of the total export of leather and leather products from the country in 1991. Today, it accounts for less than 46 per cent! Shortage of quality raw hides and skins due to low recovery rate, poor measures for effluent treatment (reported in these columns Jan 16 th ) and lack of an aggressive livestock policy are the industry's main weaknesses. The most crucial problem facing the leather industry is treating the tannery effluents, as eco-labelling, a visible trend in the West, is a new threat to the leather industry.

Marine products suffer from erratic and inadequate power supply. And aquaculture farms need greater attention being paid to pollution control.

Engineering products, another major export from Tamil Nadu and amounting to Rs. 655 cr., is, however, looking at a brighter future with automobile demand increasing worldwide. But the high sales tax in Tamil Nadu has some of the State's automobile ancillary manufacturers beginning to look at neighbouring states for new and expansion projects.

The handloom sector in Tamil Nadu accounts for nearly one-third of the country's exports of Rs. 432 crore, with the state having found a niche in the world market for its unique handloom items. But to improve on them, organisation and modern facilities for processing and dyeing are needed.

In the context of this report by the Federation of Indian Export Organisations, Tamil Nadu industry would appear to need greater State Government intervention in making life easier, if increased exports are what the State

Once upon a time, Chief Minister Karunanidhi attempted to clean up the Cooum River and introduced boating on it. Several boat landings were built as part of this process. Today, the boat landing near the Sales Tax Office in Graeme's Road proves to be a made-to-order cattle shed!

(Photograph by V S RAGHAVAN):

# temple water

(By A Special Correspondance)

Water used for the abhishekamat the Kapaleeswarar Temples contains Streptococcus faecalio, Escherichiacol eutamoeba, Listolytica, ova of Ascar lembriscodes, ova of Trichurio trichuria, all said to be deadly bacteria, according to tests carried out at the King Institute, Guindy. This is revealed by Dr Indira in her Ph.D thesis 'The environmental perception of Kapaleeswar Temple'.

"Perhaps because devotees take only half a spoon of the abhishekam water, they have been saved (probably divine protection?). If any one were to take half a tumbler, they would likely end up in a hospital with cholera, diarrhoea and typhoid," say Dr. Indira.

Water for abhishekam is drawn from the temple well. The space adjacent to the temple wall, near the well, is used by the public as an open air toilet. A public toilet is also located near the well. The temple well is thereby contaminated. Even though the public toilet has been demolished, after DrIndira's study, people still use the adjacent area as a toilet.

"Thanks to Dr Indira, there has been some relief, by way of demolition of the public toilet. But what about continued misuse of the temple precincls. And what about other temples in the city?" asks consumer activist R Desikan. And he adds, "It is an unforgiveable sin, allowing temple well water to be polluted, ignoring the fact that for millions of sincere, innocent devotees it is Punya Theertham, intake of which will cure all their maladies, both physical and mental. Is the same dams too?"





IN MAD MAD MADRA

offices, the long array of palaces upon

Chowringhee..." It is not difficult to

brick filling, was constructed on the site

of the Dalhousie Institute in the Sixties.

Many other landmarks have bitten the

dust. Illegal constructions... have

mushroomed all over this burgeoning

Shops that were once part of

Calcutta's lore, like its cherished street

names, have vanished without trace -

department stores like Kamalalaya.

tailors and jewellers of the swell like

Rankins and Hamilton's respectively.

and Whiteway and Laidlaw that was

perhaps second only to Harrod's in the

exoticism of its stock in trade. The

Cardins and Lacostes of today are no

Metropolitan Building, which once

used to house this one-stop shopping

plaza, has been allowed to run to seed

by its present owner. Life Insurance

Corporation, in the hope that one day

it will crumble on its own and turn into

a valuable vacant plot. And there is no

law in the land to prevent it from doing

names, the fashionable Bird Cage Walk

on the Maidan, Firpo's, fountains with

lion-headed spouts and water troughs

for horses are only memories today.

After a fire gutted a portion of the

sprawl of New Market, no time was

lost to build an oddity in its place which

violates the old world charm of the

all the rage in Bombay and is fast

gaining popularity as it involves ordi-

nary citizens and multinationals. The

Gateway of India and other monu-

ments, such as the GPO, are being

given a scrubdown and even old

houses with nothing but their beauty

to recommend them are being

Little wonder that the historian

Dr Nisith Ranian Ray, says that the

entire Dalhousie Square and former

Esplanade Row areas should be de-

clared a conservation zone. "No

multistoreyed eyesores should be built

here, for then it will lose its distinctive

identity." If hundreds of buildings and

blocks of flats can be marked for con-

servation in Bombay, why can't the

same be done in Calcutta's most visible

district? The West Bengal Govern-

ment's indifference is tantamount to

In the former 'Native' or 'Black

town... every twist and turn holds

architectural sumrises. The babus in

their ardour to emulate the example of

the Whites lumped together a startling

variety of incongrous indigenous and

foreign styles to create an architectural

platypus jocularly known as Bengal

Baroque or Calcutta Rococo. Thus,

these houses with an arcaded thakur-

dalan and perhaps a series of courtyards

could have Moorish arches vaulting

from Ionic columns, and Palladian

could go happily hand in hand with

Moghul. Tons of stucco, marble

statuary, tile work and dazzling inlay

created the charming if somewhat

vulgar and theatrical effect so dear to

the upstarts of those times. Here Venus

shares the same pedestal as the deities

In sharp contrast, conservation is

Victorian pile.

pampered.

callousness...

Along with the ever-changing street

shantytown.

patch on them.

# And so, Seshan withdraws

the slinky midi and the waist-

coat, cardigan and traditional

leather jacket, MMM noted -

are not for India or Indians.

though a 'choli' or two might

have tempted a couple in the

So un-Indian was it all, the

models included and the beat to

go with it. Four men, four

women, all tall and fair, the men

tousle-headed, the women with

long, straight, shoulder-length

hair, they could have all been

from anywhere in the West or

the emerging North. Their long

legs emphasised that deliberate

internationalisation that's taking

place in the Indian fashion

scene, but the rather heavy

audience.

The Man From Madras
Musings is happy to find that Seshan's controversial biography, Seshan: An Intimate Story, is now on the bookstands of Tamil Nadu. But buyers are likely to find they're getting two chapters less than what is available in many other parts of the country.

Whereas the complete book went on sale in many parts of the country before the arguments in court and the subsequent stay. the books arrived too late in Madras to hit the stands before the court order. However, author, subject and publishers appear to have agreed that, without taking court arguments further, it would be best to release the book in Tamil Nadu WITHOUT the two controversial chapters about Annadurai. And that's what's happened as the book slipped into South Indian bookshops.

Meanwhile, yet another chapter of Seshan's biography is causing concern. When the Jain Commission wanted more details on Seshan's views on the LTTE and its connection with the Rajiv Gandhi assassination, Seshan promptly disclaimed, in an affidavit, all knowledge of matters connected with the assassination. Yet, in the biography whose manuscript he had seen thrice, according to author



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### TRANSLATION

Translation: Indian/Foreign Languages: Tel: 569481.

British Council Library, Madras (Telephone: 8525002)

### Selected Recent Additions in Fiction

Author ATWOOD, M The rubber bridge BAIRD SMITH, R (ed) BANNIVTEER, J

BARROW, A CLANCY, T COOKSON, C DIBBIN, M HOEG, P HOLLINGHURST. HOWARD, E IGNATIEFF, M

KEATING, HR KENEALLY, T McCUTCHAN, I MORTIMER, J O'BRIEN, E

ORMEROD, F

SWEET, P

TREMAIN, F

PRATCHETT,

Winter's tales Sins of the hear The tap dancer Without remorse Justice is a woman Dead lagoor Miss Smilla's feeling for snow The folding star Confusion Scar tissue Doing wrong

Jacko: The great intruder Polecat Brennan Thou shalt not kill House of splendid isolation Mask of innocence

Troubled waters

Sacred country

Govindan Kutty — not only had he confirmed an LTTE connection but also indicated that he had reason to suspect a foreign hand instigating the LTTE into action.

Kutty is reported as having been "nonplussed" by Seshan's affidavit, but bravely added that he was "sure Mr Seshan will not go back on what he has said". But since Seshan HAS gone back on what he has said, The Man From Madras Musings wonders whether another chapter will be removed from the book it someone takes the 'foreign hand' allegation and denial to court. Whether that happens or not, MMM rather thinks that Seshan HASN'T emerged from all these post-biography headlines with his images, of being a knight in shining armour and a defender of the truth, intact.

### Leather by the sea

I t was in 1927 that Yeshwant ■ Gaitonde, a Saraswat, arrived in Madras with a degree in Leather from Leeds and an assignment from a British firm of tanners. The Depression did little to help him and he left a large family with precious little when he died young.

In 1968, his eldest son Raghu, gathered the bits and pieces and planned for a day when Gaitonde would became a name to reckon with in leather. When his brother K Y joined him in 1972, the brothers began to reach for greater growth. And today, the Gaitonde Group is not only one of the biggest leather conglomerates in the country but is perhaps the best known internationally

Those international connections were reflected during Madras's annual leather week and especially at the exclusive fashion show the brothers arranged at their beach house in Neelankarai one evening. The Man From Madras Musings watched an audience largely international ogle 'The Amalfi Collection' by Gaitonde, a line the Group hopes to capture the

American West with. The colours ranged from the traditional browns and blacks to reds and greens and ochres, from anthracite and vicuna to blush and mandarin, if you will. And if the latter description sounds Chinese to you, it's befitting, for there was little about the clothes that were Indian. They were of deerskin from New Zealand sheepskin from France and suede from Italy - and all designed by a British firm. Those designs - the mini is back, so is

> started (he was featured in Madras Musings, May 1, '93 during his first visit) will be carried on by an organisation called Plain Language Communication, to be headed by V Ramamurthy, formerly of the IAS. An administrator with considerable experience in several Government 'businesses', Ramamurthy is perhaps better known in some

courses. It then plans to organise Plain Language workshops and undertake the reduction of complex documentation into plain language. In line with its latter aim, MMM understands. it has already made a presentation that was well received by a wellknown building organisation.

but that it might be worth it. In brief

\* Just a few days after The Man From Madras Musings had written last fortnight's piece on postal delays in the City, he came across a news item in the Anna

That presentation demonstrated

to the building executives that

plain language was hard work -

### SHORT 'N' SNAPPY

upper legs three of the girls sported, not quite compensated by the sole Twiggy-looker, was a lone hint of the Indian betraying the attempted universalisation. But it's not India or Indian we are selling the world, are we? And so giving them what they want, the Gaitondes have another winner on their hands, MMM thought, as he watched the 32 outfits paraded for a cheering international audience and several bemused Indians lost amongst them.

### Plain language

P articipants in four recent workshops in Bangalore, Madras and Coimbatore discovered that to write in plain and simple, consumer-friendly language is not easy at all. The workshops, organised by the British Council and the Federation of Consumer Organisations of Tamil Nadu (FEDCOT), were led by Martin Cutts of the Plain English movement, who was paying his second visit to South India, courtesy of the British Council

To take a 195-word LIC policy introduction, to take a United India bank clause and to take a letter to subscribers from GM, Telephones, and redraft. them in Plain English proved to the hundred or so participants at the workshops, many of them sceptics when they came in, that not only could the most complex statements be reduced to a language the average reader can understand but that, in a world where consumer power is increasing, such understandable writing was essential, no matter how long it took to produce and how difficult it was to draft in

this fashion. The Man From Madras Musings understands that the good work that Martin Cutts has circles for his quizzing and his Tamil cricket commentaries. Ramamurthy's team will include a journalist, a lawyer, a marketing man, an advertising man, a computer specialist, a consumer activist and a marketing man.

PLANCOM plans to intially conduct Plain English courses and then move into Plain Tamil

Nagar Times that 60,000 pieces of mail had piled up in the post offices in the area and the shortage of staff was delaying deliveries considerably. The next Anna Nagar Times has reported that the Chief Postmaster General visited all four Anna Nagar Post Offices and "gave instructions on how to clear the backlog on a war footing". MMM would appreciate it if the CPMG would visit all the other post offices in the city and gave the same instructions. As MMM writes these lines, he continues to receive mail that ranges in date from two days previous to 20 days previous. And this is a tale repeated by people all over Madras. (EDITOR'S NOTE: See 'Our Readers Write' on page 3).

\* Mani Dixit, High Commissioner to Sri Lanka at the height of the Tigers-IPKF tension and later a controversial Foreign Secretary, is, The Man From Madras Musings learns, setting it all down as it happened - the rise of the Tigers of Eeelam, the help they got from Tamil Nadu and India, the wheeling and dealing behind the scenes, the IPKF operations and his role in all these. He also is setting down the intrigues he came across in the foreign service. If all these tales out of school see the light of day, The Man From Madras Musings fears another bestseller that, in course of time, will, a la the Seshan memoir, keep shedding its pages. Pity the later

\* Jagmohan Mundhra, who appears to have created a new film genre, the 'erotic thriller', with such films at Night Eyes and Tropical Heat, is now planning an India-linked thriller. Mundhra, who had in the past worked with the Amritrajs, is going all on his own with this one, Sacred Thread. The film, to be shot in India and the US, is about an Indian police officer who goes to the US on the trail of the murderer of a hotel receptionist. The Man From Madras Musings hears that Kamal Hasan could well land this role, his first in a Western

\* The curious ISRO 'spy case', in which those accused appear to have been tried and judged by several newspapers not only in Kerala but elsewhere in the country, now seems to be developing a Madras angle. Apparently a Maldivian national who lives in Sri Lanka, Zuhaira, has been a frequent visitor to Madras since 1992 when her brotherin-law was admitted in a wellknown Madras hospital with a cardiac problem. It is now being alleged that the 50-year-oldwoman met four of the accused in a Madras hotel a year ago and he desecration of Calcutta's past paid them \$ 900,000. Why and what for is not stated, but MMM hears that the investigating authorities are planning to

lists' Society organised seminar In, the first United Front Government on 'Conservation of The Envi- West Bengal in its shortsightedness ronment: The Role of NGO's'. speaker after speaker appealed to government to be less secretive and more open in providing details of any developmental project and its impact on the environment. The Man From Madras Musings, listening in, In t damage the fabric itself. raghavan, former Chairman. Tamil Nadu Electricity Board, a keen naturalist and now head of MNS, his views on the power scenario in the State. The former TNEB Chairman, however, ressince I retired from Service. It is ment." Which left the reporter pondering over what all the

openness being discussed was \* Surjit Singh Barnala, one of the best known Akali leaders. a former Chief Minister of Punjab and a former Governor of Tamil destals. But our Aurobindos and Nadu (where he was a popular Phangini Hazras certainly deserved figure), not so long got fed up ther than these caricatures. Many with all the security around him louttans saw red when the top of and decided to go on what the hat is still simply called the 'Monu-Australians call 'walkabout' black and dressing up like a the Pariy. The effect was undeniably villager, he slipped his guards wyphallic. With similar disregard of and went aroaming from Chandigarh to Pachmarhi (MP) prouted inside Writers' Building, close Wellesley's stately Government House to Lucknow, where he got arrested and almost beaten up by 23. the police, before a Punjabi officer decided to check with Chandigarh. The wanderings of this 6' 4" septuagenarian are likely to be the substance of

### Business briefs

understands.

\* With 100 per cent depreciation for wind energy projects The Man From Madras Musing understands that five companies of the TVS Group are coming together to float a new company that will provide them with wind energy power. NEPC-Micon, MMM hears, will supply the windmills.

Penguin India's next bestseller

The Man From Madras Musings

\* SPIC's new ventures range from power plants to marketing vegetables. The fourth stage o the 500-mw thermal project in Tuticorin, SPIC-country, will be built by the Group's cash-rich Tamil Nadu Petroproducts at an estimated cost of Rs. 2000 cr, The Man From Madras Musings understands. SPIC, as part of its primary fertilisers commitment, is also planning to move into vegetable marketing through state-wide chain of retail stores. For the present, however, MMM learns that SPIC will supply hybrid seeds to farmers, buy up the crops and store them for sale to urban retailers. While the initial aim will be to bring down present wastage levels, SPIC is likely to go into retail marketing

eventually, MMM understands

Being house-proud
of the past

(By SOUMITRA DAS in The Telegraph, Calcutta) the massive blocks of Government

to the High Court and other government offices.. may be said to have begun in 60 when the stately Senate Hall of cutta University was torn down to question her in Colombo if the take way for a jerry-building. It ultinecessary permissions are forth- tely couldn't accommodate all that was supposed to and the university \* At a recent Madras Natura- pled all over the city. About a decade moved the fine statues of British of ruling mistrators from public places. by seeking to obliterate all vestiges colonialism. The symbols of perialism on top of Writers' Building

would have been unprooted if i heard a reporter ask B Vijaya- B Earlier, Dr. B C Roy too, it is said uld have done the same if his oneteacher, Sir Jadunath Sarkar, n't intervened. He had written to Roy saying the history of British rule uldn't be wiped out simply by reponded, "It is almost six years ving some statues. Dr Roy's success, however, have pillaged the past our principle not to discuss de- hith a vengeance. The decades that partmental matters after retire- ave followed have been a long history cultural vandalism by successive inistrations.

After the statues of eminent tishers were dumped in Latbagan, nstrous lookalikes of our nationalist perces were placed on the same ent' was daubed with the true colours hetics, matchbox structures have

imagine the opulence even today. But the cityscape has been constantly changing ever since Telephone Bhavan, its steel frame edifice with

In this regard, Vaclav Havel's comment on moving into a castle after becoming President is of relevance. "I came to this castle and to other govern mental residences... and I was confronted with tasteless furniture and many tasteless pictures. Only then did I realise how closely the bad taste of former rulers was connected with their bad way

It goes without saying that such philistinism is ingrained in our national

Another in our series on how Indian cities are beginning to look at their heritage

character. Or else why don't we raise a finger to arrest the urban decay that has set in? Instead of regarding the splendid buildings we have inherited from the British as hangovers of colonialism, why don't we take them for what they are — fine specimens of lectonics that would do any city proud and that are impossible to replicate?..

Writing at the turn of the century about Calcutta Old & New, H.E.A. Cotton remarked:

"There is everything in Calcutta to remind her citizens and to impress upon the stranger within her gates that she is the capital of the British Raj -

# Preservation laws need teeth

Our anachronistic laws based on the British legal system are the main impediment to conservation. Whereas British Laws have moved with the times, ours have remained static. The first person who spared our history a thought was the redoubtable Lord Curzon who, in 1904, passed the Preservation of Ancient Monuments Act.

The next significant piece of legislation was the 1957 West Bengal Preservation of Historical Monuments and Objects and Excavation of Historical Sites Act. The very next year the Centre took the initiative to pass the Ancient Monuments and Archaeological Sites and Remains Act, which, however, was only a technical amendment to the 1904 Act.

The year 1975 was declared as the Year of Urban Renaissance when several cities amended their conservation laws. In 1979, the Town and Country Planning and Development Act was passed, which has a clause laying down that historically or architecturally significant structures could be preserved. This little-known clause, is, however, not binding and has never been implemented because no list of buildings worth pre-

serving exists

landmark judgements have been passed in favour of conservation. The first was in 1988 with regard to the preservation of the Natmandir of Sobhabazar Rajbati. The Calcutta High Court ordered that "since this building is of historical importance going back to the period of Clive in 1757 and displays the secular Indian architecture of the colonial period, it should be preserved". The Corporation has since acquired it.

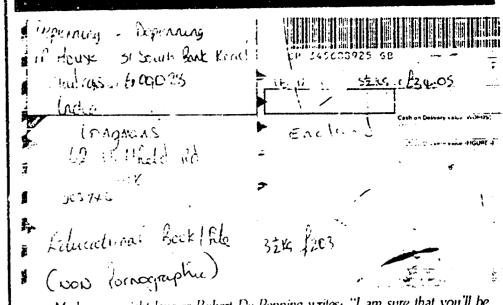
However, in Calcutta, two

The other judgement was passed in favour of preserving the David Maghen Synagogue and its surroundings. The Calcutta High Court in 1992 ruled that not only the Synagogue but the environment around it must be protected. Such a ruling in favour of historically and architecturally important buildings on aesthetic grounds was unprecedented.

There have been setbacks too...Vandals and landsharks have free access to most historical and beautiful buildings in Calcutta. In Calcutta, tenancy laws and partition suits complicate the issue of conservation.

Nothing short of a national trust to determine which buildings should be preserved would  $\sigma_2$ 

OUR READERS WRITE



Madras copyright lawyer Robert De Penning writes: "I am sure that you'll be surprised to note that Merkin and Black's Copyright Law for Practitioners is now considered NOT to be PORNO stuff!" So it would seem from this Longman's, U.K., packing declaration.

### Help wanted

T am suffering from Kidney Problem. Both my kidneys have failed. I am under trealment and on dialysis at Willingdon Hospital, Madras. The doctor has advised an immediate kidney transplant and has fixed the date for the operation. He has informed me as follows:

"Ms Sabita Iha, a case of chronic renal failure, is awaiting renal transplantation. She has to incur an approximate expenditure of Rs. 2.00,000 towards preoperative dialysis, drugs, investigations, operative charges, drugs and disposables and immediate post-operative treatment Following transplantation, she will have to spend Rs. 10,000 appx, per month towards cyclosporine (1 bottle -Rs. 6100 per month), other drugs and routine blood tests. Cyclosporine has to be taken for a minimum period of three years following transplantation.

I am not able to arrange the huge amount for my treatment. So I seek the cooperation of your readership. Please publish my appeal.

Only ursent financial help will save me. my husband (who has recently undergone open heart surgery) and provide hope for my 3-year-old daughter.

Clo. Renal Care Willingdon Hospital 21 Pycrofts Garden Road Madras 600 006.

### Deplorable degeneration

n MM, Sept. 16 '94, I had written, about a villager (Kittu Mama hears a case) who regularly came to Madras from his remote village to hear the 'Alavandar Murder Case' which was being heard in the High Court My article was sparked because I could not understand the psychological force which

drove the villager to come to Madras, wasting his time and hard-earned money solely to watch the court proceedings.

Now I understand that this sordid sexcum-murder crime story is being seralised and shown every Sunday by Madras D.D. This is from a medium that gave us such edifying epics as Ramayana. Mahabaratha and The Bible. Should Madras D.D. descend to such a low level? Does D.D. also mean Deplorable Degeneration? M. Sethuraman

8 Mahalakshmi Nagar Adambakkam, Madras 600 088.

### Postal delays

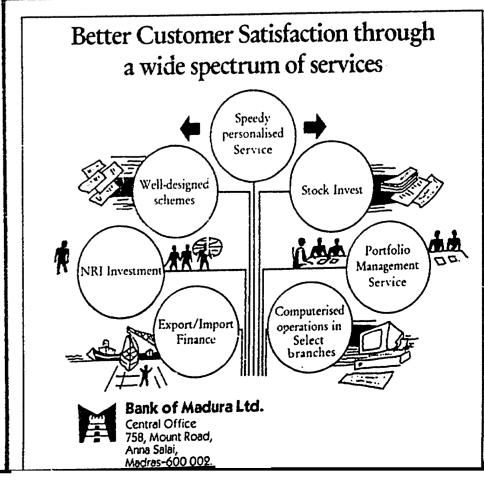
In response to my complaint of January 26th, re. late receipt of MM, January 1 and the non-receipt of the issue of January 16th till that date, you were good enough to send me, in a cover, the issue for January 16th. I received the cover on January 30, '95. Thank you very much for

But I must inform you that the issue for January 16th, which you had posted on 18-1-95 (as could be seen below from the postal franking of the Greames Road P.O.) was delivered to me just this afternoon (1-2-1994)! Since there is no postal franking of the delivery P.O., I am unable to add anything further on the matter.

I am quite sure that this sort of delayed deliveries would have been experienced by other readers too. This type of delays was not experienced by me in the past and it shows how the services of the Postal Dept. are slowly deteriorating!

K Ramamurthy SA/2, Selfin Apartments Dr Rajamannar Salai K K Nagar, Madras 600 078.





The OLD and the NEW again take a new turn this fortnight. And that's because they were the highlights of AUTOVISION '95, an exhibition on the auto industry held at the Anna University grounds. The OLD was the oldest car on display at the exhibition, a 1929 Model A Ford belonging to Ram Viswanathan, while the NEW was the Rover Montego, the newest

car in the Indian market. Manufactured by Sipani Motors in Karnataka, OLD... it is distributed in Tamil Nadu by Upper India. The Montego saloon is priced at Rs. 10 lakhs and the Estate version is Rs. 50,000 more. From all reports at the Fair, there'll be many more of the OLD and the NEW by the time AUTOVISION '96 comes around



# winners

Talbot, 34 Austin 7 and a '60

A peep into the future of motoring in India, AUTOVISION'95, was upstaged by a collection of cars out of the past. The vintage cars were the main attraction of the week-long exhibition, organised by the Rotary Club of Madras, South, with the Automobile Component Manufacturers' Association, Southern Region (ACMA), at the Anna University grounds, Guindy. It was the Rover Montego alone that caught the eye among the cars and trucks of today and the exhibits of numerous manufacturers of auto ancillaries.

THE

The long trudge to the vintage car pavilion, at the very end of the grounds, was well worth it. There, ten 'old timers' were parked in the shade of a shamiana, complete with an independent group of security personnel to guard what was claimed to be a priceless collection. The cars on display were a '38 Standard 9, '33 Ford Model B. '38 Skoda, '30 Austin, '5! Vauxhall Wyvern, '29 Ford Model A, '54 Ford Popular, '39 Sunbeam

Messerschmitt. All of them were driven to the ground by their owners. who are members of the Vintage and Classic Vehicles Foundation of India (VCVF). Ram Viswanathan, the secretary of the VCVF, exhibited his '29' Ford Model A, the oldest runner in the group. And within its strong heart lurked a gravity-fed fuel system and an accelerator pedal between the brake and cluich pedals! Mani Nagappa Chairman of VCVF, exhibited the three-wheeled '60 Messerschmitt, the only one of its kind in the country. The Messerschmitt has its own share of technological oddities — for instance, when the car moves forward through the three gears, the starter motor cranks the 600 c.c. engine in one direction. In reverse, another starter simply kicks the engine over in the opposite direction

sears once again! to preserve, restore and protect vintage at Autovision '95 with a 1933 Ford Model and classic vehicles. Under Indian

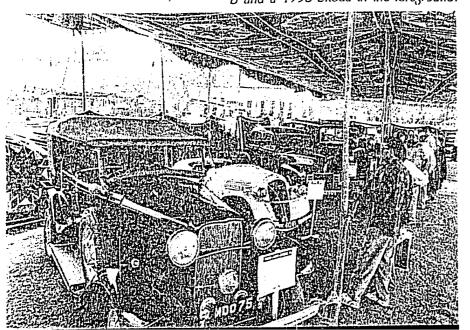
- and you can so through the three

classification, pre-1940 vehicles are 'vintage' and those made between 1941 and 1960 are 'classics'. The VCVF now boasts 60 members and hopes to conduct a national rally and display annually in Madras.

Tamil Nadu has no formal vintage car event. On the other hand, Delh runs The Statesman rally, Bombay the Castrol rally, Bangalore the ITC-Classic rally and Hyderabad the ITC-Charms rally. The Foundation hopes sponsorship will be forthcoming for Madras.

The VCVF would also like the Government of Tamil Nadu to abolish automotive tax for vehicles manufactured before 1955, thereby encouraging the vintage and classic car movement in South India. Such exemptions have been granted in Delhi, Andhra Pradesh, Maharashtra and Karnataka. Photographs and text by

V S RAGHAVAN Mani Nagappa's frog-like Messerschmitt The VCVF was founded in 1989 1960 (on left) and the vintage car pavilion B and a 1938 Skoda in the foreground.



## A TOTTICITO HERETERING PARTITIONS Mature Mo fancy fete this, awareness for the footloose The name of the same fair always reminds me of merrygo-rounds, giant wheels, ice cream

**\\I** ith over 300 photographs covering the walls of the Lalit Kala Akademi's exhibition hall in Madras, t appeared as though the Madras Naturalists' Society's recent week-long exhibition had looked more for quantity that quality. But with the intention of the exhibition — and the accompanying lectures, videos and slide shows being to encourage the amateur to not only explore Nature but also record it, the quantity was understandable and even photographs taken in zoos condoned. After all, 'Nature awareness' was the name of the game and the exhibition succeeded in that intent.

However, even wholeheartedly accepting that intention, I was a trifle disappointed with the results. Surely a city of five million, bigger than many countries in the world, could produce more amateur photographers with a greater interest in Nature and a better talent to record it? If there are several hiding their talent under a bushel, I trust this year's exhibition will draw them out and enable a hall-full of selected exhibits rather than a situation necessitating hanging the lot.

That said, let's move on to the exhibits. In the Nilgiri tahr-dominated

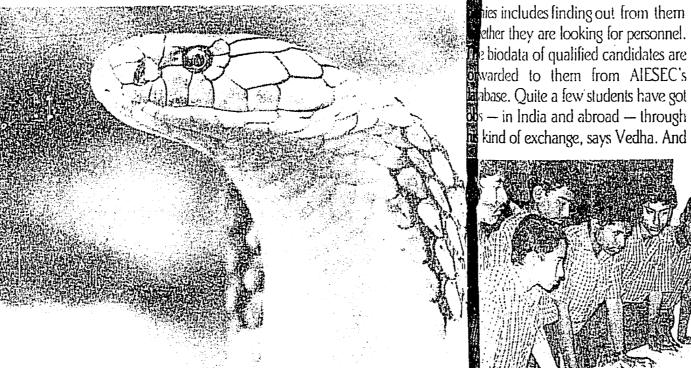
of its leap. Sambhar locked in battle by N F Dastagir and a short-nosed fraidents were offered information and bat 'caught' nearing its meal(C) N S Mohanakrishnan — were other beautiful bits of frozen acti More portrait-like were Whitaker's lick tailed macaque(C), S Kanakaraj's Nillamorate sector so that both could tahr(C), ERC Davidar's gaur(B & Vake the best use of each other. and Peter Davidar's tusker with cross tusks(B & W). A delightfully whimsi 'shot' was Suresh Elamon's Nils Tahr 'chatting' with a crow. But the ISEC is said to be the world's largest amounted to too few 'picks' from in-profit, non-political and entirely many! As though to show you co have a winner with just one, there veleran M Krishnan's elephant in mus charging. A black and white taken yearlive in 81 countries, claiming a ago when equipment was less sophi cated, it was a picture that stood of even among the work of all the 'prominittees in ten major cities with a who encouragingly lent a hand to madional coordinating committee in the exhibition more meaningful. Two sections with offerings that SEC organised a fair last year too, were, surprisingly, poor were those

another(C) of a Nilgiri tahr caud

airborne in all the beautiful athletic

Feb. 16-28, 196b, 16-28, 1995

birds and landscapes. P Raman's whi backed vulture picking a carcase(B W) and Vijayakumar's painted stort mber of AIESEC, says Madras in flight(C) — both showing some Lanter member Vedha. - and Shekar Dattari's portrait of AIESEC's interaction with com-



King Cobra... by Shekhar Dattatri... one of the exhibits at the Madras Naturali Society's exhibition.

animal section, imagine not a single black buck — to be found in the City's own Guindy Park! But compensation was to be found in the not usually 'captured' hyena and dhole (wild dog). Both, naturally, came from the veteran wild life photograper E R C Davidar (would that kin David does a book of E R C's photographs) and showed a black and white(B & W) hyena racing away and a pack of dhole attacking a buffalo carcase(Colour-C). B Dinakara Pandian, who was prominent in the insects and reptiles section, distinguished himself here with a cute picture(B & W) of two wild dog "cubs" that, a few days into the exhibition, became "pups". Another picture(B & W) with a nice touch to it was Rom Whitaker's Nilgiri tahr family — father, mother and 'we two only', though I'm sure tahrlovers hope the animals won't take Whitaker's photographic message seriously.

'Action' pictures in the animal section were few and far between, but Dr Jegadish Mathias scored with two, one(B & W) of an elephant charging

great pied hornbill(C) were the pick the bird photographs. And amongst landscapes, two pictures by a 'pro' we the only ones noteworthy: Routhe Fair (right) Whitaker's splendid Anaimudi(C) haps the most striking picture in the are foreign students working in exhibition, and a shola waterfall in the too, she adds. Palani(C). The latter was, curious The Career Fair this year had two credited to him as well as to anothors — the stalls and the contact talks. 'pro', Shekar Dattatri, leaving signs were put up by institutions offerwondering how two photographic courses of study, companies offering could have 'clicked' one picture.

to the sections noted above, particular beautiful and colourful. The butterflitting information about studying — portraits all — were a riot of color ad, admission procedures, scholarwhile N D Siraj's red ants glowers available, travel formalities etc. Of angrily in fiery orange. But it was there, they were all of the registeraction 'shots' that proved winners. Akbar B Mamuwala 'caught' dragotts. One of AIESEC's own stalls flies mating and a scorpion feeding red opportunities for students who a beetle, the two blacks highlighted lefered with it and wrote an aptitude the colour, while B Dinakara Pandia The test results would be sent to

on page

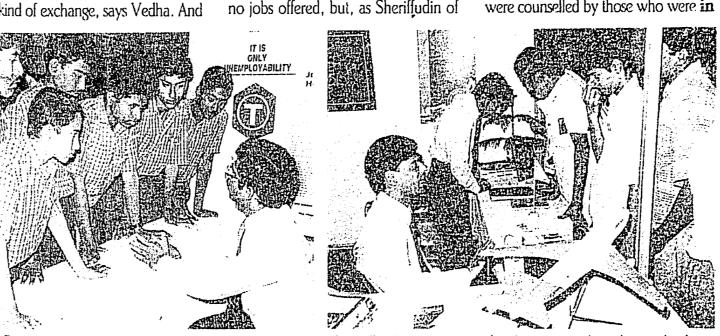
### s, trinketry and the like. But Madras is recently host to a fair of a more ious nature — the Madras Career where, as its name suggests, inselling on various courses, career tions, business loans etc. Organised the AIESEC, the aim of the fair was bring together students and the AIESEC is the French acronym for nternational Association of Students Economics and Management. Crowds at the Career Fair.

In fact, stalls put up by institutes offering specialised courses like interior designing and the like were the ones that drew the biggest crowds. Yet another popular stall was that of an institute offering courses in visual arts, animation etc. Ads made using these techniques were shown on a little screen in the stall. Questions by eager visitors were patiently answered by the woman in charge. This was a feature of almost all the stalls, the students being treated as welcome visitors, with even the silliest of questions being answered in all earnestness.

While on the one hand there were such institutions wooing the students for the courses they offer, there were, on the other, established companies who had put up stalls "to create an awareness of the company" in the minds of the students. There might have been no jobs offered, but, as Sheriffudin of

designing course with a science degree?" ... were some of the questions asked by students. Obviously, the choice of a course and the choice of a career are two different things to today's youth. Many of the students were surprised that they could alford to be indecisive even up to the graduation stage. Some of the visitors to the Indian Express stall couldn't believe the fact that, whatever their degrees, there was job for them in a newspaper establishment. All this, when they thought that only English graduates had a chance in a newspaper office.

Students who had come in small groups could be seen discussing the merits and demerits of every course or stall at the venue itself. They very idea of bringing so much information about so many courses was welcomed by them all. And so was the fact that they were counselled by those who were in



Earnest groups of students from schools were a feature of the Career Fair (left) Many wanted to know more about the travel industry

and institutions offering assistance The insect section was, in contrational starting businesses. There were

ent-run organisation. It was started

students of seven European count-

s after World War II and is now

mbership of over 75,000 students.

The Indian branch has 11 local

abay. The Madras Chapter of

addition to managing the fair at

hi which does not have a local

nmittee. Any student can become a

hies includes finding out from them

ether they are looking for personnel.

abase. Quite a few students have got

— in India and abroad — through

stalls put up by organisations /-we'll-get-in-touch-with-you-later (Continued on Paneadquarters in Brussels for consiion whenever job opportunities

to be left behind were Indian s leaching subjects ranging from

Coats Viyella put it, "The main idea is to get more and more students to know about the company". In fact, the reason why Coats Viyella is here this time is because of the positive outcome of its participation in the fair in Bombay; it was able to pick several students for summer jobs and a couple of them became permanent employees.

Apart from institutions and companies, there was a stall put up the Bharatiya Yuva Shakti Trust (BYST) which provides loans to any youth starting his/her business. It also provides 'teachers' to the aspiring entrepreneur on a one-to-one basis, i.e. one teacherone entrepreneur. While granting the loans, no guarantees are asked. And repayment is scheduled on the cash flow in the business.

All the visitors to the fair seemed to consider it serious business. "Can I join a travel agency without a course

(All photographs by V S RAGHAVAN) the business and who looked forward to having these students with them.

Some of the stalls were manned by students studying in the institutes; this made rapport much easier. And, mercifully, for almost all the courses, the fees to be paid, the number of instalments (if they could be paid thus), and, in some cases, the approximate salary that could be expected were listed in charts, saving a lot of questions and, possibly, condescending answers of the kind which usually mean why-do-you-wantto-study-if-you-can t-pay

A poster in one of the stalls summed up today's employment scenario beautifully. It said: "There is no unemployment in India. Only unemployability. Perhaps the aim of the fair was to make more people employable, even if it didn't help them with employment then and there.



show that took foreign viewers by storm.

# Leather, Luverly Leather

featuring haute couture in leather, was absolutely and totally viewerfriendly. In fact, it was a wow, if a oneand-a-half hour long one. State-of-the art leather, ranging from sheerest dress materials to rugged outdoor wear of impeccable polish and finish and in a variety of exquisite hues and designs, trendy high-fashion garments with the globally 'in' look displayed by India's leading models, Hemant Trivedi's finetuned choreography and the latest feettapping music — it was a glamorous, glitzy package which gave the packed audience at the Taj Coromandel more than their money's worth. But amidst all the gliding, swaying, pirouetting models, amidst the welter of exciting microminis, halters and head-turning outfits, amidst all the glit and hoopla, one vision stood out head and shoulders above everyone else.

Yes, the luminously lovely Miss World, Aishwarya Rai, cynosure of all eyes in the pick of designer outfits, giving the entire skin show (pun intended) an entirely new dimension.

Against the background of crunched silver glass panels, imaginative lighting and music, Leather '95' began in a rather spaced-out manner (pun intended again) with male and female models striding about in short silver and gold shorts, matching jackets, space masks, high boots, robotic movements et al. The rest of the fashion statements which followed were all about figurehugging minis and shorts, long flowing capes worn over micro-shorts or classic belted dresses, jackets with or without tassels, below-the-knee flowing gowns a la Eden Capwell in Santa Barbara, belted coats over contrasting minidresses and long flowing evening dresses: Sequinned, tasselled, sprinkled with flowers, dreamily lacy and so on. The male models from Marc Robinson to Lascelles, Kelly and Milind Soman, all sported figure-hugging trousers, shirts of various hues, cut-away coatees over bare chests and tartan jackets in autumnal colours, as well as in red and

And what the lovely lithe models - and the macho hunks - did to leather was what had the audience roaring with approval. Meghana Reddy in a dramatic black number and tantalising shorts, Shikha Swaroop in vivid red miniskirt, Madhu Sapre in a belied, buttoned-up classic, Sabah and

green, which were stunning. It was

amazing what high technology, creati-

vity, skill and design could do to leather

-- I could have sworn that Ash's

dreamy green and pink Lazeer leather

dress was fashioned out of sheerest



Aishwarva Rai, Miss World, was the

(Photo by S ANWAR)

Aishwarya in a lovely black and green sequinned gown — these are some of the stunning images that stay in the mind's eye long after the show is over Every model had her own distinctive style, perfect hour-glass figure and a flair of displaying her dress which was quite remarkable. Whether in silhouette or executing a pirouette, swaying sensuously to the Jazz beat or the notes of the flute, whether forming kaleidoscopic patterns of visual excitement and colour, or gracefully catwalking down the aisle, each of the models imparted a special something to the designer clothes they displayed.

The male models were as lithe and graceful. The designer shoes displayed with great eclat by all the models lent yet another distinctive touch to Leather '95. Both in the elegance and slickness of presentation and the outlits — and in the exquisite quality of the leather itself — Leather '95 epitomised the finesse and sophistication which are the hallmarks of the leather industry in India today. With the throng of foreign buyers looking on, and the excited buzz amongst them as one stunning outfit followed another at the fashion bonanza, it hardly needs to be said that the Indian leather garment and shoe industry is poised for the big, global take-off.

And how lovely for Madras that this was spelt out to us in Leather '95' by the country's most sought-after faces and figures! Also, Thank you, Aishwarya, for flying in all the way from London especially to make the lovely leather show even more luverly...

Ten years our Sister City

### This colourful capital of US's Mountain West City Denver's magnificent new international airport... a far cry from

V ears ago, long before white men came to the western wilds of North America, there was a spot about a kilometre-and-a-half high on the Great Plains that the trail-making buffalo and the American Indians were careful to avoid. The arid, almost treeless spot was at the foot of the Continental Divide, near its most rugged point along the whole stretch of the Rocky Mountains. The Divide — the great ridge of mountain summits which separates eastward-flowing waters from west-

ward-flowing waters — ran north and

south as far as the eye could see. It

I was a student of Women's

Christian College, Madras, in

the Forties When I first heard

that it had been exchanging

students and faculty with its

'sister-college', Mount Holyoke,

U.S.A., from 1920 onwards. It

was then that I began to dream

that, one day, perhaps, Madras

could have a 'sister city' in the

In the Seventies, when I was

with the American Library of the

U.S.I.S., Madras, I learnt that an

organisation called the Sister

Cities International, then located

in Washington, D.C., paired

American cities with cities all

My search began in 1974,

while attending an International

Conference of Zonta Inter-

with Boston, but, alas, its

economy, I was warned, was in

a shambles. So I made trips to

New Haven, Milwaukee, Madi-

son, Baltimore, but with no luck.

the Bi-centennial of the U.S.,

spending a great deal of money

on pamphlets, books, maps and

souvenirs of Madras, to be given

to the Mayors of several cities

there - Detroit, Los Angeles,

San Francisco, Seattle and even

small town Tombstone. I could

not meet any of them, much less

get a letter of reply. But when I

visited the Sister Cities Inter-

national at Washington, D.C.,

the then Vice-President present-

I returned again in 1976, for

over the world.

by MARSHAL SPRAGUE

blocked the buffalo's westward way to forage and the American Indians' way to hunting grounds. It was never lower than 3,300 metres above sea level and often rose to snow-covered peaks more than 4.200 metres high. No trails crossed that tremendous barrier. One had to pass around it — a detour of several hundred kilometres.

It was at this dead end of nowhere, 960 kilometres west of the nearest outpost of civilisation on the Missouri River, that, in the autumn of 1858, a handful of greenhorn miners and traders from Kansas laid out a town site

Ien-year tapas to bond two cities

Dolly Simon... when she was trying to

find Madras an American Sister City.

disappointed.

me for all my efforts and advised

me not to lose heart. Neverthe-

less, I returned to Madras very

President of the Indo-American

Association, Madras, who

returned to the U.S. when her

husband, James Todd, Chief of

the Consular Section, retired,

wrote that Denver might be

interested. I immediately wrote

to its Mayor, on behalf of the

IAA. As luck would have it,

the then President of IAA,

P Krishnamurthy, was visiting

his son in Denver. He spoke to

the Mayor and others like

Genevieve N Fiore, Teresa

Antony, Anthony Parimanath

etc. and convinced them how

important a people-to-people

relationship was. The Mayor

wrote to the IAA requesting a

letter of acceptance from the

'Mayor of Madras'. We had had

no Mayor for several years, but

only a senior IAS official who

was empowered with the powers

I approached the then Special

of the Mayor.

In 1981, Norma Todd, Vice-

among the cottonwoods at the junction of the South Platte River and a rivulet called Cherry Creek. They laid out the town by accident, acting on a rumour that somebody had panned gold in the sands of the South Platte, or maybe Cherry Creek, or both.

Here the impetuous greenhoms and. traders built their log cabins, saloons, gambling rooms and even dance halls - though at first they lacked women and had to dance with each other. They found no gold that autumn at Cherry Creek, but there they were at their dead end, against the Continental

was not very enthusiastic. But

C N Ranidas, a senior IAS official

and now Secretary, Ministry of

Surface Transport in New Delhi,

made an appointment for me

with H B N Shetty IAS, who was

in charge of Local Government

then. I was able to convince him,

the fact that we had both been

students of Presidency College,

with Professor Balakrishna

Nayar as our teacher, helping. So

did the fact that the then Presi-

dent, Dr M S Ramakrishnan,

was his son-in-law! All hurdles

overcome, he agreed to issue the

letter of acceptance. In a few

days, a beautiful golden scroll

arrived from the then Mayor of

Denver accepting "the great city

of Madras, a gateway to Indian

culture" as Denver's seventh

Sister City. That was ten years

been named 'Madras Park' and

symbolically, we are maintain-

ing a peacock (now called blue

peafowl), the national bird of

India, thanks to the late

Mr Krishnamurthy's son, P K

Suresh, who was in Denver

then. He had donated 500

dollars and the cost is 35 dollars

a year. We are happy to be 'zoo

parents' in Denver. And

exchanges of visits between

citizens of the two cities have

strengthened ties. (From the

Anniversary Special of the Indo-

American Association.)

A park in Denver has, since,

would turn up. One of them, a Kansas politician, General William Larimer. thought of naming the town site in honour of General James W. Denver who, as Governor of Kansas Territory. might favour the budding metropolis with a main route, or a stage line from some Missouri River town. The name enjoyed wide use before word came that General Denver had resigned the governorship weeks before and had returned to his home in Ohio. The general never set foot in Denver. But the name remained.

the mountain city's rough and ready

Divide, with a town site on their hands.

They kept pretending that the gold

beginnings

Before that first unhappy winter of 1858-59 ended, many Denver gold seekers had spent their 'grubstakes' sums advanced to them by stay-athome friends for a share of the golden profits, if any. They were ready to forsake their shantytown and talked of hanging whoever it was that had started the gold hoax. But when spring came to soften the Rockies' chill a bit, the picture changed. An experienced miner, George Jackson, had found buckets of gold nuggets in the sands of Chicago Creek, deep in the folds of the Continental Divide, 64 kilometres west of Denver. A second argonaut, John H. Gregory, had struck it even richer in the same rugged area, having discovered beds of spangle gold in a fabulous ravine that was soon known

rival gold camp, Central City, sp up at the head of Gregory Gulch a overnight. It drained Denver hundreds of its pioneers and made you were to enter a bank today stay-behinds wonder how long behand use an ATM (an automated their metropolis would become a shier machine) or, sitting at home, see

Somehow, Denver stayed alive vie, you are in fact, witnessing the there on its jack-rabbit plain in front is of the computer revolution. The the peaks, and even grew slowent changes taking place serve as a through the 1860s and 1870s frewerful reminder of the all-pervasive some hundred people to 35,000. Maure of computers, in general, and found more gold at hundreds of plantware, in particular along that highest crest of the Corl The Infotech industry (IT), as all the nental Divide. Although most of the inputer-oriented segments are known

diggings were exhausted in a fellectively, has, however, had mixed weeks, miners had to so to Denver Junes. The 70s had seen the emertheir supplies, their mail and ince of Indian programming talent occasional fling at the Elephant Contich the Western countries rapidly or some other pleasure palace on Blaned in on. In the next decade, the Street. Trees were planted around to listry suffered many setbacks and this by the tens of thousands, softening and continued into the early 90s. glare of the sun-baked plain. To The hardware industry could not town's public school system was enlated the challenges posed by the high ed steadily and the University sel of sophistication abroad and only Denver opened its doors in 1864 hware exports helped shore the

Through two decades, the ups a sing bottom line. Software, especialdowns of gold mining were a constant is particularly suited to Indian worry, and so was the scarcity ditions, with the natural skills and water. The Denver area had an available helping to plant the Indian flag age annual rainfall of only 50 ceres of the globe. The southern cities metres. This water shortage limited and are and Bangalore have turned town's development severely and make to be the Indian equivalent of Caliit dependent on markets hundreds in and Silicon Valley. Education kilometres away for most of its for anisations, like the erstwhile

(To be concluded next fortnight ware companies like Pentafour and



Software, ICIM, DEIL, Sonata, Wipro Square D... the list of companies establishing an international presence is growing longer by the day. fantastic cartoon graphics in a

segments are also picking up momentum. The latter's annual turnover for 1993-94 was Rs. 575.84 cr and NIT,

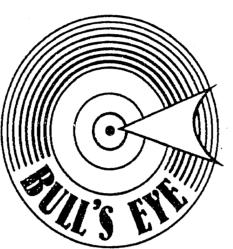
the leader in the former, ended the year on September 30, 1994, with Rs. 90.36 cr as total turnover. It is tipped to cross Rs. 120 cr for the year

The IT industry is all set to cross new peaks and most analysts predict the total turnover will cross the

Nature

awareness

The education and peripherals



ending September 1995.

Rs. 5000 cr mark, especially consider-

While pondering on this, here are

some 'buys' worth considering:

Oriental Bank of Commerce (CMP: Rs. 73): Having entered the capital market in October 1994, OBC's issue was oversubscribed by 7.67 times. This Rs. 50 premium issue raised Rs. 360 cr and the bank, with 583 branches, has deposits of over Rs. 5239 cr. Estimates put net profit for March 1995 at Rs. 77 cr, which should yield an EPS of Rs. 4, supporting a price of Rs. 100 for the scrip. The bank's performance for 1995-96 should justify a price in the Rs. 135-150 range. Buy with a stop loss at Rs. 65. Pasumai Irrigations (CMP: Rs. 64):

This city-based manufacturer of drip irrigation systems and sprinklers has tied up with USA's Irridelco Corporation to market its automatic sprinklers. Launched in December 1994, the product has been well accepted in the market. Its new and state-of-the-art unit in Pondicherry is to begin full-scale operations by this month-end. Exports to Sri Lanka should be extended to Zambia and West Asia. Results in September 1994 showed a 255% increase in turnover and 286% in PAT to Rs. 1.21 cr. With EPS at Rs. 3.30, Pasumai should register Rs. 16.60 cr turnover in September 1995 and a PAT of Rs. 2.48 cr which will support a price of Rs. 100 for the scrip. Buy with a stop loss at Rs. 50.

Satyam Computers (CMP: Rs. 72): SCS, a Secunderabad company, is one of the stellar performers of the IT industry. I has recently tied up with world leaders Dun and Bradstreet in a joint venture, DBSS. Last year, its turnover was Rs. 9.23 cr, with PAT at Rs. 2.83 cr and EPS of Rs. 1.52. The current fiscal half's results are excellent, with Rs. 9.54 cr turnover, Rs. 3.82 cr PAT and EPS of Rs. 4.11 (A). It should finish the year with corresponding figures of Rs. 20  $\ensuremath{\sigma_{\!\text{r}}}$ Rs. 7.28 cr and Rs. 3.90, supporting a price of Rs. 100.

K. GOPALAKRISHNAI

lliant's, now known as First C, and

As any of the manpower organi-

ons will tell you, the demand for

Indian programmer is practically

on-stop. While we have not done

In the hardware and peripherals

nents, the establishment of nume-

foro have boosted this image.

Pandian dominated to a still greater sand boa, and crocodile hatchlings (all C) were all good, but his black and

viners on a branch was eyecatching though it did make me wonder whether this too was a 'zoo' 'shot'. A striking 'portrait' here was of a king cobra by Shekar Dattari, but even more striking was the indifference to crocodiles and the total absence of gharial pictures The flowers, as expected, were colourful, with K Ponnusamy's grass flowers, wild flowers and a white flower

showing a photographer's eye. But Dr S Vasudevan's red mushroom was, most appropriately, considering its colour, a 'stopper'. The couple of underwater pictures, on the other hand, made no one pause — but were an indicator of how little we in Tamil Nadu, with such a long coastline, consider the wealth of the sea. Obviously underwater photography is not the cup of tea of the state's photographers. A pity, for there's colour there that's unmatched by most of what was on view at this exhibition.

So how do we encourage such photography and improve the rest? That's what I was pondering over as I left the exhibition. A few other thoughts on it may make a good effort still better next year. Madras Musings contribution to this cause is space throughout the year for some of the best pictures seen at the exhibition. Unfor tunately they can only all be in black and white.

# ing the fact that advanced services like telebanking and multimedia end uses are growing in demand almost on a daily basis. to overcome

**D** rof. Mushirul Hasan is now out of hospital and his wounds are healed, but he is still not able to return to work. But the pro-Vice Chancellor of Jamia Milia Islamia University, Delhi, was able to make it in Madras for a seminar on Campus Diversity Initiatives, a project of the Ford Foundation. Principals and heads of departments from 12 colleges from different parts of India met at the seminar and discussed strategies to enhance and foster, on campuses and in society, a climate of

tolerance and respect for differences. Prof. Hasan matter-of-factly described his experience when all hell broke loose after an interview with him had appeared in the magazine Sunday. He had said that India ought to lift the ban on Salman Rushdie's Satanic Verses: that though there were sections in the book that were offensive, the book should not be banned. And since India was the first country to ban the book. it should also be the first country to lift the ban, he had told the interviewer. The university had to be closed due to the consequent agitations, Prof. Hasan's effigy was burnt and the students demanded his resignation. He was beaten up badly in his office and had to be hospitalised.

A committee headed by Justice MM Ismail of Madras reported on the agitation and Parliament adopted it, but Prof. Hasan still cannot go to work without police protection. And the government is quiet on this aspect. Prof. Hasan says he received as much support for his stand as hate mail and many job offers also came his way, but he wants to stay at Jamia Milia. But

### DATES FOR **YOUR DIARY**

February: 'Artist of the Month': Muralidharan, a painter who has participated in many international and national exhibitions, including 'Parallel Documents' in Kassel, Germany, and the 7th Triennial of India (Max Mueller Bhavan).

Fill February 22: Horst Janssen Etchings 1958-1976 (originals). The exhibition comprises 160 graphics by one of the most important and productive German graphic artists of modern times. In his illustrations, colour woodcuts, drawings and etchings he develops a language of his own. (Lalit Kala Akademi, 2.00 -6.00 p.m.)

Till February 25: (except Sunday) "Books for Children: Stories and Pictures" — an exhibition of children's books (a selection of about 1000 books from the Bologna Children's Book Fair) and readings from children's literature for children. (At Max Mueller Bhavan) February 22-25: Indian Federation of

University Women's Associations and University Women's Association of Madras — Platinum Jubilee Celebrations Feb. 22nd: Inauguration of the Platinum Jubilee Celebrations at Bharatiya Vidya Bhavan, Mylapore, at 5.00 p.m. Cultural programme (Sri Krishna Thulabharam) at 6.30 p.m.

Feb. 23rd: 10.00 a.m. Symposium: 'Women's Future - World Future' with Drs. Devaki Jain, Jaya Kothai Pillai, Nanditha Krishna, Kunthala Jayaraman, Yashoda Shanmugasundaram and Vineeta Hoon participating. 2.30 p.m. to 4.00 p.m. Panel discussion on 'Rights of the Child' with Andal Damodaran, Khin Sandi Lwin and Anu Gopal participating (At Ouality Inn

discrimination why are the students so agitated? They are influenced by politicians and obscurantists who read religion in the way they want to and want to shull every mouth that may say things that are even remotely unpalatable, says the Professor.

> Everyone had things to say about discrimination. Madras lawyer Geetha Ramaseshan spoke about gender discrimination. Daya Pawar a Dalit poet from Maharashtra, spoke about caste discrimination faced by him and his family, and all the college principals came out with problems faced by them and people known to them. They discussed possible ways to respond creatively to the challenges of diversity and talked about projects to revise academic curricula, develop new courses, design teaching methods to deepen the students' understanding of India's social and cultural diversity and evolve innovative approaches to promote diversity on campus through non-academic activities.

### Arts and Crafts

G andhi was a name used by every-one at the meeting and a Gandhian educational plan adopted to today's curriculum became an important aspect to look into. But arts and crafts can also be put to great use in this project. My presentation at the meeting was titled The use of theatre to provoke thought and Chennai Kalai Kuzhu, a contemporary street theatre group, and the Therukoothu group from Purisai helped to illustrate it.

Drama is an essential tool in education. Natyashashtra, the fifth Veda, was invented to bring home values and for role play in life to form opinions. Traditional theatre, like Therukoothu, Villuppattu and puppetry, could go to the campus and help in provoking thought.

Many students find diversity quite confusing and threatening. College is the first widely diverse world that these young people encounter and the transition can be quite traumatic. There is a sudden need to grow up and confront oneself as a young adult, a new freedom quite difficult to cope with and a diversity without the protection and the homogeneity of school uniforms and discipline. Those who are not ready or willing to relate to people of a different caste, religion, colour, habits, taste, opinions, convictions, become troubled and are easy to influence. And their confusion then sets expressed through disruptive and hostile behaviour or by the victims moving into isolation.

There is a need now to actively pursue value-oriented education. It has been fashionable in the last two decades to look down on a moral at the end of a story. And to talk about liberalisation in education. But in the absence of great role models to look up to, it is quite essential to look at values and discrimination squarely in the eye and deal with them on the campus.

Educators have to use some theatre to bring home values of respect on the campus and must leave their conditioned personalities and attitudes behind while entering a classroom. In fact, teachers need workshops in creative drama as part of their training

## Quizzin' with Ramaman

(Quizmaster V.V. RAMANAN's questions are from the fortnight January 16-31)

as Gregory Gulch. Unfortunately, a

- 2. Who are the new national badminton
- on January 21st?
- Name the three New Zealand cricketers who were temporarily suspended for smoking cannabis during their recent tour of South Africa.
- 5. The first Hindi TV serial to be dubbed in Tamil, recently became the longest running serial in the Metro channel. Name the serial.
- 6. Who was chosen FIFA Player of the Year 1994?
- '. Gen. Paul A. Rader, who was in Madras recently, is the international head of which social organisation?
- 8. What new 'jackpot' feature did Doordarshan introduce on January 29th? 9. Whose tomb did a Greek archaeo-
- Egyptian oasis of Siwa? ). Which Tamil Nadu Government undertaking is to make the ID cards for the voters of the state?
  - . There was a grim reminder of the
- - horrors of World War II when the

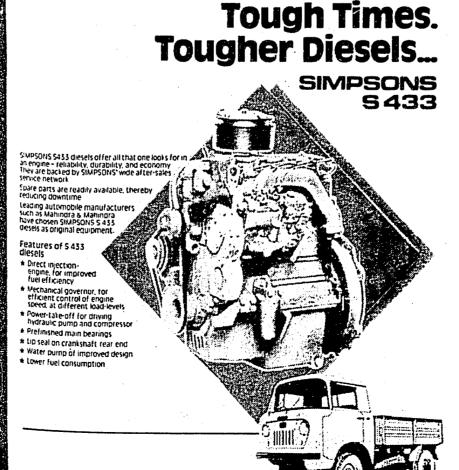
a horrors complex was recen marked. What was the complex? . Name the noted Tamil playback s of yesteryear and a former principal the Government Music College ware exports alone crossed the

50th anniversary of the liberation

- died on January 28th. Name the founder of the PWG the patriach of the Naxalite mover in Andhra Pradesh, who was rele on January 27th after nearly two
- of imprisonment 14. January 28th was observed worldwill
- 15. How did Ms. Linda Black of Zealand make football history lanuary 23rd?
- What distinction did India's Sur Sekar Ganguly achieve on Janua 23rd at the Goodricke internation chess tourney?
- What new telecom facility was be in Madras on January 25th? 18. What is the 1995-96 plan outlay
- Tamil Nadu? Who ascended the 400-year-Dhathatreya Simhasanam on Janua
- 20. Name the eminent Gandhian founder of Gandhigram Univer who passed away on January 1

 Our series on Madras schools B61/862 Anna Salai Madras 600 002

### joint ventures and off-shore jects have helped revenues surge. froze' a "centipede" eating a frog and white of half a dozen or so saw-scaled industry saw overall tumover grow a praying mantis enjoying a crow over 34 per cent to touch an all-time peak of Rs. 4364 cr. Of this, extent the reptile section. A saw-scaled ic Rs. 1000 crore mark and for the viper(B & W), another saw-scaled time in a row touched a viper, this one on a mushroom, a red per cent growth rate. Tata Unisys, Consultancy Services, Pentalour



### DOLLY SIMON ed me with a pin, commending Officer, K Chandrachoodan, who House-proud of the past

(Continued from P3)

of the Hindu pantheon, and the rampant lion and the unicorn in wrought iron could be rubbing shoulders with Ganesha on the same verandah. Ornate cast iron facades were imported from Glasgow and, impractical though it was, often a wealth of stained glass in blinding colours was used instead of the usual wooden blinds.

These curiosities which once belonged to the city's leading lights, have witnessed its history from 1778 onwards, when it was declared the country's capital. The Bengal Renaissance flowered here. This was also the hotbed of movements as disparate as the nationalist and the Naxalite. Without these products of a hybrid style Calcutta would lose its distinctive identity and ethos that sets it apart from

After the Tercentenary, even the first steps towards their conservation have not been taken. The Calcutta Metropolitan Development Authority has drawn up a list of addresses of 300 historical buildings but without a word to explain their significance...

At a time when nothing is sacred... people and the press go into a tizzy when they belatedly realise that the last brick of Bankimachandra's house near the Medical College has disappeared or that Michael Madhusudan's residence is in danger of being wiped off the map. In recent times, the Corporation has saved the Natmandir of Raia Nabakrishna Deb from destruction and the Town Hall and Metcalfe Hall are to be transformed into museums. The Gwalior Monument and Prinsep Ghat look spick and span again. Raja

named after him is being repaired a typically bull in the china shop fashion. All the beautiful stained glass and woodwork has gone. But why is the great reformer's house near Manicktala being transformed into a police museum? Such insensitivity would mar any project, however well-intentioned.

But apart from sporadic efforts there has hardly ever been any sustained movement for conservation. Only a national trust or foundation can achieve that purpose. Such a body would decide what is to be preserved and also ensure that new structures in a heritage zone harmonise with the predominant architectural style. This could be a paying proposition. In these days of Raj euphoria, with proper packaging, nostalgia could be a marketable

- 1. Where did a powerful earthquake wreak havoc in lapan on lanuary
- champions? 3. Who inaugurated the J. Krishnamurthi
- birth centenary celebrations in Madras

- logical team reportedly find in the
- - (Answers on p. 8)

has been held over this fortnight due to pressure on space

### Cricket writer makes **SUCCESS** of billiards

R. Mohan, better known as a cricket writer, was seen in a new role during the India Cements National Billiards and Snooker championships that the Tamil Nadu Billiards and Snooker Association (TNBSA) conducted at the Madras University Union indoor stadium recently.

T.V. Ethiraj, the TNBSA president, and his committee members played their part in giving the well-patronised tournament an easy and smooth passage. But there was no denying the fact that it was Mohan, TNBSA vice-president and chairman of the organising committee, who roped in India



Cements as the tournament's main sponsor and gained substantial aid from other establishments, like The Sportstar. Mohanof The Hindu has made many friends not only with his cricket writing but also with his daily visits to the TNBSA's billiards hall in Royapettah. They all gave him their wholehearted support for the successful conduct of the champion-

B. Sivanthi Adityan, the Indian Olympic Association president, inaugurated the championships and took the opportunity to refer to the TNBSA's long-felt want, its own club house. He assured the gathering that he would impress upon the Government to grant the TNBSA land to put up its own building. If a billiards house materialises, it will be the brightest feather in Mohan's cap.

# curious plan for sport

(By The Corner Flag)

The other day, The Corner Flag read an intriguing piece in that cricketand tennis-oriented sportsweekly, The Sportstar, urging the authorities governing Indian sport to get the country's sports priorities right. Since the article made constant reference to the SAF. Asian and Olympic Games, The Comer Flag presumes that the discussions focussed on sports which feature in the Games and not games like cricket and rugby football. Though when Malaysia introduces both in the next Asian Games. The Corner Flag imagines those sports too will come under the purview of this plan. At any rate, The Corner Flag takes on the proposal on that

The 'Perspective' presented in The Sportstar was that, instead of having ONE list of 20 priority sports, Government could draw up THREE lists and

His Leger blank gave the ancient

centre of Guindy an unprecedented

classics blob, not to call it a knock-out

blow. All five Guindy classics were

won by challengers from Bangalore. It

was indeed a slap in the face of a turf

club which had, for decades, been the

Bangalore Turf Club's, mentor,

guardian and godfather. The Depart-

ment of Racing, formerly Madras Race

Club, would indeed seem to have been

left way behind not only by the

Bangalore TC but also by the

Hyderabad RC, which, too, had for

long been a godchild of the Guindy

in status was provided by the DOR's

readiness to frame its season's pros-

pectus in a way that will help other

clubs enjoy a virtual monopoly during

their classic meetings. As a result, during

the current season, Guindy had an un-

precedented 11-day break, the ancient

centre's longest-ever holiday. In tune

with the record blank was the re-

sumption of the season with two

meetings on successive working days!

Racing on Sundays has indeed become

a rarity at the country's oldest club.

1. Kobe, Osaka and other parts of

western Japan; 2. Dipankar Bhattacharya of

Assam (men) and P.V.V. Lakshmi of

Andhra Pradesh (women); 3. The Dalai

Lama; 4. Stephen Fleming, Dion Nash and

Matthew Hart: 5. Junoon: 6. Romario of

Brazil; 7. The Salvation Army; 8. It began

live telecasts of horse racing; 9. Alexander

the Great; 10. ELCOT; 11. The Auschwitz

**ANSWERS** 

TO QUIZ

The latest pointer to Guindy's fall

establishment.

assumption.

rate its priorities accordingly. This view states that "disciplines where India is in the top 15 of world rating can be classified as priority A, the first five in Asia as priority B and the rest in priority C. The list can be changed with the level of showing in international competitions".

It is this priority listing, as it will work out in the context of today, that The Corner Flag finds most curious.

Under Priority A we would find cricket, which only about ten nations play seriously, kabbadi, which even fewer take seriously, and only hockey which has some mass base in India and is now played reasonably widely internationally. Elitist tennis might find itself in Priorities A or B depending on the year. The Corner Flag can't really think of any sports that will fit into Priority B, but wrestling, boxing, weightlifting (especially women's), golf, archery and shooting might come close. And of them, only the first named is a mass-based sport in India and all of them are fairly low-key sports worldwide.

Now let's look at what will wind up in Priority C. Imagine football, volleyball and basketball, all with considerable followings in India (with football the most participated in and most watched sport in the country and the most popular sport worldwide), not figuring in our priorities! Worse, consider athletics, the most basic of all sports and the sport with which

the Olympics began, being consider a Priority C activity!! Worse imagine the country's leading s magazine propagating this gospell is no wonder that with a m oriented to elitist games like cricket tennis that mass sports tend to li in the doldrums, feels The Comer I

No, the issue is not one of prior in the view of The Comer Flag. a complete lack of dedication a levels in all sport, a lack of commitment on the part of sportspersons who want a means of 'out' from their environments, and a paucity of fu and publicity to keep them dedicated and committed longer. All nebul concepts, but the record is that dedicated and committed, like Mil and Sriram and Gurbachan and U and Shiny and Valsamma, made

Could The Corner Flag ask Sportstar not only to rethink its prop but also its orientation?

Advertise regular

Kuckm

# Tamil in focus at Guindy, not local classics champs

hettinad Cement's was, understandably, the main eye-catcher at Guindy on February 3rd, when the fifth and last classic of the Madras racing season, the Chettinad Cement South India St Leger, was run. The usual banners, posters and placards were there all right. But the Chettinad Cement Corporation Ltd. stole a march over the sponsors of the first four classics, The Hindu (1000 Guineas), Sans Craintes (2000 Guineas), Kwality Ice Cream (Oaks) and ITC (Derby). The Corporation had its posters in both English and Tamil, and not in English alone, to emphasise, as it were, the regional language's growing importance.

The Tamil poster was not the cement corporation's lone recordbreaker. It booked the whole back page of the official race-card to advertise itself. "In the 70's the finest quality cement came from us. In the 90's, it ' still does" ran the advertisement. It may well raise a homet's nest in the evergrowing cement world, and so may the

Corporation's advertised telegraphic address 'Best Cement'.

Whatever may be the reaction to the race-card advertisement, it was ironic that Chettinad Cement's head, not to call him proprietor, M.A.M. Ramaswamy, drew a blank in the classic sponsored for the second successive year by his establishment. From The Prodigy in 1976 to Bright Colours



dozen runners, who, in the process, Colours.

in 1994, MAM's colours had been carried to Leger victory by nearly a boosted their owner's world-record classics tally now racing towards the double century mark. He had even performed the hat-trick with My Pet (1992), Robertino (1993) and Bright

STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS ABOUT THE NEWSPAPER "MADRAS MUSINGS" (Fortnightly), Madras, as required to be published under Section 19-D Sub-section (b) of the Press and Registration of Books Acts read with Rule 8 of the Registration of Newspapers (Central Rules) 1956.

FORM - IVMADRAS MUSINGS

- 1. Place of Publication
- 2. Periodicity of its Publication Printer
- 4. Publisher
- 5. Editor
- 6. Names and addresses of individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital

(Fortnightly)

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- : FORTNIGHTLY
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- : Mr Anu Varghese, on behalf of Lokavani-Hall Mark Press Pvt. Ltd., Indian,
- 62/63 Greames Road, Madras 600 006. Mr S. Muthiah, Indian.
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  - Madras 600 004.

2. Mr V. Abraham Kurien

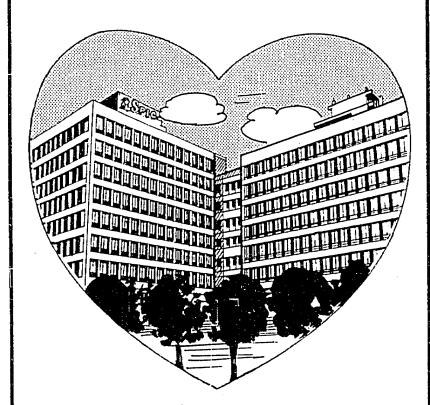
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- 110 Velacherry Road, Madras 600 032.

ANU VERGHESE

I. Anu Varghese, hereby declare that the particulars given above are true to the best of my knowledge and belief.

prison camp of the Nazis; 12. Chidambaram S. Jayaraman; 13. Kondapalli Seetharamaiah; 14. World Leprosy Day; 15. She became the first woman to referee a men's international football match (the game was between New Zealand and Denmark); 16. He became the youngest male player to defeat a Grand Master (at the age of 11 years, 11 months); 17. The FM radio paging network; 18. Rs 3200 crore; 19. H.H. Sri

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