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V. No. 12



Oct. 1 — 15, 1995

Rs. 3 only

# City to be another gateway

But Madras third choice of international airlines

(By A Special Correspondent)

umber of foreign airlines are tareling Madras as a third entry point ghts to the subcontinent. The red entry points remain Bombay

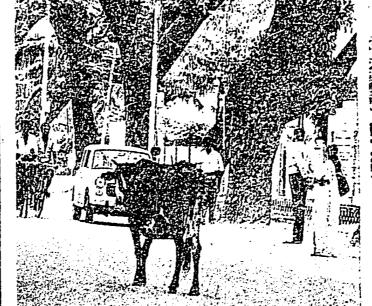
loval KLM launched its weekly as Atlas Boeing cargo flight connecting Europe with as. Air France has also obtained on from the civil aviation tics to fly to Madras, a right they b utilise soon with an eye an therry traffic.

Acral US airlines, including North and United Airlines, are also ed to be interested in Madras. cording to an Air France official. port city of Madras is seen as a export centre and an important or the whole of southern India." project report, prepared by KLM choosing Madras as a cargo flight destination, pointed out that not only is it at the heart of a region specialising in export products like leatherware. textiles and food, but several major multinational corporations, including Intel. Motorola, Siemens, Yamaha and Texas Instruments, have developed substantial industrial facilities in the

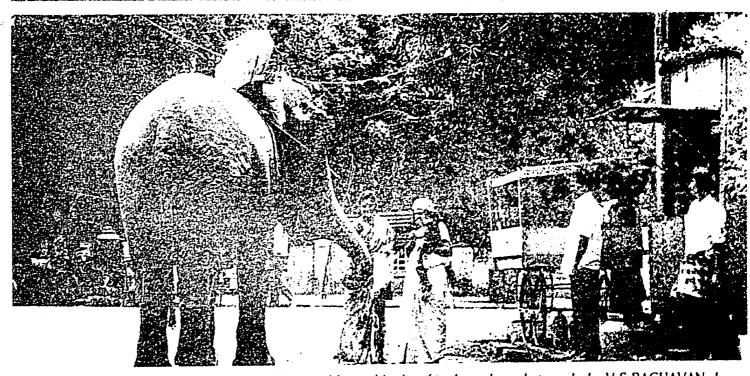
Air France's executive for Asia. J M Mason, says his airline hopes to sell South India as a major tourism destination in Europe. In fact, a number of hoteliers and tour operators feel, given its beaches, temple towns and peaceful climate. South India might develop as a major magnet for tourists.

Tourism infrastructuré development in the South too has gathered considerable momentum, thus making itan attractive destination for European airlines.









There's no fight for space on Madras roads between Man and his best friends, as these photographs by V S RAGHAVAN show. There's many a privileged 'pet' too among them which expects a snack or a monetary offering for which he'll bless you. Live and let live is a way of life on the City's roads and newcomers had better get used to it fast.

# THE SHOP

### WALK IN. BIKE OUT.

90, G.N. Chetty Road, T.Nagar, Madras - 600 017, Ph: 8280942

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### State looks at bees, spices, fruits and flowers

(By A Special Correspondent)

The Indian Council of Agriculture Research (ICAR) has sanctioned Rs. 5.7 lakhs over the next three years for experimentation with herbal spices in Yercaud. Five important herbal spices, Oregano, Parsley, Rosemary, Marjoram and Sage, have been planted in two hectares in Yercaud to evaluate their culture potential and commercial prospects in the domestic and export markets.

India is a major exporter of medical plants, exporting Rs. 86 crore worth of them last year. Export at the turn of the century is expected to be more than Rs. 200 crore. The Ooty, Thadiankudisai, Kodaikanal and Yercaud horticultural research stations of the TNAU have been investigating ways and means of making this target possible. As many as 106 species of medicinal plants have been collected in the Yercaud centre alone.

The Government of India has also sanctioned a scheme for development of bee-keeping, with 'Italian bees' (Apis mellifera), in Yercaud, Coimbatore and Periyakulam at an outlay of Rs. 5.5

Italian bees are said to be more efficient in producing honey from flowers, and a colony can produce over 70 kilos of honey in a favourable year. These Italian bees can travel distances of three to four kilometres and can produce honey worth Rs. 3,000 a year from one hive, whereas the local variety's produce only fetches Rs. 600. The Italian bees, in addition to producing honey, will help to increase the yield of many horticultural crops by improving the pollination. Fifty hives, each costing about Rs. 1,000, are expected to arrive in Tamil Nadu shortly.

The Yercaud horticultural research station has also now introduced an atractive new cut flower, Jerusalem Anemonei (Anemone corunaria) from Israel, in three different attractive colours, blue, pink and scarlet.

The Thandiankudisai hill research station is working with avocado, commonly called 'butter fruit'. It is a fruit with a fat content of 28 per cent! The yield of the experimental fruit is 400 fruits per tree (265 kilo). The fruit is said to be eminently suitable for the lower elevation hills of Tamil Nadu, such as Yercaud...

# The way ahead — at Dakshinachitra work from MMDA's II Master Plan

A good part of the Chettinad house, transplanted in the original, a part of a moderately well-off Thanjavur farmer's house still in the original, recreations of a weaver's house and a potter's, as well as of several farm-workers' homes ... weaving and moulding and carving going on in them ... handicrafts being exhibited and sold in the houses ... dancing and drumming and displays of folk arts in the streets ... and reasonably genuine South Indian fare being served in a thatched shed by the side of the rather typical rural enclosure for the temple cart ... indeed, it was a happy mela, a village thiruvizha-time come to life. Debbie Thiagarajan and Gita Ram, who conceived the idea of Dakshinachitra as a permanent exhibition near Muttukkadu, and their fellow-committee members and all those on the team must be congratulated for that splendid recent evening at Dakshinachitra. It might have been called a 'preview', but it certainly demonstrated what was possible.

And that "what was possible" was what struck The Man From Madras Musings as being **NECESSARY** if Dakshinachitra is to succeed as a concept. There has to be DAILY activity, the year round, in 'villages' where people LIVE and WORK and PLAY, somewhat as in the Disneylands of the world, if Dakshinachitra is to make something more of a mark than the museums of Madras. And thinking of the way ahead, MMM can only describe the challenge before the Dakshinachitra team as something enormous.

By the time the Tamil Nadu 'village' is ready next March, it will be nearly three years since the Madras Craft Foundation project got underway. And though Government granted the ten acres, the money to put up the four villages has been slow in forthcoming. In fact, MMM learns that the largest grant by any of the twenty or so founder patrons has been Rs. 30 lakhs.



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GRAY, J

JONES, E

LENK, J D

FICTION

much more money than what has been collected to finish the other three southern villages over the next three of four years and 'furnish' them with traditional 'exhibits'. To build the four 'villages' and the rest of the infrastructure is a difficult task, but MMM sees it as being rather easier than what will have to

### The future

For Dakshinachitra to come alive, the houses in it will have to be LIVED in. There has to be constant activity during the day. The four villages will have to be self-contained villages of handicraftsmen and women and managers and salespersons. Then, amenities will have to be provided for visitors. The one restaurant planned and the few toilets are unlikely to be enough even for a 'dead' museum. The restaurants will have to serve genuine South Indian rural food. Then there will have to be gatemen and ticketsellers, guides and waichmen and all the service personnel that will be needs i for such a massive operation. In other words, if Dakshinachitra is to be a successful centre for the arts and crafts of the South, it will have to be a major, PRO-FESSIONALLY-run operation and not a venture by only those who see dedication to preserving the South's cultural heritage as a priority.

The Man From Madras Musings has heard talk that Dakshinachitra, once completed, even partially, might be kent open only on weekends and holidays. That's to defeat its purpose - especially the planning which located it on the busiest tourist road in the South. But even if it is kept open during the periods suggested, it will still have to 'live' during that time and that's still going to call for a large staff and, worse, 'busing' in the 'residents' and the

'actors'. Trying out these views on some who had gathered for that happy occasion the other day, MMM heard it argued that a big staff might not be needed because tickets could be priced high to limit the crowd. With Government's signal role in the project, MMM can't see Government agreeing to a limiting price that keeps out the hordes that travel the Mamallapuram road every day, taking in the fast developing action all along it. But even if Government turns a blind eye to admission rates, only a dollar price is likely to keep out the crowd on this road that's constantly thirsting for something new to experience.

Something that struck MMM recently in this connection was that entry to VGP Golden Beach was not exactly cheap, but that's not kept the hordes out. In fact, going to Dakshinachitra the other day, MMM was struck by the sad state of the 'decorations' and the road before Golden Beach; what VGP's had once kept spick and span, now looks so dilapidated. Obviously the crowds that 'gates' could not keep out have proved too much for VGP's perpetual cleaning' operation. If Dakshinachitra is to prevent that happening, it might have to provide more cleaning

staff than any other staff. The founders of Dakshinachitra have done a marvellous job on a particularly imaginative concept, but even as they build on the foundations they have

Danesbury House and released in 1936, that MGR made his debut in a minor role as a police inspector. It was in Shakunthalai that MS made her debut - "and I've been with in love with her ever since", Dungan told Randor Guy when he visited Madras last year. During that visit, the only meal Dungan had outside his hotel was at MS's home - and "the thayir saadam is still as good as ever," he enthused on his return to his room.

The stars of the day, like Rajalakshmi - who lived in a huge house behind where now the Ega Theatre has come up and K P Sundarambal, starred in the films he made. He introduced cabaret, lighting and the moving camera to Tamil films. And he

### SHORT IN SNAPPY

laid, they need to think of the future which, MMM is inclined to believe, will be much more difficult that the present and the immediate future. Good luck with those plans, all connected with Dakshinachitra and the Madras Craft Foundation.

### Tamil-less film-maker

e's a forgotten figure in the world of Tamil film. But film historian Randor Guy, who is determined to do a book on him one day, always wonders how you can forget the man who directed M S Subbulakshmi, M G Ramachandran, TS Balaiah and M K Radha in their FIRST films, how you can fail to remember the man who directed Ambikapathi, Shakunthalai and Meera, how you are unable to recall the man who first teamed MGR and Mu Karunanidhi, the former in his first starring role, the latter scripting Manthrikumari.

Once again, Randor Guy got goodly crowd enthused at the USIS auditorium recently when he spoke of Ellis R Dungan and heightened his presentation with a few clips. Sadly, he could not show clips from all the 12 films Dungan made in that period he lived in Madras, 1935 to 1951 - including one war propaganda film, The Returning Soldier, Apart from making the Dungan story incomplete, the lack of clips from a few films demonstrated to MMM once again the difficulty of getting archival material in Iudia. Apparently those holding the copyright were not willing to part with copies for even a 'clip'. How then are we ever to develop a film library in India with ALL the films ever made in this country, a record needed for posterity? But back to Dungan.

Ohio-born Dungan studied film-making in the University of Southern California with M L Tandon, whose father was one of the fathers of Indian cinema. When Tandon returned to India and started work on a film in Calcutta, he sought the help of the footloose Dungan, who before long arrived in Calcutta. When Tandon was wanted to direct a film in Madras, he was busy and suggested that Dungan do it. That was 1935 and the man who came for six months stayed 16 years. During that period, without knowing a word of Tamil except for what passed for a call for brandy, Dungan made some of the greatest hits of that golden age and created stars who became legends.

was in Sati Leelavathi, based on Mrs Henry Wood's worked with the leading producers and studios of the day, like Newtone Studio in "the woods of Kilpauk" and T R Sundaram's Modern Studios, Salem, Randor Cuy recalled it all so vividly the other evening and helped many an old-timer recall Dungan's Day with the clips shown. MMM feels that the Film Chamber could now take this process further with a festival of Dungan films: it might show young audiences and later filmmakers there are other ways to make hits than the present methods.

### In brief

\* As these lines are written, C V Seshadri, Professor Emeritus of the Murugappa Research Institute, has been missing for six days. He had left his Injambakkam home for a swimin the sea nearby and that's the last anyone had seen of this outdoorsman scientist who loved trekking as much as he did his daily swim in the ocean. Seshadri, a grandson of C P Ramaswami lyer, had been responsible for much of the Murugappa Research Institute's work in rural upgradation. After retirement, he was closely connected with the Murugappa Group's algae farm in Chettinad, one of the biggest and best in the country. Police inquiries from fishermen have elicited no positive replies, The Man From Madras Musings understands, but even if they had seen anything, fishermen are liable to keep mum to avoid getting tangled in police enquiries. Meanwhile, if as is feared, the worst has happened, then the country has lost a great scientist.

\* Marjorie Ben, or Marjorie Sykes as she was born, died recently in London to which she had gone from India in connection with her latest book, Indian Tapestry: Quaker Strands. The 90-year-old Gandhian took the suffix 'Ben' after she moved from Shantiniketan and came to Sewagram at Gandhiji's request in 1945 to work on the Mahatma's concept of basic education. Ten years with Tagore in Shantiniketan were followed by 12 years in Sewagram and many years in Acharya Vinoba Bhave's Ashram. To this splendid record of service to India and work with its Apostles, The Man From Madras Musings would just like to add a footnote: She began her career in India and developed her interest in it at Lady Bentinck's School in Vepery which she had come to teach (MMA) comprising of the Madras Few in Madras remember the connection. Did the school? Municipal Corporation area, five

nunced a new Master Plan for the

7 sq.km. Madras Metropolitan

nicipal Towns, four Townships, 27

nging to ten Panchayat Unions.

the summary of one section of the

fortnights, MM will publish

maries of other sections of the Plan.

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in not being properly realised, viz.,

ibuting the population, decongest-

side the city. Another problem laced

mplementing the I Master Plan has

reclassification of land due to

omic development which was not

seen at the time of its drafting.

earch Studies, the II Master Plan

s to address several of these

olems. The plan's nine chapters

te to Population Distribution.

momy, Shelter, Transport, Infra-

idure-Social Facilities, Land Use

he II Master Plan is a result of the

\* Vikram Seth's A Suitable Ro and Panchayats and 211 PS villages has been translated into Him and is to be published shortly forlnight Madras Musings publi-The Man From Madras Musine however, was surprised to he This fortnight, and over the next who the translator wa Madras's own Gopal Gandi now director of the Ne Centre in London, Vikram Sel has described the Delhi-born and -educated Gandhi as "the rig person" to translate his en 1349-page novel, but MM the Central Business District (CBD) would have thought the forme developing satellile towns. Failure Tamil Nadu cadre IAS officer- more rules has led to unauthowhose mother was Tamil Aconstruction within and without would have been a more suitable and several unapproved layouts person for a Tamil translation Perhaps that's in the works to

### Business briefs

\* The Man From Madra Drawing heavily from the MMDA Musings hears that the Essagnes Research Foundation (TRF) Group, despite its strong Madn connection, has lost the battlefe the Nadar-founded Tamil Nad Mercantile Bank. The com unity, always a close-knit or not only rallied as one to oppo the Ruias' takeover of THE bank, but they have also at Rs. 5000 a share. St Anandan, MMM understand played a major role in the negotiations with the Bulantan Congress President Kuma negotiations with the Ruiss get the Bank back into Nad hands. The Bank, founded 1921, had 97 per cent distributions owned by the National States. community till the Ruia Gr acquired 68 per cent of the The most profitable priva sector bank, the TNMB wast ands with the best potential? country last year. The pri Commemoration being paid to the Ruias includ compensation, MMM unde

\* NEPC Airlines, whose over of Damania Airway expected to be completed sho making it the biggest pr airline in the country, has n recently acquired a m holding in Singapore Airl There is said to be no fina involvement by either part the pact, The Man From Ma Musings understands. Swis will service NEPC's Boein train personnel and help planning. It will also close booking offices in the cou and will use NEPC offices. N in turn will use Swissair offi worldwide. Swissair is planning a weekly flight Madras in the new year.

\* The DC Kothari Group, considerable land holdings different parts of the South for Coimbatore (near Group's tea holdings in Nilgiris), Tiruchchirappalli country.

Plans to meet needs of 9m. (By A Special Correspondent) hirds of the State's sales tax collections

and Planning Strategy, Management and Financing of New Projects, and Development Regulations.

Population A ccording to the Plan, the population of the Madras Urban Agglomeration is expected to reach 9.5 million in 2011; with an average growth rate of 25 per cent from the present 5.9 million. Growth will not be uniform in all areas. The Plan expects Tondiarpet, George Town, Chintadripet and Triplicane to be low population growth centres. Purasawalkam, Egmore, Guindy will be moderate growth rate areas Sembiam, Perambur, Ayyanavaram and Mylapore are categorised as high growth rate areas. And Nungambakkam, T'Nagar, Kodambakkam and Adyar are expected to be the areas of very high population growth.

The Plan calls on the State Government to formulate a clear urbanisation

market. The general impression among

agencies is that the brand gives a lot

of strategic and creative scope and that

the client is open to suggestions from

the agency. As one branch-head puts

it, "The brand is premium in imagery.

Glamourooms (Parryware):

Glamourooms is a sub-brand of Parry-

ware, the market leader in the bath-

room-littings category. Agencies cite

three common reasons for picking

Glamourooms; the category lends itself

to good advertising, the brand is in-

herently strong and there aren't very

many guidelines regulating - the

Parrys Confectionery (any

brand): Parrys Confectionery is the

market leader in the sugar confectionery

market and its product-portfolio in-

cludes brands like Coffy Bite, Lacto

King and Punch. Creative and strategic

scope apart, agencies feel the fact that

the primary target segment is children

adds to the attractiveness of the brands.

Kiwi Shoe Polish: Kiwi is not

a large account; nor is it the market

leader in the shoepolish category (the

market is dominated by Cherry

Blossom, a brand owned by Reckitt

and Colman). Agencies, however,

believe the brand is attractive simply

because it poses a challenge. As the

market is not growing, any gain in

market share will have to be at the

expense of the competition and will

require path-breaking advertising.

advertising.

despite being a mass brand"

policy taking into account the role of Madras vis a vis its suburbs. This policy should identify the facilities that need not be located in Madras and those which cannot be located anywhere else but in Madras. The policy should also specify locations of major activities, industrial incentives, disincentives, taxation and tariff measures after analysing their impact on urbanisation. Given the wider regional linkages of Madras and spillover of activities beyond the Metropolitan boundaries. it will be necessary to review the current urban limits, the Plan feels.

### Economy

welling on the economy of the MMA, the Plan states that the MMA contributes 11% of the State's income from all sectors - Primary. Secondary and Tertiary: Further, two-

come from the MMA. The following are the features of the metropolitan economy as listed by

- the Master Plan: Employment opportunities in the
- large manufacturing sector are dwindling. - Considerable sickness exists in SSI
- Tertiary activities trade, commerce and financial services have been growing. Informal sector employment, char-
- acterised as low education, poor income, is very high. - The major portion of the informal sector workers are hawkers and
- 60% of the MMA's population have low levels of income.

Looking at the employment scenario in the MMA by 2011, the

Madras will be a city of low incomes with large numbers of households at or below the urban poverty/subsistence levels if the required number of jobs are not created.

> Action suggested in the Plan to prevent the creation of this dismal picture is:

Master Plan calls for creation of 44,000

new jobs every year to cater for the worklorce which will increase to 4.35

lakh by 2001. With its slow growth

rate, the organised sector can absorb

only 40,000 workers by 2001, leaving

four lakhs to be absorbed by the in-

formal sector! The Plan warns that

- Develop specialised industrial estates for the manufacture of export-oriented products near Pammal/Pallavaram or in the Madras Export Processing Zone. - Restructure the zoning laws to
- permit 'non-polluting' microenterprises in residential areas. - Create the additional potential for
- large-scale industrial units in the three satellite towns of Gummidipoondi. Maraimalainagar and
- Set up public sector-managed cooperative ventures to market SSI products, on the lines of NDDB.
- Set up an Entrepreneurship Development Institute.

# together to raise the Rs. 90 cm that will be needed to repurchathe the shares from the Essar Growth the Shares from the Shares from

Thich products made by Madrasbased companies are seen as the

By A Special Correspondent) he 108th Birth Anniversary of the Arcot Twins, Dr A lamasami Mudaliar and Dr A akshmanaswami Mudaliar, wiil on October 14th. However, tied up with Swissair who has the great services of the former politics and industry and of he latter to medicine and eduommemorated.

tation are still to be suitably The Arcot Memorial Foundaon has been striving to establish a institution which would commemorate the Arcot Twins' conlibution to education, health nd science, but has found contibutions to such a venture few and far between. On the occaon of the centenary celebrations of the IOG Government ospital for Women and Childin 1987, a bust of Dr akshmanaswami Mudaliar, preunveiled by the then Chief

ed by PD Kothari, which sented by the Foundation, was Minister. The State Government planning to put the land to galso announced at the centenary use shortly, The Man In celebrations of the Twins that Madras Musings learns. The same year that it would donate star hotels, to be put up and and funds for an Institution Kothari Hotels Ltd and mana in memory of the Twins. Fulfilby a leading foreign he ment of this promise is still operator, are planned initiativaited.

Also awaited is a favourable esponse from the Government of India to the Foundation's Hassan, near Karnataka's co lequest for a commemorative amp to be released by the Posts and Telegraphs Department.

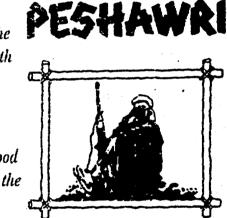
The slow progress on all hese appear only to demonstrate low short public memory is.

service that's unobtrusive.

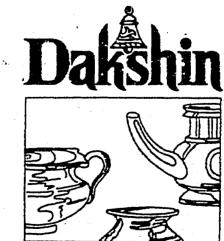
Line, reports that these four brands are seen as the best by advertising agencies: spirit of Welcomgroup Chola Sheraton... Ponds Dreamflower Talc: Ponds DFT is an established brand, the market leader in the talcum powder category with over 50 per cent of the

### A restaurant that magnifies the elegance of understated opulence. Where the lavish cuisine of the North West Frontier, spreads itself on your table with

The decor soothes while the cuisine elevates your mood into the world of rapture. Peshawri. It embodies the



# The personality of its restaurants reveal the grandeur of Welcomgroup, Madras.



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## Wanted: Gobar Mantri

A few years ago, social activist Pramila Dandvate had asked me at the end of a talk whether the Indian environmental movement had a symbol similar to Gandhiii's charkha during the freedom struggle. My answer was, of course, no, as indeed there is none. But I have since thought a lot about this and I would like to share my answer.

My first response was to say that the bicycle is the best symbol. It is good from an environmental point of view, being a non-polluting vehicle. It is good from a social point of view. Only a transport system built around the bicycle would promote equity. The bicycle is also good from an individual's point of view. It keeps the driver healthy. So from all points of view it is a great symbol to have — except that the bicycle is not a product of Indian culture, like the charkha.

After a lot of thought. I now believe that gobar (cowdung) is the answer. The widespread and diverse use of gobar in Indian society stands up to every principle of good environmentalism.

Cowdung is a waste product. Yet. instead of being looked down upon. it is highly respected in India. There is almost a sacredness attached to it. People touch it without hesitation. They even use this waste to plaster their mud houses to keep away, of all things. houseflies. Just sit on a newly cowdungplastered mud floor. It is so cool and

 I have often wondered about what in so imaginative a manner, since the obvious reaction is to stay away from

soon joined by LSK Finance and

Arihant Securities. The MSE.

though claiming at first that there was

nothing alarming in the rise, later came

down hard on most of these counters,

enforcing margins, ceilings and

boosting prices artificially, ranging from

insider-trading to outright rigging,

it has become an unfortunate frend to

dub speculative activity with these ills

lative activity, there is a healthy effect

on the market. For it is they who

ultimately bring in their savings to be

When individuals include in specu-

and attempt to curb this too.

While there are many methods of

suspensions.

it and not sit on it. But someone must have watched cowdung with great interest and noticed that it had certain qualities which are worth experimenting

This person was probably a woman, given the fact that women spend so much time taking care of cattle. She was obviously a person

### CONTANIE AGARWAL

inspired instinctively by the best principles of recycling. Cattle exist in plenty and so does cowdung. Can I make some use of it?

Of course, the greatest use of cowdung is in our farming systems. Indian soils have been exploited for millennia. Yet today they continue to

The use of cowdung in the villages of the Western Himalaya is absolutely remarkable even today. The soils of the mountain terraces are inherently poor. But they have to be cultivated year after year. They remain fertile only because the villagers keep a lot of cattle, more for cowdung than for milk, spend hours going to the forest to collect leaves and grass to leed them, and then collect hundreds of tonnes of cowdung from cattlesheds and carry it to the fields to manure them.

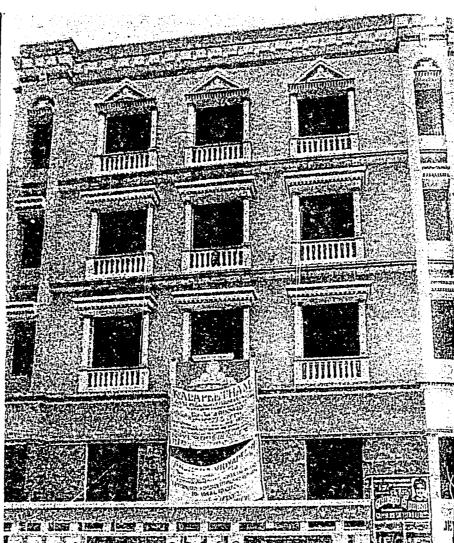
ing loads of firewood have been described as symbolic of an energy crisis. But this is a total misunderstanding of the situation. Every Himalayan woman has tonnes of cowdung at home which she can potentially use as fuel. But she will never do so. She will instead spend hours going to the forest to collect firewood, but keep every dungdropping for her fields.

Unfortunately, women in many other parts of India have no forest to turn to. They can only burn cowdung. As a result, millions of tonnes are burnt every year as cooking fuel. For Bharat. cowdung is more important than electricity, coal or petroleum.

Years ago, while addressing the Parliamentary Consultative Committee of the Ministry of Energy, minister Sushila Rohatgi had asked me what I thought was wrong with India's energy policy. Its management, I had

The least important energy source. atomic energy, is looked after by the most important minister, namely, the Prime Minister. Next in order of importance are electricity, coal, and petroleum. All have separate departments and ministers. But the most important energy sources, firewood. cowdung and agricultural residues have none. So, I explained to Sushilaji. India's energy system needs a Gobar Mantri (cowdung minister).

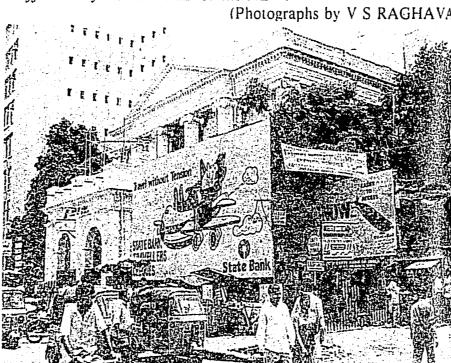
I, therefore, can't think of an example which symbolises the spirit of environmentalism more than gobar. Do you agree with me that a cowdung mound, of the type that women in Harvana make so well, best symbolises my head too much in the dung? -(CSE/Down To Earth Features)



The Raj style architecture is alive and well, to judge by this clean apartment block in Alwarpet that's our NEW. And our OLD is State Bank of India's Mount Road Branch, looking the better for fresh coat of paint. But must pillars, pediments and arches be hidden alson the floor as well as on the by hoardings, pavement shops and displays, and banners? But The post-graduale trainees were

buildings are marred by these intru-THE sions, but in the case of the latter, -- & Th **NEW** ... metal projections and poles on its balcony, besides the vendors in front

of it, truly disfigure the building. It's time the SBI did something clear the area, refurbish the building and make it the handsomest Mount Road. As for the apartment block, it can get away with banners because of its height — but they nevertheless have a despoiling effect. Why mar the OLD or the NEW?



The Indian capital markets, which used as the operative mechanism of recently appeared to have recovermarkets. Without such savings, the ed from the 'Great Primary Scare', market will soon dry up and the comotrissered by Pawan Sachdeva and a rates seeking capital, and/or debt, for host of other factors, seems to have their developmental plans will find that once again plunged into the the deep, Stock Exchange (SEs) are no longer if you go by the bizarre behaviour in accessible. Insider-trading implies pur-

some counters. In the Madras Stock Exchange chases and sales for personal benefits (MSE) particularly, some scrips, which by those who are in the know of the had been going at 'fire sale' prices only corporate fortunes because of their a short time ago, flared up on Friday. connections with it. Here one set of September 8, 1995. The names on individuals gains an advantage over everybody's lips on the day, and the others, due to the imperfections of the following week, were group concerns market mechanism for disseminating Paro Leasing and Bhagwandas information. Metals, Xedd Telecom, Meghana Front running is a way of Finance, Dr Agarwal and Jain Farms and Resorts. They were

profiteering by effecting purchases or sales, in anticipation of such moves by institutions or high net worth individuals, by people who have advance knowledge of such intended action. Here again, a set of privileged individuals have an advantage over others not so knowledgeable.

But price-rigging is quite different. Here the prices of the scrips are deliberately manipulated to unreasonable levels with the connivance of the participants in the secondary market. Interested parties are the company and the merchant banker and the deed is accomplished with the assistance of stock brokers. In such instances there is a deliberate effort to trigger a momentum - especially at a time

when there is no support from fundamental or technical reasons. If there are any such reasons.

Unfortunately in India. speculation has been equated with the evils of insider-trading, price-rigging and front-running and, due to this misunderstanding, it has been curbed, to begin



with by placing a ban on badla. Market-making, which is an essential support service for investors, does not, therefore, exist. This, in its essence, is only regulated speculation, meant to facilitate the market. Stock lending facilities, futures options and bank finance for this purpose are all necessary. Neutralising speculative details is no way by which the ills of insidertrading or price-rigging can be

contained. The lack of speculation is painfully obvious in commodities where, without a proper market which exerts natural forces, we see artificial levels, famine amidst plenty and so on.

sent is required before the essential forces of markets are left to operate freely. Meanwhile, here are this fortnight's pick:

Silverline Industries (CMP: Rs. 45.00): One of the top ten software exporters in the country, Silverline's income comes from consultancy services (50%), turnkey projects (40%) and application software products (10%). The company has joined hands with the Seattle-based US Federal Government-funded Communications Technology Centre in a \$2.20 million project to set up human resources management systems in various educational centres there. It is also developing a labour management system for the New York Times; the Boston Globe and other regional newspapers owned by the New York Times

The company is the sole distributor for Informix in India, an RDBMS programme used by banks and finance companies. It has also signed an agreement with the USbased Netcon Business Systems Inc for the distribution of their specialised products, which would enable the DOS, UNIX and NOVELL users to connect transparently and share files. For 1994-95, turnover and PAT increased by 80% and 125% respectively over the previous year. This resulted in an EPS of Rs. 4.15 and the company paid a dividend of 12.5%. For 1995-96, the EPS is expected to be around Rs. 6 which will support a price of Rs. 70 for this share.

Technically, the share has gained good support at the Rs. 40 level and is showing signs of further rise. Buy with a stop loss

Services (CMP: Rs. 25.00) Indbank performed well in 1994-95, reporting a income of Rs. 56.20 cr as again Rs. 41.05 cr estimated at the time public issue in March 1994. Net profit \* also higher at Rs. 17.91 cr, as against dicine, he had been a Chartered estimated Rs. 12.53 cr. The activities of company include (a) offshore funds, ten years down the line, when leasing, (c) hirepurchase, (d) issue many ment, (e) OTCEI, (f) bought-out deals. (g) stock-broking.

During 1994-95, it launched country's first specific sector offshore in collaboration with Schroder Plc, a lead investment banker in United Kingdom. fund received a subscription of US \$45. other idealist-academic. Dr Arjun million. The amount will be invested palan, at the helm of affairs. And Indian companies in the communical lember 11th this year, the SMF sector. Its bought-out deal in 'Ameri Remedies' is likely to yield 50% prof a year's time (the offer is opening shor The proceeds of the private placement ma to Indian Bank are being utilised to expe its leasing and hire purchase activities, wh exceeded Rs. 100 cr in 1994-95. 111 eight offices, with the addition of Coimbatore office.

The company also plans to !loal venture capital outfit as part of its dive fication plans and has, reportedly, receiving several joint venture proposals from ven capital firms in the US and UK.

We estimate the company to repor EPS of over Rs. 8, which is now discoun by merely three times. Technically, the shi prices have reached a good support level hat a pair of jogging shoes these Rs. 25. Buy with a stop loss at this login cost around Rs. 1000, or

# healthy ne-year-old

TVS Hospital was coming up at a Nagar, why just a stone's throw our place. Well, Madras was ding hospitals left, right and centre: more, we thought. But when I althat Dr Rangaraian was behind knew it would be different. For anajan had been dillerent, even as ouse-surgeon. We had all been as junior doctors, in the adary all-time-great Dr K V Thiruadam's unit in the early Eighties. doing my M.D. then and Rangahis house-surgeoncy. We were aed at crowded, cramped Ward-7 GH, where we invariably had ally serious about work, what exams looming ahead. But house-OLD cons were usually a light-hearted nd most took their jobs lightly. Not garajan; he was absolutely devoted swork. He had an unusual back-

was in 1992 that we first heard that

seems to fit the bill of a community hospital quite well. Over 65% of its patients were from Anna Nagar and around. Besides the usual Medicine. Paediatrics, and Obstetrics OPs, SMF has, ENT Ophthalmology and Psychiatry departments and a state-of-the-

### by Hiramalini Seshadri

art Dental wing. A neat 4-bedded Emergency department with round-theclock ambulance pick-up facilities, good trauma care and orthopaedic facilities. the latest in cardiac resuscitation equipment and a good ICU to cater for the critically ill are available. Tertiary care facilities are not there, i.e. you can't have, say, a renal transplant or a bypass surgery or get an MRI scan done, but, at a pinch, dialysis and ventilator facilities can be availed of to tide over acule organ failures.

What is it that has helped the SMF succeed? The man behind it, so to say, has been the prime moving force, i.e. T.S Santhanamof Sundaram Finance. But for Santhanam coming forward to finance the venture through Sundaram Finance and sister companies, Rangaraian's dream could not have become reality. Santhanam strongly felt that the corporate sector owed its great-financial success to the public and if it had to repay that debt in some manner, service was the best way to do it. The SMF was such an offering of gratitude to one's fellow beings from Sundaram Finance and its sister companies.

Likeminded doctors and health managers were needed next. In Dr Vijaya Bharathi, Rangarajan had a soul-mate who shared his enthusiastic idealism and in Ariun Rajasopalan just the kind of Medical Director such a setup would need. The resources would be optimally used only if the hospital could be located in a middle-class



The striking building of the Sundaram Medical Foundation's Community Hospital in Anna Nagar ... by day and night.

oo. Before finding his vocation Inlant and an MBA!

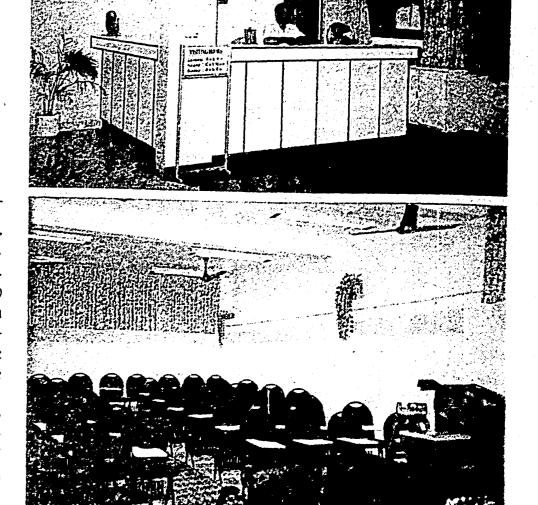
lthat Rangarajan was setting up I knew it would not be the mill kind of hospital, and my proved right. The Sundaram oundation started functioning ember '94 with Dr Rangarajan amorated its first anniversary. lirst year's track-record was

presented in a 14-minute video-<sup>ich</sup>, as Dr Arjun rightly guipped Mis Carroll style, could say more Hundred thousand words. It was pressive array of statistics. Over out-patients, over 3000 inover 1000 surgeries done. was more, the average cost of isation for a medical problem ound Rs. 3000, while for it was around Rs. 9000 An on average cost Rs. 350. e of tests and medicine. Consi-

ese figures spell good value for

On the services side, the SMI

The SMF has also tried to involve setting: after all, there would be no the community in its services-planning. point in setting up such a hospital, say. They hold meetings to find out what in a slum where even water, food, services the community expects of clothing and shelter needs hadn't been them; they hold feedback sessions and met yet. Anna Nagar provided a perfect also conduct health-education prolocale. It was a three-year labour of grammes of which a popular one has love after that; every detail was metibeen on 'Safe Motherhood'. The idea culously planned; nothing but the best of Preventive Health Checks, popuwas considered satisfactory and no larised by Apollo's Dr P C Reddy, has corners were cut. Conservative estialso been taken up by the SMF and mates would put the cost of building their health-check packages have such a hospital at Rs. 7 crore or so -proved popular. which is no small sum!



The reception area, top, at the SMF Hospital ... with a portrait of the founders of the TVS Group, one of whose constituents, Sundaram Finance, is behind the hospital, Above, the elegantly furnished auditorium in the hospital.

So the consumer-friendly no-profit declaration has been possible ONLY because of the largesse of the financiers. No group that sets up such a hospital by taking out bank-loans can hope to oller such concessions to patients. At least to pay the interest on the loan they would have to price their services higher. So if SMI has been able to give Anna Nagar the best of medical care at allordable prices, it is only because Sundaram Finance and sister companies have been picking up part of the tab!

But it has not been without its advantages. Without a shadow of doubt it can be stated that the SMF is the single best advertisement and goodwill generator for the entire TVS group. What is more, with the corporate sector realising the importance of employees' health, what can be better than having one's own in-house state of the art hospital! I only hope that the successful SMF experiment will encourage other corporate groups to set up similar community hospitals. Just imagine how wonderful it would be if the 150-odd taluks in Tamil Nadu could each have such a corporatesubsidised community hospital! Coming back to the SMF, as an

anniversary offer Rangarajan announced a 10% rebate for senior citizens on their hospital bills. Vijaya Bharathi. the dentist with the most charming smile and the coordinator of community services, also announced the inauguration of an experimental domiciliary programme wherein doctors and paramedical personnel would make home-visits within a 5-kilometre radius to assess a patient's condition. do post-op reviews and so on. A revamping of the physiotherapy department and the establishment of their own blood-banking services were also announced - vital areas for any bighospital.

Dr B P Rajan, who presided over the commemoration, was clearly very pleased with what he saw. A nice thing about Dr Rajan is that, for him, there are no others: there are only brothers! If he sees good work being done, he encourages it, whether it is governmental or not. So SMF is all set to get a MEDLARS line; and in good time il should graduate to becoming a training institute for paramedical staff. There is a great shortage of trained paramedical staff, and unscrupulous elements have been trying to cash in on the demand: newspaper reports have unearthed many such nursing colleges and physiotherapy colleges run by managements that operate from two-rooms and a letterhead! Hospitals like SMF (Continued on P7)



The Record Room in the SMF Hospital. There is a comprehensive record for every (All photographs by RAJIND N CHRISTY)

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NOTABLE BOOKS OF THE MONTH

Beyond the Numbers: A Reader on Population, Consumption, and the Environment Edited by Laurie Ann Mazur. Island Press, c1994. (363.7 BEY)

Branscomb, Anne W. Who Owns Information?: From Privacy to Public Access. Basic Books, c1994. (342.730853 BRA)

Brummett, John. Highwire: The Education of Bill Clinton. Hyperion, c1994. (973.929 CLI)

The Challenge of Organizational Change: How Companies Experience It And Leaders Guide It. Compiled by Rosabeth Moss Kanter, Barry A. Stein and Todd D. Jick. The Free Press, c1992. (658.406 CHA)

Gordon, Edward E.

Futurework: The Revolution Reshaping American Business.

Praeger, c1994. (658.3124 GOR)

Helleiner, Eric. States and the Reemergence of Global Finance: From Bretton Woods to the 1990s. Cornell University Press, c1994. (332.042 HEL)

Levin, Martin A. Making Government Work: How Entrepreneurial Executives Turn Bright Ideas Into Real Results.

Jossey-Bass Publishers, c1994. (350 LEV) Public Administration in the Global Village. Edited by Jean-Claude Garcia-Zamor and Renu Khator. Praeger, c1994. (350 PUB)

• This series is on Madras schools that are part of the City's heritage. These are not necessarily the better-known or more successful schools of today. These are the schools that helped the city to grow. Each of the schools featured is over 100 years old.

## School to help the unwanted

The first President of the Theosophical Society, Col. Henry Steele Olcott. was one of the carliest reformers to attempt to overcome the blight of untouchability in India. He organised schools to this end in and near Advar. On May 10, 1894, a school site was selected in the village of Oorur, near the International Headquarters of the Theosophical Society. The school's first buildings were half-walled, mud structures with palmyra thatch roofs, like most traditional Indian village schools. Stipulations were also made by Olcott that no school fees should be charged. that the school hours should be convenient for those working as domestic servants and others who might seek education, and that no Christian should be admitted. Tamil reading, writing and spelling, arithmetic. English-speaking and Hindustani-speaking were to be

The school secured the services of Miss Sarah E Palmer, of Wisconsin, USA, who volunteered for this special work. She introduced, for the first time

idea of the Kindergarten. During her time, and that of her successors, these schools for the Depressed Class children were more advanced in their teaching methods than the other schools in the city. Miss Palmer was succeeded by Mrs Courtright from Chicago in 1901. and she introduced clay modelling. palmleal work, drawing and brushwork. An outcome of this was a direction by the Education Department to teachers in other schools to follow these practices; the Olcott School began to be looked upon as a model on which to base the teaching met ods of other institutions in the Presidency. In 1898, a second school, the HP

Blavatsky Memorial Free School, was founded in Kodambakkam, in 1899 a third school, the Damodar Free School, was opened in Teynampet. and a fourth school was opened in 1901 in Mylapore and named after Thiruvalluvar. The fifth and the last school was opened at Krishnampet, five miles from Advar, and was named The

4. Name the music director of such hits as

5. Where in the city did the gala wedding

6. Which Indian city is likely to be renamed

on September 7th?

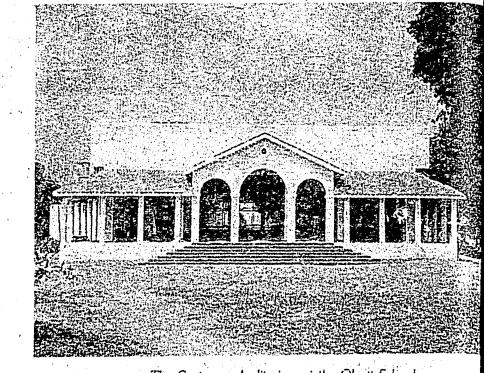
Chemmeen, Madhumali and Do Bigha

Zameen, who passed away on September

of the Chief Minister's foster son take place

difficulties, it was difficult to carry on work in all the schools and three schools were transferred to the Corporation of Madras as gifts, with all their properties, such as buildings, books and furniture. In 1933, the HPB Memorial School at Kodambakkam was handed over to the Labour Department of the Madras Government. The Olcott Middle School, located at the original site, and a primary school in the lishing village of Olcott Kuppam on the beach. adjoining the Theosophical Society. continued to be run by a Board of Management, of which the chairman was the President of the Theosophical Society. The schools were incorporated before long and went by the collective name 'The Olcott Panchama Free

Mrs Courtright was succeeded by Miss C Kofel. In 1916, Dr Annie Besant first introduced the Boys Scout Movement in these schools. The movement caught on and many schools today have Scouts and Guides. During



The Centenary Auditorium at the Olcott School.

harmony.

the period of Miss Kofel, poor children were provided with a substantial midday meal. In 1925, weaving classes were started, which proved of great practical value to the children.

The school made progress in the years that followed and became the Olcott Memorial High School in 1974. Today, the school is situated on a large campus, but still caters for the needs of the nearby poor.

The school day starts with a prayer song and with excerpts from the sacred texts from **all** religions. There are about 800 students in this co-educational institution and 36 teachers, headed by Mrs Lakshmi Narasimhan. The school is entirely supported by the generosity of the Theosophical Society members and wellwishers from India and abroad. The school is a non-lee-paying instltution and lays stress on academic and moral excellence. It has a well-organised craft centre, whose activities are integrated into the school curriculum to help students to discover their own aptitudes. Tailoring, Typewriting, Silk

Screen Printing, Book Bir Carpentry, Homecrafts, and Gard are all taught in this programme new educational programn amera from its cumbersome planting, gardening, nature stud enviro clubs have been included the students live with na

The school also conducts n ation programmes for teachers ly, with help from professiona field. Admission to the school is on where the student's home is income of the parents. Many: go to work after or before school The medium of instruction is Ta the State Board syllabus is fol As part of the centenary celebratery the Theosophical Society b school a Centenary Auditorius

> Text and photogram RAJIND N CHR

(This series ends this night, and next fortnight start another series whi also has its roots in Made history. — THE EDIT(

# The Western Ghats -- A fading bliss

tripod. I gawk as the two-ton watch as the elephants move pachyderm comes hurtling toward us. The tripod and a tangle of erously closer to me. Leeches umbrellas are abandoned as my her up my boots, but my hand teady on the camera's shutter companion and I trip over each other in our haste to escape. ase. Dark clouds swirl around Slipping and sliding over a mossy lowering Anai Mudi peak, porpath I rush toward a nearby slope. nding heavy rains. Several Heart beating wildly, I am relieved ourers make taunting noises and to see the defensive mother give up elephanis become annoved. ddenly, the leading female the chase. ands a warning trumpet and recs. Scrambling to disengage

Tate and good fortune had brought me here amongst the highest peaks of India's Western Ghats mountain

chain. Though I was born in the United States, I was raised on a diet of eclectic cultural values on the Indian subcontinent. Since childhood it had been rny dream to explore and photograph these little-known mountains. Home to the largest concentration of biodiversity in India, the Western Ghats have been isolated from human interference for most of history. Unfortunately, they are now under assault as demand for scarce land and resources explodes in the wake of India's current development boom. Conservation of the Ghats has become my passion, and I use photography for this — as an educational tool to bring to the notice of viewers that, unless concerted efforts are mounted, this magnificent natural treasure will, be lost forever to man's own peril.

The Western Ghats first captivated me while I was attending boarding school, from 1978 to 1988, in the Palani Halls (an eastern spur of the Western Ghats). Kodaikanal Inter-



Shola trees shade a cemetery in the Palani Hills.

### Text and photographs by IAN LOCKWOOD

interest in photography had deep roots.

My love for these mountains and.

national School, or Kodai as students called it, had a popular hiking programme. My friends and I had an insatiable appetite for adventure and always looked forward to these excursions - and for more. If we weren't on a school hike, we were exploring on our own, cruising down the steep Ghat roads on bicycles. In high school I was introduced to photography, and started taking my camera on our adventure trips.

what annoyed when I get out of the taxi

For an instant I am stunned. The air is

charged with the din of car and rickshaw

horns and bicycle bells. A dog barks'

nearby. The smell of freshly roasted

peanuts mingles with exhaust fumes and

I stand on the street with my luggage.

and look around me. My eye catches a

small shrine where an old woman is light-

ing a tiny oil lamp. Then someone stops

together and bows his head to the image

for one brief moment, puts his hands

of the god before climbing into the

Touched by these impressions. I went on

the scent of garlands of jasmine.

at Besant Nagar.

My father had studied at Kodai School Bangladesh, have drawn us back every for more than ten years -1948-59- and been captivated by the surrounding mountains. He had been born Until the 19th Century much of the in Sri Lanka — then known as Ceylon Western Ghats, with their high altitude — to missionary teachers from Boston, plateaus and thickly forested slopes. Massachusetts. (My grandparents, in were largely impenetrable and pristine. fact, had been married in Madurai. Several tribal groups did live in the hills, Tamil Nadu, in 1928.) Most of the but they had no adverse effect on the students at Kodai in his day were the fragile ecological balance. children of American missionaries working in this part of the world. He

met my mother, the sister of one of his hiking pals, while at school in Kodai. They got married in 1968 in Virginia, where my mother's parents, who had also worked as missionaries in Madhya Pradesh after World War II. had recently retired ...

... India fascinated them so much that, soon after I was born in 1970, they came back ... However, after about two years we moved to Bangladesh, and for most of the past 23 years we have been living in Dhaka where my father has been working with several NGOs (nongovernmental organisations) to develop alternative energy sources. Nevertheless, the

Then, in the early 1800s, the British surveyed many of the Ghats' higher reaches. Finding the climate to their liking and reminiscent of England, they began developing hill stations. In the years to come, lower slopes were converted into tea and coffee plantations. Hydroelectric dams were built to tap the monsoon's torrents and commercial forests were planted in

mountains of southern India, despite

their distance from the delta of

place of indigenous vegetation. Yet, despite all these glaring realities. the mountains still have areas which retain primal wilderness untouched by the long arm of "development." It was these obscure areas and their tenuous state of existence that beckoned me.

(To be concluded next fortnight)

## Ontrains awild known for

(Quizmaster V.V. RAMANAN's questions are from the fortnight September 1-15)

- 1. What is the purpose of the 'Yellow Cross of India' which was formed recently? 2. What new arrangement was introduced
- in certain PTC and DATC buses in the city from September 6th?
- 3. What honour has been bestowed on Vidwan R.K. Srikantan?
- by introducing the GIAS. What is GIAS? 8. A character called Raman Fielding, in a
  - book by a controversial author, has created a furore in Maharashtra. It is alleged he bears a resemblance to Bal Thackerey. Name the book and the

7. The VSNL and MTNL have helped many

hop on-to the information super-highway

- 9. On September 3rd, Doordarshan's elitist urban channel was launched. What's it
- 10. On September 9th, Mother Theresa inaugurated an organisation to provide vocational rehabilitation cover for the poor at Erukhancherry in North Madras. After which late eminent citizen of Madras is it named?
- 11. Where is the Professional Chess Association's world championship between Viswanathan Anand and Garry Kasparov being held?
- 12. Which country's diplomatic mission was the target of a bomb attack in the city on September 11th?
- 13. Doordarshan has introduced two new sports shows in the weekends. One sport is cricket. Name the other and the
- 14. How many seats have been created in the first year MBBS course in the State, following a Supreme Court order? 15. Which 800-year-old temple's move to
- revive the devadasi tradition has drawn national and international flak? 16. Name the jockey, considered the greatest
- in the post-War era, who retired recently. 17. Vrinda Kunhikrishnan, the new GM of ICF, Madras, has achieved a first. What?
- 18. B. Andersson, an investigative reporter of the Swedish paper Dagens Nyheter Dn recently wrote a story on how the Nobel Foundation manipulated the 1986 Nobel Prize for Medicine. This was his second major exposé of a scandal in Nobel Industries. Name the first.
- 19. Which is the first Asian newspaper to be loaded onto the Internet?
- 20. Indian leg spinner Anil Kumble became the first bowler in four years to achieve a milestone in the English county. championship. What?

(Answers on p. 7)

On Thyagaraya Road, Pondy Bazaar, is the Sri Sumati Vishal Book Bank, which lends books to poor students, who would otherwise be unable to purchase these books from their own resources. The sole objective of the project is to overcome the most serious of all the financial constraints in the literacy programmes and to help gradually wipe out illiteracy

altogether in the country.
The Sri Sumati Vishal Educational Trust (SVET) was established in September 1991 to equip needy students with standard college textbooks which are prohibitive in cost but essential in need. Though there are libraries, they do not meet the long-term requirements of such students, who cannot retain the books till the time of examination. Under SVET's Book Bank Project, textbooks loaned to students can be retained by them throughout their course of studies and need to be returned by them only after successful completion of the

At the commencement of every academic year, applications are invited from needy college students, duly recommended by their respective Principals. The completed application forms are screened by a Committee. Needy and deserving students are selected for the award of books, based on parental income, total number of

majority of the beneficiarie students standing first, secon and third respectively among beneficiaries are awarded priz for their meritorious perfor mance in their examinations.

The idea of the Book Bank

NSWERS TO

Till today, SVET has helpe Racing. The programmes are entitled over 500 students in the movision and Runners and Riders'; pursuit of higher education. The 52 seals, with 30 for OC category; majority of the beneficiarie The Jagannath Temple at Puri; have attained very his lester Piggott; 17. She is the first scholastic levels in their fine gan General Manager in the history of examinations. SVET has also ladian Railways; 18. He first exposed introduced a Beneficiary Prize kickbacks' in the Bolors howitzer deal Award Scheme, whereby hall lndia; 19. The Kathmandu Post; Take, 100 wickets in a season.

### HEALTHY ONE-YEAR-OLD

e the wherewithal and infrastructure provide genuine training.

Until now non-profit hospitals were least Rs. 10 lakh so that the missionary ones or those set estimated revenue of Rs. 1. by religious or charitable trusts. The ment of the funds could lang familiar with all the latest in utilised to finance the project magement technology; and hence, which will then not only be selfy can run their service projects financing but also effective ler. The SMF is trying to do just that.

and information retrieval, routine medical audit, etc., are being given due importance: Just as in the tertiary care multispeciality corporate hospitals, which HAVE to maintain standards to be able to survive competition, here also a sense of accountability and responsible decision-making are being encouraged. Healthy growth indeed, for a One-Year-Old: Many many happy returns of the day, SMF - from ally control, computerised records ... Madras Musings, and me!

### NEW RATES

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From Blueprints to landmarks

# HE QUIZ

dependents in the family preside over the 69th annual conference academic record of the students & Music Academy in December; 4. Salil etc. Thus, the selection outdhury; 5. At M.R.C. Nagar, near the students is purely need-based allinad Palace; 6. Ahmadabad; 7. Gateirrespective of caste, creed and Internet Access Service, the facility to religion. Books are now being on the Internet in India; 8. The Moor's give to college students in Sigh by Salman Rushdie; 9. Enrichment Madras and Chengalpattu Distanel; 10. Archbishop Casimir; 11. On tricts for study in Engineering observation deck, in the 107th floor, Pharmacy and Computer institute World Trade Center in New York; tions and in Polytechnics. The Sri Lankan High Commission:

The idea of the Book Ban was originally conceived 1990 at the Sri SS Jain Sans meeting in Mambalam. The Sumati Vishal Educational Tr was formed to organise an inlinued from P5) manage the Book Bank. Th Bank started with a corpus Rs. 3.5 lakh. The aim of Trust is to have a corpus of lakh annually from the invest porate sector has the advantage of serve the cause of education

### Dates for Your Diary

October: 'Artist of the Month' — Ebenezer Sunder Singh. A diploma-holder from the Government College of Arts and Crafts, Madras, Singh currently lives and works at Cholamandal Artists' Village. Ebenezer's works are found in the Madras Museum, Lalit Kala Akademi, Tamil Nadu Oviya Nulkalai Kuzhu and several private collections. He has participated in many group-shows all over India.

October 5-11: Photo Exhibition: In the Scent of Jasmine by Barbara Bechtloff: A German photographer discovers Indian art and its ambience. The German viewpoint will be complemented by some outstanding French photographs, works of Cyrille Desombres and Françoise Nunez. (At Alliance Française, 10 a.m. to

Bechiloff writes: "31-12-1993, 5 p.m., touch-down in Madras. The taxi journey is tiring. I argue with the driver over the extortionate fare he wants to charge me, leaving me some-

to discover a world utterly new to me - a world full of mysterious gods surrounded by tales, myths and rituals. It was out of a desire to grasp this religion with all my senses. Io seek a way of

expressing this bewildering multiplicity of colours and forms, that this work grew." **ADVERTISEMENT** 

## Nishamay move to Karnataka

(By A Sports Reporter)

N isha Millet, Tamil Nadu's champion swimmer and last year, as a 12-year-old, the country's leading 'woman' swimmer, did not enhance her reputation at this year's swimming nationals. True, there was a newcomer to the Indian scene, 16-year-old Sangeetha Rani Puri, who was older, fitter and better trained, but Millet's display was rather disappointing from all accounts. Could this have had anything to do with the fact that she neither has the best of training facilities in Madras nor the necessary encouragement of the Tamil Nadu Swimming Association and the State?

The question being asked is in the context of talk that Nisha Millet is planning to move to Bangalore, which is making a mark for itself in women's swimming. Some months ago, Nisha's father was transferred to Bangalore, but he got the transfer held in abeyance, Madras Musings learns. Now he is

having second thoughts about the transfer, it is stated.

It is being pointed out that Nisha has been training in a 36m pool in Madras, instead of an Olympics standard pool of 50 metres. Madras Musings also learns that neither the State nor the Association is helping in any way in lessening the burden a family has to bear in training such a talented swimmer. And as for rewards after national meets, while Karnataka rewards its swimmers in thousands of rupees, in Tamil Nadu the monetary reward is in the hundreds.

With many more swimming pools in Bangalore, with several of them 50 metres in length and with excellent coaches plus other training facilities, Bangalore is certainly a better place for their daughter, the Millet family feel. And unless the Tamil Nadu authorities wake up fast, what will be Tamil Nadu's loss will be Kamataka's gain.

### Cycling for a challenge

(By AJAX)

N o sporting event has aroused greater interest in India than Viswanathan Anand's 20-game challenge match in New York against world champion Garry Kasparov.

India's first Grandmaster, the 25-year-old Anand, has trained for 3½ months in Spain with his team of seasoned professionals for this match. But how many of the thousands he has inspired to take to the game will concentrate on physical fitness as he has done?

He maintains that physical fitness is as important as mental sharpness — and so, in Spain, where he trained, he spent a few hours EVERY DAY cycling. That's got him fighting fit, but how many in India will follow his example? None, I fear.

## Tamil Nadu cricket crie for a coach

The Tamil Nadu Cricket Association has again drawn blank in the national selectors' latest list of Test probables. When the Second Test against New Zealand is played on the TNCA's famed Chepauk ground in mid-October, the State's hopefuls will be mere spectators. As though to add insult to injury, the probables are having their preparatory camp in Madras with the assistance of the same State controlling body.

Soon after his recent unanimous re-election as the TNCA
president, A C Muthiah told
Pressmen that every effort
would be made to revitalise
Tamil Nadu cricket. Obviously
with a view to helping them
develop their talent, a new
tournament for youngsters has
been launched. But, frankly,
there is no dearth of tournaments in the State, which,
perhaps, organises more competitions than any other State!

In Madras city, for instance, beginning with the current Buchi Babu All-India tournament, with a record number of outstation teams competing, tournaments go on round the

year, irrespective of the weather. But they have not in recent years produced a player good enough to don the India cap. Obviously, more important and useful than tournaments is expert coaching of promising youngsters. Unfortunately, since English coach A F Wensley's contract expired

### by JAICI

a few years ago, the TNCA has not engaged a coach of repute, who can spot talent and transform talented youngsters into champions.

Expert coaching would indeed seem to be the crying need of the hour. The TNCA which, for instance, spent a sizeable amount in conducting its annual Buchi Babu Trophy tournament and which is now engaged in getting its Chidambaram Stadium floodlit, can certainly afford to engage a first class coach, who can transform the image of Tamil Nadu cricket and halt the blank it has for so long drawn in the National teams.

# Krishnan Tennis Centre gets underway

The Krishnan Tennis Centre at Taramani, on the city's outskirts, is the brainchild of India's greatest-ever champion, Ramanathan Krishnan. It is also the world's first-ever father-son-run academy, with Krishnan as its guiding spirit and his eminent son, Ramesh, as its Principal.



A number of sponsors have contributed handsomely to the Rs. 1.6 crore scheme. Three of the centre's scheduled ten courts have been got ready. When completed, there will be eight clay and two synthetic courts, and a well-equipped club house. The centre will then emerge as India's most modern tennis academy, with the country's best tennis brains giving the 10-16 year age group trainees all they require to develop their skills. Already, despite its high training fee of Rs. 5,000 a month, no less than 15 trainees have enrolled.

Well as it deserves to be called the Krishnan Centre, it would have been more appropriate to have it named after the man who made Krishnan what he was in his heyday. Not to mince words. Krishnan owes everything to his father, the late T K Ramanathan, who not only initiated his only son into the game but also coached and trained him to emerge as India's best ever.

A talented doubles player with C J Mullen as his partner in the days of such illustrious stalwarts as C Ramaswamy, T B Balagopal, N Krishnaswamy and V R Narayanaswamy, Ramanathan was elated as never before the day Krishnan emerged as the first schoolboy to win Loyola College's annual Stanley Cup tournament for students. Indeed, a few days after Ramanathan's death, Krishnan had announced that he would start a Ramanathan Tennis Trust. This has, perhaps, remained a dream. But a Ramanathan Tennis Centre would have been a befitting memorial to the man who helped Krishnan scale the heights.

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Published by ANU VARGHESE for and on behalf of Lokavani-Hall Mark Press Pvt. Life 62/63 Greames Road; Madras-600.006 and printed by T. J. GEORGE; at J. Lokavani-Hall; Mark; Press; Pvt. Ltd.; 62/63 Greames Road; Madras-600.00 Edited by S. MUTHIAH.