

WE CARE FOR MADRAS

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MADRAS

MUSINGS

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An ACME MBA in 1999?

Madras's long-awaited answer to the Indian Institute of Management (IIMs) is at last expected to open for full time MBA courses — in 1997. The Academy for Management Excellence (ACME) is now coming up in 17 acres, in the City, with architecture by Charles Correa.

ACME has also tied up with the University of Michigan and the Katz Institute, University of Pittsburgh.

The Madras Management Association, which first suggested the establishment of a major management institute in Madras, has contributed Rs. 5 lakh for the project. Madras corporates have committed most of the Rs. 15 crore needed for the corpus funds. ICICI has contributed Rs. 6 crore and its chairman N Vaghul will be the chairman of ACME. The governing council will include Suresh Krishna (CMD, Sundaram Fasteners), N Sankar (Chairman, Chemplast), M V Arunachalam (Chairman, TI), R Seshasayee (Deputy Managing Director, Ashok Leyland), S M. Dutta (of HLL) and others.

A Walk Down Memory Lane with RANDOR GUY has been held over for next fortnight.

— THE EDITOR

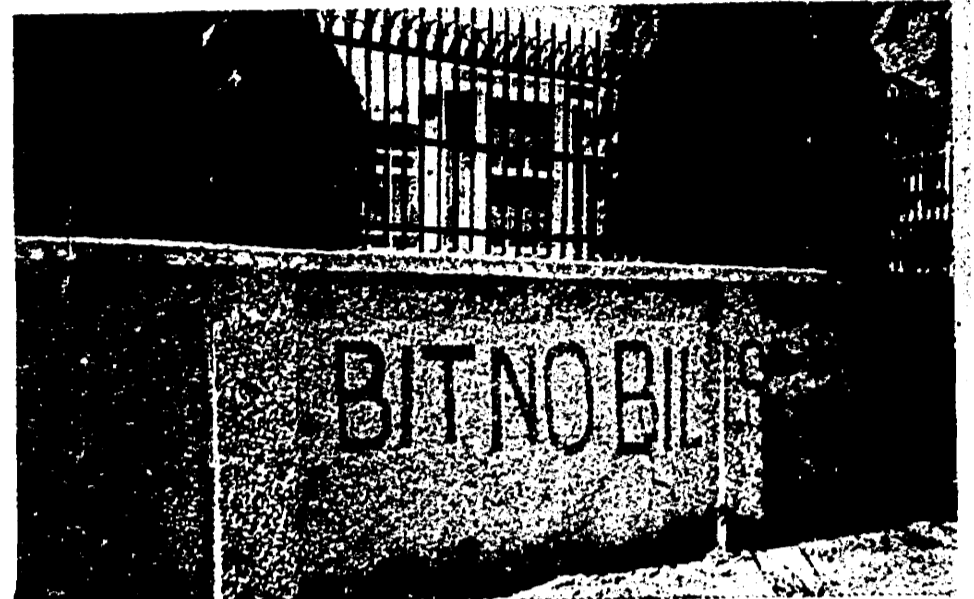
ACME's course would be an integrated one with **no speciali-**

• **by A Staff Reporter**

sation in any discipline. All decisions would be jointly taken by all

departments — marketing, finance, administration etc. Every student would be expected to have a basic knowledge about all these subjects.

Meanwhile, short courses are at present being conducted throughout the country by ACME. A one-year course is also being offered to MBAs (Executive MBA or EMBA) who are employed.



The forbidding bit

After last fortnight's series of pictures on painted walls, we had been looking forward to seeing a rash of painted signs on walls reading 'Stick No Bills' or 'Do Not Write on Walls'. But this bit of wall-writing, repeated several times, on the compound walls of the Office of the Controller of Defence Accounts, right next to DMK headquarters in Teynampet, had RAJIND N CHRISTY flabbergasted. Could any reader explain this quaint bit of English?

Clearing the air with flyash bricks

(By A Special Correspondent)

At last, there seems to be an answer in Madras to the threat to the environment posed by the flyash generated in enormous quantities by the coal-based Ennore power plant. This harmful effluent has been destroying marine life in the ocean into which it is dumped. Unable to find an internal solution to the problem, the Ennore power station authorities have even offered cash incentives to those who will take their flyash away to dispose of it in a manner not detrimental to the environment. But with the Union Ministry of Housing and Urban Development allowing a 100% customs duty exemption for machinery imports needed in the manufacture of building materials using flyash as a raw

material, a new answer to the problem has emerged.

An Indo-US joint venture, to manufacture Engineered Concrete Masonry Units (ECMU) at Kelambakkam, Old Mahabalipuram Road, will annually consume some 1500 tonnes of the pollutant. Vibrant Besser Concrete Systems, the brainchild of R Ramakrishna, formerly Managing Director of Alacrity Housing, uses concrete block-making technology and equipment supplied by Besser Company, a 90-year old world leader in concrete masonry technology based in Alpena, Michigan, USA. The company will manufacture at each of its Rs. 15 crore plants, the concrete blocks needed to put up 55 lakh square metres of construction every month. The first plant is due to be commissioned in Madras in April 1996. This will be followed by one in Bangalore on the Bangalore-Mysore Road.

standard has been lowered by 25-30 per cent in the last five years.

The advantages of ECMU are many. Their use introduces load-bearing masonry to India, facilitating shorter building time made possible because columns and beams can be done away with. Plastering and painting are not really necessary, especially if coloured blocks are used. The cost of construction is also reduced, because less mortar is used. Electricals and plumbing can be placed in the cases of the walls built under the

process after construction is completed.

Because of their strength, durability, thermal insulation and sound absorption qualities, apart from their superior aesthetics, ECMU are the preferred building material in several parts of the world. Besser blockmaking equipment has been installed in over ninety countries and in India is marketed and serviced by Larsen & Toubro. Vibrant-Besser is Bessers' first joint venture anywhere to manufacture concrete blocks.

The pagers have it

(By A Special Correspondent)

Pagers are more popular in Madras than cellular phones. 12,000 pagers and 3,600 cellular phones have been sold so far in Madras, according to a report.

Madras's paging services are offered by RPG Paging Service and Modi-Korea Telecom. Cellular services are provided by RPG Cellular Services and Skycell.

The greater acceptance of pagers is due to:

1. **Initial cost:** Each pager costs around Rs. 12,000, whereas a cellular phone is between Rs. 35,000 and Rs. 40,000.
2. **Monthly cost:** A subscriber to a pager has to pay a monthly fee of Rs. 150, irrespective of the number of

calls made, whereas a cellular phone call costs an exorbitant Rs. 1.40 for every call lasting six seconds.

Besides this, many facilities that cellular phones offer are also available in pagers. Some of these are voice mail and secretarial services.

RPG Paging expects pagers to increase in number by 40 per cent by the end of this year.

To have a wider network, RPG Paging is planning to inter-link its paging services in Madras, Delhi, Ahmadabad and Bangalore in the first phase and in the second phase include Pune and Hyderabad.

Meanwhile, Modi Korea Telecom claims a stake of more than 50 per cent in Madras.

An Invitation Like No Other.

Go ahead!

Try-Me!

The Bold New Taste

Parry's

Try-Me!

The Americans are coming ...

There'd been much hype about her over the last five years. There's been an almost equal amount of denigratory material about her for an even longer period.

Mightily is how that Ho Chunk name translates and no one in that cadre-packed hall doubted that indeed she walked mightily; she whom they called 'Amma'.

The U.S. presence

The Man From Madras Musings hasn't the faintest idea who the World Federation of Tamil Youth are and whether they have the clout to make their declaration of February 24th, Chief Minister Jayalalitha's 48th birthday, as 'World Day For Children' stick, but the American representation did appear to have an aura of official blessing with Consul-General Timothy Hauser prominent on stage.

Again, if you ignore the orchestrated cheering and those frenzied leaping up from their seats to catch 'Amma's' eye, another cameo is of a gauged Native American Tribal Elder, Alberta Day of the Ho Chunk Nation (whose reservations are mainly in Wisconsin), doing the Chief Minister the rare honour of inducting her into the tribe and naming her Ma Stha Maneka (or, at least, that's what it sounded like). 'She Who Walks

children and her contributions to bettering the lot of women. If nothing else, they do show that at least Wisconsin and Illinois have taken signal note of her. Indeed, the repeated references to the 'Cradle Baby' scheme and "the first all-women police station" showed what the Americans had been most impressed with.

SHORT 'N' SNAPPY

Man From Madras Musings saw demonstrated for the first time what many had told him before: that she does her homework well. It was a speech laced with the aptest quotations from English and American literature and, reading it, glasses on, she demonstrated that she had prepared well for the reading of it; there was not a pause or an emphasis out of place and it certainly impressed the visitors.

Quotable quotes

Alberta Day's was the line MMM liked best. Said the Tribal Elder, "I've come all this way to meet the people for whom we were named '! Then Senator Carroll hoped that 'Amma', when she came to the U.S. "in August", would "teach Clinton how to win a majority like hers and how to win back Congress".

All this was good stuff, but it paled in the face of contributions by Chancellor Kathleen Lambrecht of the World Peace Academy and the Rev. Dr Tom Snyder of the International American Friendship Society, whatever those organisations are. Stating it in the filmi style of the archetypal gushing blonde, Lambrecht had no doubt that Chief Minister Jayalalitha would be Prime Minister, following in the footsteps of another Indian she had admired, Indira Gandhi.

The Indo-American and the Tamil-American lobbyists in Illinois and Wisconsin had done a good job well. But did they need such gilding of the lily as was done by these two speakers? Striking the only other sad note of the evening was the lack of preparation and the undistinguished speeches by the Indian-Americans and the Tamil-Americans; they should take a cue from the Chief Minister on public speaking and prepping for it. Whatever her critics might say, that's what wins the Americans over.

TAILPIECE: The only note of interest MMM found in the Indian speeches was the announcement of the President of the World Federation of Tamil Youth, Dr Vijay Prabhakar, that the Federation had presented a Dr J Jayalalitha Trophy to the cricket authorities in the U.S. to commemorate the 150th year of cricket in the U.S. The Man From Madras Musings hopes it will play a role in making the U.S. (who played against Canada

Visitors from abroad, however, find the local 'fun parks' a bit of a strain, even though they are well-equipped. "You don't know how to move crowds in India," one of them told MMM. And another chimed in, "The result is long queues and waits at every ride. In the end, at the place we went to, we could only get in four rides during a whole day, though we were entitled to nine on the Rs. 100 ticket. If they moved the crowds faster, then that price would be really worth it in Indian conditions".

In brief

A portly civil servant who called it a day and first joined academe and is now into liaison work is said to be getting interested in the political scenario in the State. The Man From Madras Musings wonders whether this eloquent speaker, who loves to echo Winston Churchill, is eyeing the BJP or the JD. MMM feels we should be hearing more in the next few weeks whether his political ambitions are serious or whether he prefers the comfort of an executive chair.

Global Adjustments, founded by Ranjani Manian and Joanne Grady Huskey, who pioneered the concept of making new foreign short- or long-term settlers feel at home in Madras, are now breaking in the Ford Team, The Man From Madras Musings hears. But besides providing information on toilet rolls, bathing in Bisleri water and how Indian WCs should be used, according to one national daily report, they also help single men and women with their social lives. Says the report, when a young foreign bechelor complained that "It's not easy to find dates in Madras", Global Adjustments helped. The report says that foreign singles in such a predicament are introduced to other single foreigners (presumably of the opposite sex, MMM hopes), or "to the white clique at the club". "Little wonder", concludes the report "that Global Adjustments has got the Westerners charmed".

Another car project eyeing Tamil Nadu is the Hindustan Motors-Mitsubishi joint venture which plans to manufacture the Mitsubishi Lancer somewhere near Madras. The Man From Madras Musings understands the Rs. 250 crore project, which will include ten per cent Japanese equity, aims to manufacture 30,000 cars a year at full production. The site with the best prospect of being chosen is west of Thirunelveli, south of Madras, MMM understands.

SCICI (once the Shipping Credit and Investment Corporation of India), The Man From Madras Musings hears, considers Coimbatore as, perhaps, the most buoyant industrial centre in South India. Coimbatore, with its Rs. 10,000 crore annual industrial turnover — around Rs. 3000 crore of it in exports — is now adding the manufacture of auto-ancillaries and paper machinery to its traditional strengths in the textile and engineering industries. SCICI credit to Coimbatore industry is expected to substantially increase in the year ahead, MMM is told.

MADRAS MUSINGS

Mehta's Water Park on the Sriperumbudur road are all not only drawing them in at high prices but are also looking at expanding. Is this a temporary phenomenon, wonders MMM, or is TV at last likely to give way before the onslaught of amusement parks? If the VGP experience is anything to go by, the amusement parks and fun worlds will have their way.

Once, but no longer, a city of industry-based jobs, Bombay suffers massive migration, city services overstrained often to collapse, and accompanying social tensions. So far, local government has struggled to cope, with varying degrees of success, and essentially on its own.

Business briefs

Spencer's of the R P Gonetka Group has 'hereditarily' owned the West End, that beautiful garden hotel in Bangalore. And for some time now, the RPG Group, through its Madras-based southern headquarters, has been eyeing its prime Bangalore property as a potential goldmine, a part of which could be developed as a shopping plaza or commercial complex. The Taj Group, which had leased the West End from Spencer's in the pre-RPG age, will, however, have none of it, The Man From Madras Musings hears. To quote a report on the issue, the Taj'll NOT "part with as much as a single flower-bed". And so, MMM is pleased to note, patrons will for some time yet be able to wake up to birdcalls each morning instead of telephone alarms.

Fun parks — theme parks, as they are called elsewhere — are Madras's newest form of entertainment. And despite the high prices of entry or for individual rides or participation, they're drawing the crowds. There certainly seems to be a lot of extra money floating about, The Man From Madras Musings tends to think on seeing the huge crowds, whole families at a time, flocking to these parks. The first of these, of course, was VGP Golden Beach which, though looking a bit unkept these days — especially on the roadsides — still draws them in with its modest rates. But Dizze World and Little Folks on the Mamallapuram Road, Kishkinta just west of Tambaram and

MADRAS MUSINGS

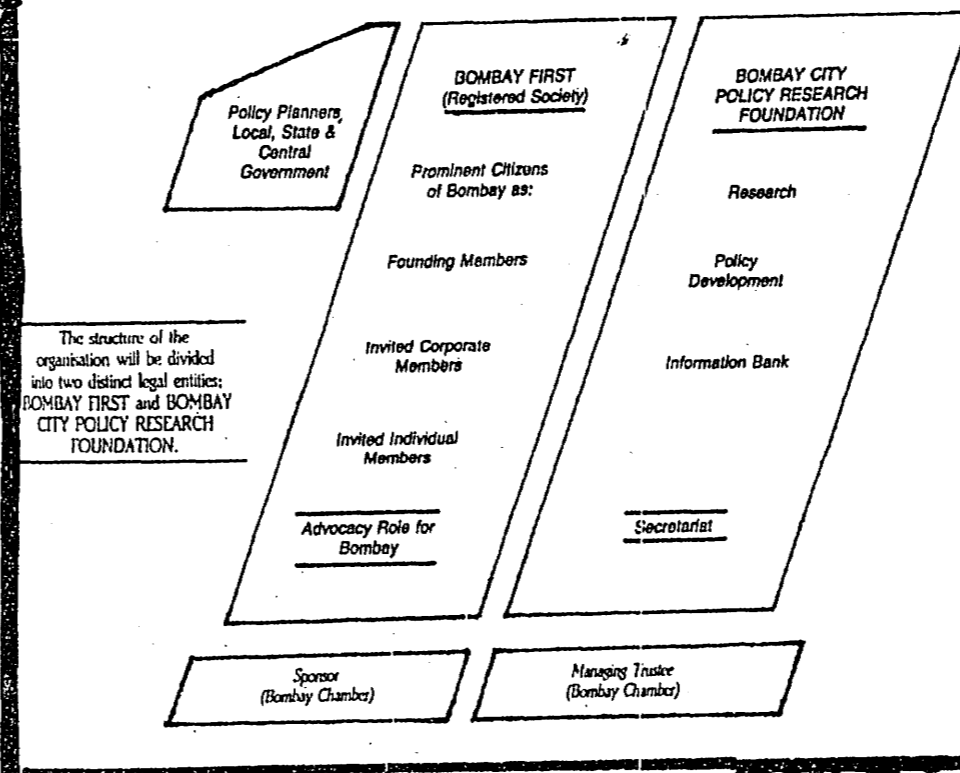
Trying to make Bombay work

BOMBAY FIRST aims at making Mumbai a better place to live, work and invest in. It responds to the well-accepted idea that the fate of cities will determine the well-being of nations in the 21st century.

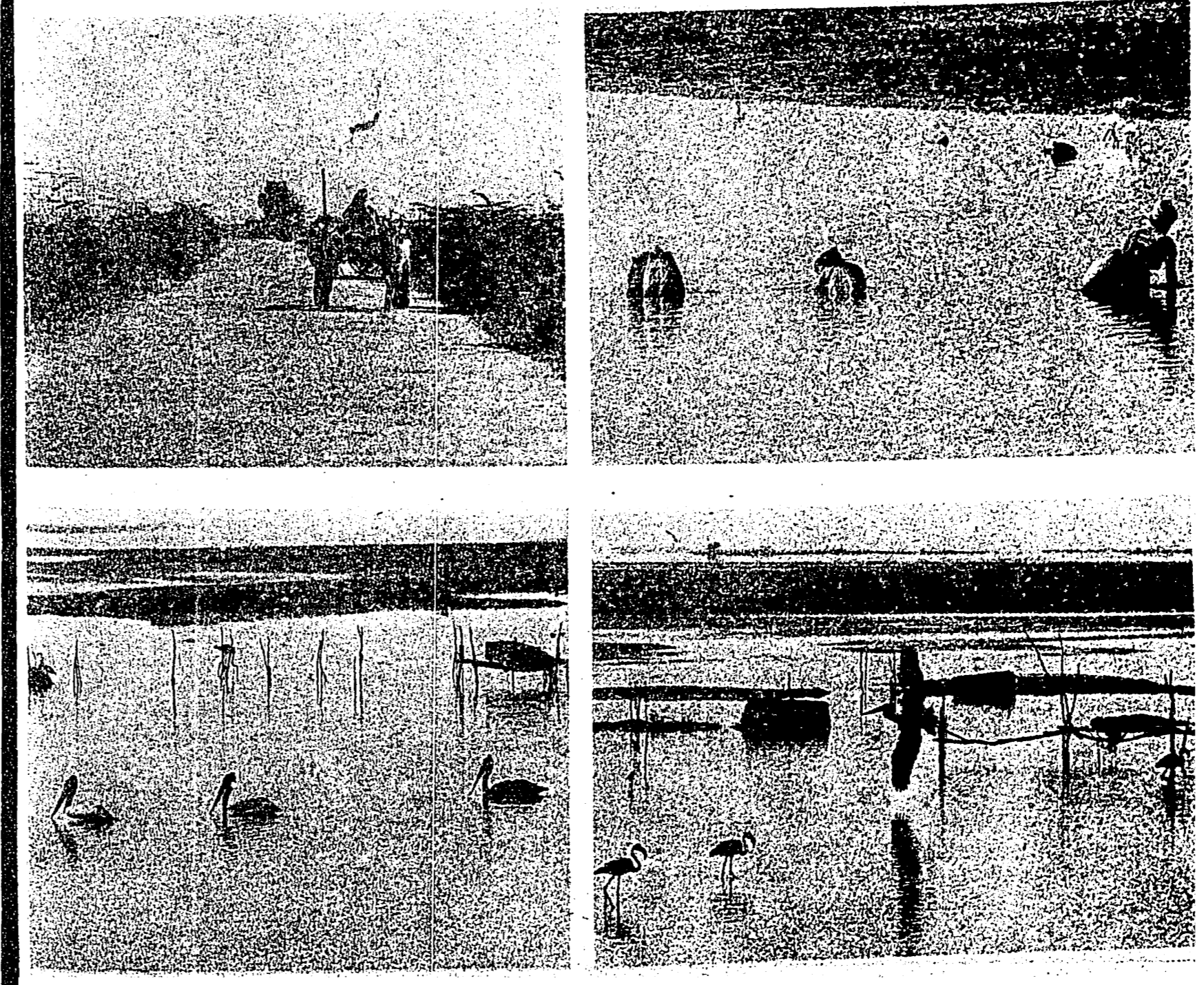
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Bombay First is a private industry effort, rooted in the Bombay Chamber of Commerce and Industry, membership 1300), aimed at outstripping cities like Shanghai, Manila and Beirut, on whom today's lessons are not lost, whose efforts are multiplying but who lack some of Bombay's advantages.

Inspired by the concept and success of London First, Bombay must match



OUR READERS WRITE



MADRAS MUSINGS

Reach out and touch someone this New Year

Season's Greetings

Flower - Diana Group

S.N. SRIKANTH

Dear _____ Date _____

Card with a thought

Among the many interesting greeting cards Madras Musings received this year, this one was particularly intriguing. The two sides of the single sheet card reproduced here say it all. The card came accompanied by a blank envelope for the 'message-inned' portion to be posted to a friend.

It gives us great pleasure to wish you and your family a joyous, prosperous and fulfilling 1996. We thought of sending you a traditional greeting card but instead decided to do something that will spread goodwill wider and farther.

We would be delighted if you could pen a few lines on the card below and send it to someone you wish well - a friend or relative with whom you have not communicated for a long time, an orphanage or charity whose work you admire, perhaps an old teacher or mentor who has instilled in you values which you cherish to this day. Whoever it is, do tell them that you care.

Reach out and touch someone! Diana Shuttars Diana Casements

Season's Greetings

Autos at night

We have all come across the embarrassment of hailing an auto at night when a passenger is already seated inside in the dark. Why can't Madras autos have a lit-up sign on top reading either 'For Hire' or 'Hired', as appropriate? When it is hired, the red light with the words 'Hired' can glow. It will save lots of embarrassment to waiting passengers waving to it to stop when there's already a passenger inside. This will be the first step to bringing a semblance of discipline in Madras autos.

M Fazal Flat No. 1, Seaview Apartments 16 Leith Castle Road Madras-600 028.

Pulicat's flamingoes

After reading Harry Miller's piece on the flamingoes of Pulicat (MM, Feb. 1), I took myself up to the Andhra side of Pulicat Lake... and these pictures (alongside) are what I saw. Top row, left: A stretch of the 18-km-long road from Sulerpet to Sriharikola - a dream drive that bisects the Pulicat Sanctuary. Top row, right: Fishermen and waterbirds compete for food in the sanctuary. Bottom row, left: A group of spot billed pelicans fishing in Pulicat Lake. These pelicans were the birds I spotted in the largest number on that February day. Flamingoes were few and far between, but I did spot a small group. Bottom row, right: Three of the Greater Flamingoes in that group gave me a nice picture, especially when the spotbilled pelican that split the group took off and gave me an opportunity to freeze it. I might have missed the flamingo flocks - even the first week of February seems too late for them - but Pulicat is still a warmly recommended waterbird sanctuary.

V.S. Raghavan

MADRAS MUSINGS SMALLS ACCOMMODATION Residential guest house available in Kilpauk on daily basis. Spacious bungalow with extensive open space (near Khushaldas Gardens) ideal for marriage or tour groups of 30 to 50 persons. All amenities available (e.g. telephone, colour TV, refrigerator, gas stove etc.) Tel: 6412996, 6411436.

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End of the target era

For over 30 years, the family welfare programme in India has been known for its rigid, target-based approach to contraceptives. Performance has always been measured by the reported numbers of acceptors of the four contraceptive methods — sterilisations, IUDs, oral pills and condoms — and not in terms of health or demographic indicators. This 'target' approach of the Indian family welfare programme has been widely criticised in demographic literature.

Despite all the criticism, very little has been done to adopt a different approach or to modify the current approach. Two years ago, the Government of India started using a new term, 'Expected Levels of Achievement', or ELA, in place of targets, without any real change in practice! It is against this background that the reforms in the family welfare programme in Tamil Nadu are worth a close look. Some of these reforms were due to individual efforts at the district level, with the support of the State Government. Other important state level initiatives came out of the directives of Tamil Nadu Chief Minister Jayalalitha.

In 1991-92, the State Government had ordered that, in some selected districts (Periyar and Dindigul), the sterilisation targets for the field staff of departments, other than Health, be abolished. In these districts, targets were only for the Health Department staff. This was to be tried on an experimental basis for a year, before wider adoption was attempted. By March 1992, it became clear that this major change in strategy did not slow down the programme. On the contrary, the Health Department staff in these two districts seemed to work better without the competition from their powerful and moneyed colleagues in the Revenue and Rural Development Departments. Consequently, the two districts ended up with top positions in terms of comparisons with the figures achieved in other districts.

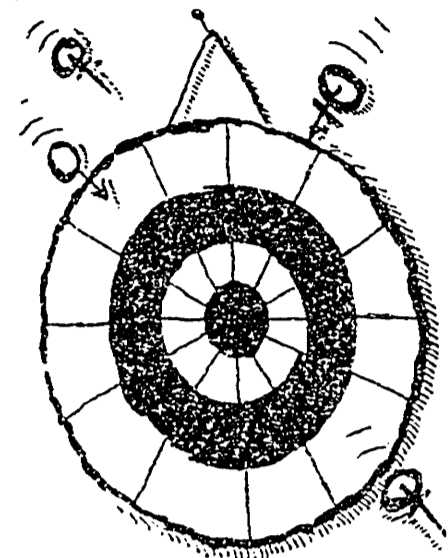
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In fact, the stock market in 1995 was notable for the subdued trend in general and a very high degree of speculation, which sometimes ran into outright price-rigging. Rumours circulated about several firms and in at least one case a firm was suspended from trading a number of times. Though nothing was proved conclusively about operations in these counters, most players remain convinced about price-rigging being the only reason for the increase in prices. While the Reliance-BSE imbroglio and the attendant benefits to NSE highlighted the fact that competition between Stock Exchanges has come to stay, MSE authorities unveiled their plans to become a more efficient and streamlined Exchange.

It is in this regard that we have to view MSE's implementation of the Mark to Market Margin system (or MMM) and its plans to go on line. The former specifically aims at curbing excessive speculation and the rate of defaulting by brokers. Combined with electronic trading, MSE hopes, MMM will put an end to manipulations by

Whether MSE succeeds in its stated aim of controlling speculative

be seen. But the very idea of the Exchange being brave enough to experiment is in itself laudable. And



Arcot — the successful mass campaigns for literacy in Kerala had been replicated in about 150 districts across the country by mid-1992.

What was unique to North Arcot, however, was the integration of the literacy campaign with health and family welfare activities at the village level. By October 1992, a model for coordinating the efforts of the Revenue, Rural Development and Health Department staff and the literacy volunteers in each village had been developed. While promoting the literacy campaign was the common goal of this four-member team, their joint efforts also yielded very good results in reaching their respective departmental goals. Encouraged by the results of this experiment, I went one step further and abolished the family planning targets even for the Health staff from November 1992. After that date, the only person with a family planning target in North Arcot was the Collector!

The annual statistics for 1992-93 showed that North Arcot had reached

93.5 per cent of the sterilisation target, the best for the district since 1983. Therefore, abolition of targets for other department staff or even for the Health staff did not have any impact on the acceptance level of sterilisation. However, the performance for the three temporary methods fell by nearly 50 per cent. This seems to indicate that, when there were targets, service statistics for temporary methods were inflated.

I introduced further reforms in the implementation of the family welfare programme in 1993-94. Briefly, these were:

- The cash incentive to sterilisation acceptors was reduced from Rs. 160 to Rs. 100.
- The cash incentive of Rs. 12 for acceptors of IUD was completely withdrawn.
- The motivator's fee of Rs. 50 for the field staff was completely withdrawn. Simultaneously, the motivator's certificate was also abolished. Individual performance of the Auxiliary Nurse Midwives was measured by matching the acceptor's address with the ANM's jurisdiction.

The ANMs welcomed this reform wholeheartedly because, invariably, they had to spend more than Rs. 50 to get the motivator's certificate with their name on it.

The reforms and the results came to be known as the North Arcot Experiment, and were documented and circulated among Collectors and officials of the Health Department.

• We led last fortnight's issue of *Madras Musings* with the story of family planning being a success in Tamil Nadu. Today, we feature details of how that success was made possible with Tamil Nadu's new approach to its family welfare programme.

Upon transfer from North Arcot to the State Government's Health Department in June 1993, I set about extending these reforms statewide.

Results from the World Bank-funded India Population Project V (IPP-V) in Madras City and suburbs indicated that the Maternal and Child Health (MCH) approach to family welfare was a more acceptable and sustainable route to fertility reduction. In November 1993, Chief Minister Jayalalitha announced two major policies: the State's population policy and a 15-point programme for child welfare. Both documents focus on the welfare of women and children and emphasise female literacy and maternal and child healthcare. Though both documents have set a goal of reducing Tamil Nadu's birth rate to 15 per 1000 (it was 20.7 in 1992) by the year 2000, the proposed strategy for reaching this goal is through female literacy and MCH services.

These policy pronouncements enabled us to introduce reforms at the state level. After detailed discussions with representatives of ANMs from each district, targets for other department staff and even the male staff of the Health Department were abolished in all districts of Tamil Nadu from June 1994. The motivator's certificate and the motivator's fee were both withdrawn in the entire state. The procedure for claiming travelling allowance was simplified and decentralised.

The GOI target for the state was apportioned among the districts based on their populations and birth rates. Similarly, the target for each ANM was based on the population in her jurisdiction and the birth rate of the

district. Though it looks as if the target, shared by several departments earlier, is now the burden of the ANM alone, they welcome it simply because there is no competition from other powerful departments and the abolition of the motivator's certificate has eliminated the brokers, exactly as happened in North Arcot earlier.

Programme statistics for 1994-95 show that, for the first time ever, Tamil Nadu achieved the targets fixed by the GOI in all the four methods of contraception. While sterilisation targets were invariably achieved even in the past, there used to be some shortfall in one of the temporary methods (IUD, oral pills and condoms). The achievement of these targets during 1994-95 probably indicates that, when unhealthy competition was removed and targets de-emphasised, the ANMs were able to provide MCH care in the assigned areas in a much better manner. The saving in travelling allowances & motivator's fee during '94-'95 was around Rs. 3 crore. This is proposed to be used for improving the health service facilities in the rural areas and for improving the service conditions of the ANMs.

The State level reforms described here were only an intermediate step before changing over to the MCH approach during 1995-96. Targets for MCH activities, such as ante-natal registration, ante-natal visits, safe delivery, immunisation for the mother and child, and contraceptive methods are now being worked out at the grass roots level by the ANMs and their supervisors. No targets have been fixed from the State capital. However, unlike contraceptive targets, MCH targets are

(Continued on P5)

MSE brings in MMM

Last year, the Madras Stock Exchange (MSE) saw some extraordinary activity on the speculative front. A few scrips touched new heights due to excessive speculative attention.

In fact, the stock market in 1995 was notable for the subdued trend in general and a very high degree of speculation, which sometimes ran into outright price-rigging. Rumours circulated about several firms and in at least one case a firm was suspended from trading a number of times. Though nothing was proved conclusively about operations in these counters, most players remain convinced about price-rigging being the only reason for the increase in prices. While the Reliance-BSE imbroglio and the attendant benefits to NSE highlighted the fact that competition between Stock Exchanges has come to stay, MSE authorities unveiled their plans to become a more efficient and streamlined Exchange.

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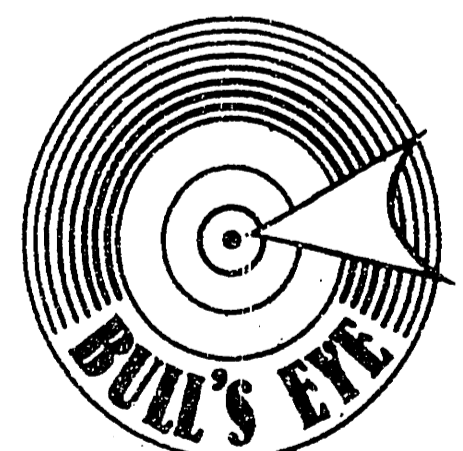
Whether MSE succeeds in its stated aim of controlling speculative

Under the system which had been in effect till now, brokers paid margins to MSE on all trades made by them. Whereas under MMM, only those with adverse positions have to pay. Shorn of all jargon, this in effect is the MMM system which came into effect on January 8, 1996. It is hoped that investors will benefit by reduced transaction costs, apart from the introduction of a safety factor by the decrease in defaulting brokers. Furthermore, it is hoped that MMM will be but the first step towards the implementation of a futures and options system.

Though only 12 scrips came under MMM initially, more have been added later. It should be noted here that the addition or deletion of scrips to MMM is a continuous process which will be done on the basis and degree of volatility in prices.

The reaction to MMM can, at best, be described as mixed and as it will be quite some time before the impact can be measured in full, there are as yet no vehement arguments either for or against the system.

Whether MSE succeeds in its stated aim of controlling speculative



MSE has made its intentions quite clear in that it will take all steps it deems necessary to provide efficient and investor-friendly services.

Meanwhile, here are two recommendations:

Dev Fasteners (CMP: Rs 13.00): Dev Fasteners began manufacturing High Tensile Fasteners (HTF) for automobiles and other industrial applications in 1992. Its customer list includes OEMs like Ashok Leyland, LMW, Wheels India and Mahindra & Mahindra. In the initial years, being new to the industry, it suffered from the lack of an extensive tool library. It had also entered at a time when recession marked the main user industry, whereas the present upsurge has helped the company turnaround. It is

right issue to fund its Rs. 6.76 cr expansion project (production to commence from June 1996). It has now entered into an agreement with TR Fastening of UK for marketing each other's products in their respective countries. For the half year ended September 1995, the company has achieved sales of Rs. 7.15 cr and a PAT of Rs. 0.55 cr and expects, correspondingly, for the year ended March 1996 Rs 17 cr and Rs. 1.44 cr yielding an EPS of Rs 1.60. Although there may not be much appreciation in the near term, this scrip is a good medium to long term bet.

Gangotri Textiles (GTL) (CMP: Rs 42.00): The Coimbatore-based Gangotri Textiles is engaged in the manufacture of cotton yarn of counts 6's and 10's by blending cotton waste with raw cotton, using the open-ended technology. It is one of the very few mills that uses upto 70 per cent cotton waste. In May 1995, the second spinning unit of the company, comprising 1344 rotors, became fully operational, taking its capacity to 2496 rotors. The company is in the process of expanding its Unit 1 by 768 rotors, which is being funded by internal accruals and borrowals. This unit is expected to be completed by May/June 1996. The company at present enjoys a P/E of 3.95 (on the half yearly results), which is among the lowest enjoyed in the industry. Considering the scope for appreciation and the fact that additional capacity will become operational soon, this scrip can be picked up at current levels.

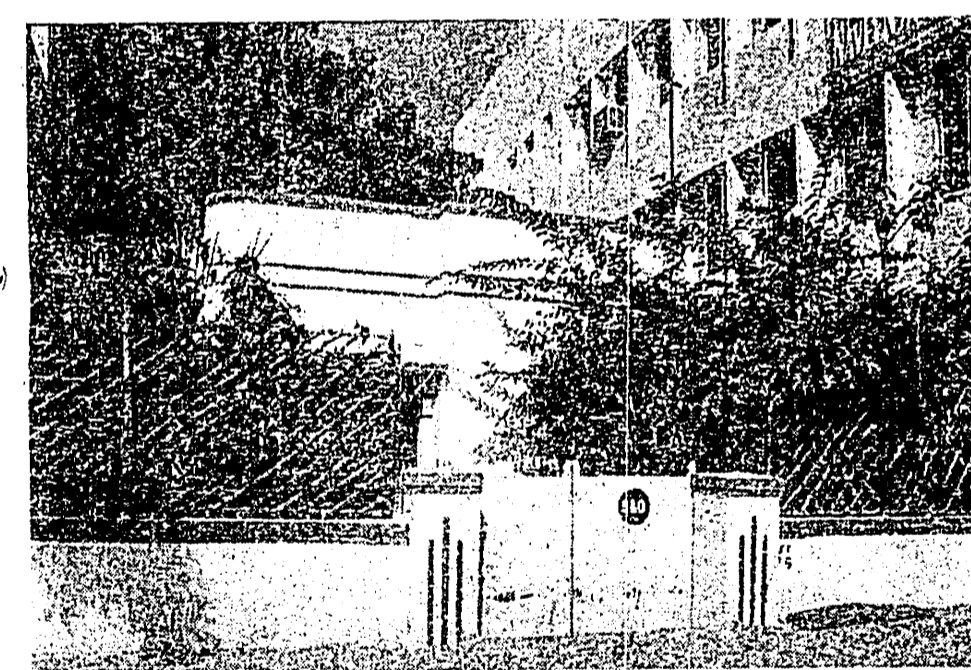
Tamil Nadu homes now concrete boxes

My picture today was taken just a few weeks ago in a small village on the outer fringe of Madras, a village where some Tamil values are still being, well, valued.

The photograph shows a typical Tamil village home. These were built to a square design, though often joined to neighbouring houses, or 'terraced' as they would be described in Britain. Inside, there are usually small square courtyards. Open to the sky, probably with a well at the centre. Around the courtyards are modest little verandahs, three feet off the ground, quite wide enough for people to sleep on. And, of course, small rooms of various kinds too. And then outside the main doorway another verandah, equal to those around the inside courtyard in height, quite wide enough, also, for people to sleep on.

But the triumph of this simple architecture lay in the roofing, which I hope my picture shows well. This consisted simply of loose, curved, earthenware tiles, placed loosely in three or four layers. For a house in the tropics they are as ideal as an igloo is to an Inuit (or Eskimo as they used to be called) above the Arctic Circle. Those layers of rough, simple curved tiles are as near to getting perfect insulation from our blazing tropical heat as anything imaginable, primitive though they may now be called by those who can afford expensive air-conditioning and fibre-glass insulation techniques.

When I lived twenty years ago, in my village of Thirumullaivayal, which lies between Ambattur and Avadi, the old-style, tiled-roofed houses were even then beginning to be replaced by concrete-box monstrosities, most of



Just a couple of buildings south of the Gabriels' house is this other tiny house Jagannathan refers to in his article. Of a later vintage, it nevertheless is a far cry from the lower blocks squeezing it. Imagine a house with a garden, however small, on Mount Road — and an owner who won't give it up! (Photo: V S RAGHAVAN)

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them painted hideous cinema-style colours, and tragically envied by villagers whose good taste has been corrupted, who had forgotten their ancient values and who could not afford concrete boxes anyway.

Moreover, concrete, hot as Hades by day, soaks up the heat and radiates it back all night. Concrete is the worst possible substance to build houses of in a tropical climate. The old-fashioned, 'primitive' tiled village roofs are by far the best, with walls of brick or even mud, easily replaced or repaired (unlike adulterated cement).

Meanwhile, it's the concrete boxes that rule the day, especially when they have dish antennae on their roofs pointing at the T.V. syncro-satellites 35,000 miles above their heads, beaming down to them day and night all that is worst in modern Tamil culture. Just like the houses themselves.

...But cottages still on Mount Road

Can you imagine any Main Street anywhere, even one end-of-one, still having tiny cottages on it and the families in them enjoying 'business as usual' together with the commercial ventures all around? Surprising as it may seem, that's exactly what you'll find on the western side of Mount Road at the southern end of the Anna Flyover.

Talk to those who live here in two contrasting 'cottages' they own, and they'll tell you of a time when their homes were just a part of the two rows of small houses on either side of tree-shaded Mount Road, on which thoroughfare cricket used to be played at ten in the morning!

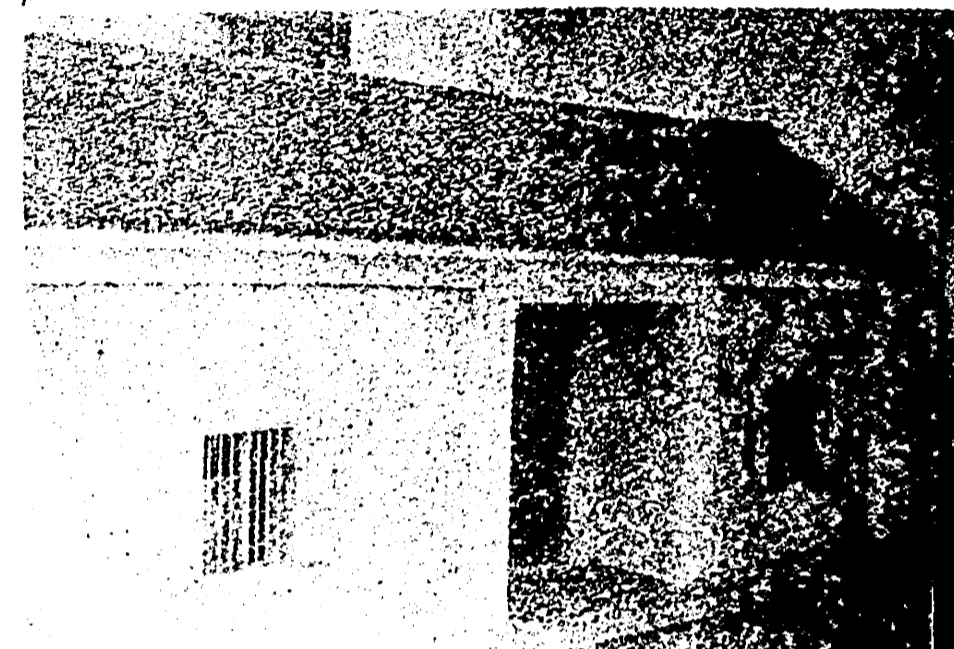
Mount Road in the 1930s was just half its breadth and the stretch between Anna Flyover and Saidapet was where the houses were. The offices of the Accountant-General and the Director of Medical Services and Anna Arivalayam did not exist; there were just a couple of garden houses and thick groves. One of the last houses on this stretch today is that of Mrs Joseph, and this house even has a little garden. The other belongs to 75-year-old Gabriel Thomas, a professional artist. Both have resisted several offers from real estate developers.

Mrs Joseph, a retired professor, who taught French in a city college, lives smack in the middle of what is possibly the noisiest area in the city. But to her, and her family of a daughter and a son, the noise is no problem. "We are here for decades and are accustomed to the noise," she says. Reminiscing about Mount Road, Mrs Joseph recalls paddy fields and tall trees in what is now the Congress Grounds. There was a well-kept botanical garden opposite today's Kamaraj Memorial Hall and it used to be the family's favourite haunt. The adjacent land had many banyan and *thoongu moonji* trees. These were later cut down to make way for the D.M.S. office. A mango grove was felled for the A.G.'s office. The D.M.K. headquarters came up where a banana grove had been.

The oldest resident of this stretch of Mount Road is Gabriel Thomas, whose house is called *Ave Maria*. He has been painting here from the days when even a cyclist was a rarity on Mount Road, when a cycle bell would send the whole family rushing to the window. "After dusk, we were frightened to venture out because of poor road lights and the thick woods,"



Above, a village house — built in the traditional style, highly recommended in this article by HARRY MILLER (who also photographed it). But would you believe it, V JAGANNATHAN spotted a very similar house right on Mount Road. The Gabriels' house, just below the Gemini Flyover, is over a hundred years old, say the owners, who won't part with it.



...But cottages still on Mount Road

days when hurricane lamps were used to light homes as well as roads. Hurricane lamps perched on lamp posts would provide light as long as the oil lasted or as long as the weather permitted. Municipal workers would come with a wooden ladder every evening to clean and oil the lamps. The watchmen of the bungalows in Luz

by Venkatachari Jagannathan

Church Road and Eldam's Road tapping their *lathis* and shouting "irukken" was the maximum security in an area covered with thick woods. Apart from the paddy fields near Teynampet junction and a farmer's hut nearby, there was virtually no other human habitation between Eldam's Road junction and Saidapet, recalls Gabriel.

Of what was once a residential area fairly well populated, mostly with

Christian and Muslim middle class families, only these two homes remain. All the old houses were roofed with country tiles (like Gabriel's home still is) and each had a big open courtyard in the middle. There were a couple of wayside stalls nearby, selling *sukku kapi* and *idlis*, and an arrack shop, remembers Gabriel. These made way for the timber shops which can be seen even today near Sun Plaza (which has come up on the site of what was once Sun Theatre). The felling of the trees on Mount Road was why these timber shops were established here, recalls Gabriel. They had to depend on infrequent buses to get anywhere, at a time when the bus charge to Mambalam was half an anna.

But it was also peaceful; Christians singing and walking along Mount Road to 'Kattu Koil' (as Luz Church was then called) on Christmas Eve is as unthinkable today, says Gabriel, as the fact that street cricket was once played every morning on Mount Road! Those were the days, Gabriel gently smiles, as the noise swirls all around.

End of target era

(Continued from P4)

more difficult to arrive at. This can be done only through consultations between the ANM and her supervisors. I consider this an important element in the strategy — involving the ANM in the target-setting process and treating her as a colleague rather than as a lowly subordinate. This is the first step towards an affective MCH service delivery, with emphasis on quality.

Further, for the first time in Tamil Nadu during 1995-96, District Collectors have not been given any targets under the Family Welfare programme. Consequently, staff of the Revenue and Rural Development

gramsevakis) can concentrate on their respective duties, instead of canvassing 'cases' for sterilisation.

Following the Cairo Conference in September 1994, the importance of adopting a reproductive health approach to population programmes has gained importance. The importance of detecting and treating reproductive tract infections (RTIs) and sexually transmitted diseases in controlling the spread of HIV/AIDS is recognised by the Tamil Nadu Government. This will be incorporated into the reproductive health services in the new strategy for 1995-96. (Courtesy: Voices, Bangalore).

A matter of the heart

Having achieved the first heart transplantation in the Madras Medical Mission's Institute of Cardiovascular Diseases, we have reasons to rejoice. We were equipped and ready to do this at least five years ago. But it was not to be. The country had rules which created obstacles and prevented hospitals like ours from doing this surgery. While we were all fighting for new legislation on this subject, a Government hospital was enabled to achieve this feat. In the eyes of the law all are equal. The rules are the same for all. But some are more equal than others and so they succeed. This is mentioned not to belittle the importance or the credit of the first and the next two transplants that were done in the country before ours. Developing societies are yet to achieve the stage of equality of opportunity. This is true in the case of most activities in such countries. The clamour for a level playground for locals as compared to the multi-nationals in a liberalised economy also represents the same malady. But let us not talk about all that now. We have achieved what we have been hoping to do for the past five years. Let us congratulate all those who have worked for it (but) let them not become smug about it, for 'we have miles to go before we sleep'. India is a land of 900 million people. How to make our services available to the teeming poor should be our concern.

With all our problems of poverty, malnutrition and disease, the question is often raised as to why we at MMM

are concentrating in a hi-tech area. It is often preached to us by governmental and non-governmental international organisations that we should be

by
**VERGHESE
EAPEN**

concerned about the plight of the poor... But improvement of health of a community happens only with general economic development. General prosperity, however, brings in diseases of a different nature. How far is a hi-tech hospital, capable of doing even a heart transplant, relevant to a poor society? For this, we have to realise the magnitude of our country. The cream... which keeps it together, the executives who turn the wheels of industry and commerce, the professionals who ensure the smooth movement of these wheels, the bureaucratic frame that strengthens the systems, all contain people indispensable to a poor society. We can ill-afford to lose them, for they have been trained to occupy those positions at enormous social cost. More than

anyone else, they form the backbone of this nation, yet occupy vulnerable positions in terms of need for medicare. The few hi-tech hospitals support this critical group who, with their comparative low incomes (as contrasted with the developed world), cannot afford treatment in the expensive centres of the rich countries.

But, at the same time, the social structure in most developing societies is such that the poor have to be cared for, as those among them who become sick are mostly the breadwinners. The patient who had the heart transplant at MMM is the wife of one who sells handkerchiefs at the busy street corners in the city to support the family. Another six lives depend on her life. To us, she is a very important, socially relevant person, whom her family cannot 'afford' to lose. To those in the developed world it will take time to realise the importance of such services in all areas of medical treatment, of which a transplant is a rare one. We are contributing by taking care of the needs of the socially relevant persons...

● All articles on the heart are excerpts from VERGHESE EAPEN'S *From the Heart* (Rs 30) available from The Madras Medical Mission, 4A, Dr Jayalalitha Nagar, Mogappair, Madras 600 050

The model worker

What is the work that the heart does? Every day, it pumps the vital blood needed for the body through 90,000 kilometres of blood vessels. The workload of the heart is said to be greater than the pressure that a heavyweight boxing champion feels on his arm muscles. This function of the heart becomes more difficult when the person is overweight. For every kilogram of extra weight, the heart has to pump through an extra 300 kilometres of capillaries. When the blood pressure goes up, there is extra work for the heart. Smoking constricts the arteries. This acts as an obstruction to the smooth flow of blood, causing a strain on the heart. Through all these circumstances, the heart stands by the needs of the body like a true friend and willingly works more to meet its demand.

The heart follows the dictum 'Work is Worship'. Indeed, the heart is a continuous worker. From the time the human being is a foetus, till death, it continues to work. Its duty to supply blood to different parts of the body behoves a responsibility which it performs without being told... The heart never sleeps...

...The heart receives **bad** blood continuously. It accepts it with grace, gets it purified and sends the purified blood to all parts of the body. Returning good for evil is a very challenging task. The heart is doing it continuously. ...The heart is the repository of the blood that has to be supplied to all parts of the body. It requires 5 per cent of the blood for its own use. This is comparatively high and the reason for it is the heavy load of work it has been assigned. The heart could have drawn any amount of blood passing through its chambers. Instead, it collects only the permitted supply through its coronary arteries and branches. It shows absolute discipline in the handling of the common property. Its principles in this matter are worth studying.

As such, in terms of work ethic, the heart represents a character worthy of emulation. It is a model worker and is an ideal public servant... In public or private life, we should be able to work like the heart.

V.E.

Exploring alternative technologies

Did you know that there are no less than 15 different remedies in Indian medicine for the common cold? Or that 'woven air', 'flowing water' and 'morning dew' are the names of extra-fine cotton fabrics woven by Indian weavers? Or that we have 32 different schools of indigenous architecture? Or that the towns of Madurai and Kanchipuram were originally laid out in the shapes of a lotus and peacock, respectively? Or that if a Tamil fisherman catches a fish called *Kottu valanhirukai* in his net, he can expect a cyclone shortly?

These and other equally interesting nuggets of information were culled at the Second Congress on Traditional Sciences and Technologies of India, held in the Anna University campus recently.

In India, there are two prevalent attitudes towards indigenous, traditional services and technologies. Both are self-conscious, and deeply wary of the other. One considers all such indigenous knowledge sacred and the only answer to all current problems, especially environmental ones. The other sneers at the body of traditional knowledge as totally unscientific and inefficient. The truth, of course, lies in between. Traditional knowledge offers some solutions and desirable lifestyles, but not all of it is still applicable. On the other hand, there is a very real danger, as the pro-traditionalists point out, of our altogether ignoring our indigenous science and technology and losing them forever. That would be an irreplaceable loss.

One effort at preventing such loss has been the organising of congresses

knowledge and to stimulate thought and discussion on it. The first such congress was held in Bombay in 1993. The Madras one was the second. Barring the glitches and lack of organisation which seem to plague such large gatherings (why are volunteers at such meetings so ignorant of practical information that visitors might require?), the Congress fulfilled its purpose to the extent that it evoked a lot of interest in its theme and a feeling of alarm at the fact that many indigenous, environmentally-sound practices have been given up in the last fifty years, in the name of progress.

Take water management, for instance. Tamil Nadu, like other States

in the country, had, not so long ago, a time-tested water management system, comprising *eris* (lakes), *kulam*s (tanks) and feeder and drainage channels. The system worked very well for our purpose. Yet, in the post-Independence period, as modern, irrigation systems took over, most of these ponds and lakes have been allowed to dry up, or have been converted into fields, real estate areas or garbage dumps. Feeder and drainage channels have been choked with silt and weeds, and have disappeared. While we constantly complain about the wild swings from plentiful water supply to drought conditions every summer, we have studiously ignored

the viable water management system used effectively by our ancestors.

One reason for this is that the decentralised, village-level management system, which used to oversee the storage and distribution of water, has given way to centralised institutions whose management capacity does not reach as far as the village tank or lake. While the government spends enormous sums on dams and irrigation projects — consider the statistics: "between 1951 and 1985, Rs. 15,000 crore were spent on middle and major irrigation projects to irrigate 4 million hectare" — "less than Rs. 3000 crore were spent on over 150

(Continued on P8)

Quizzin with Ramanan

(Quizmaster V.V. RAMANAN's questions are from the period January 16 to 31)

- Name the three central ministers 'indicted' in the Jain *hawala* case and who subsequently resigned.
- Name the two leading international cricketers, one from Australia, the other from New Zealand, who announced their retirement recently.
- The sprawling Sathya Studios in Adyar, managed by the MGR Charitable Trust, is to be converted into what?
- The Telugu film thespian and founder-leader of Telugu Desam, N.T. Rama Rao, passed away recently. Expand the initials 'N.T.'
- Who has been awarded the prestigious Jnanpith Award for 1995?
- Geoffrey Mercy, a leading American astrophysicist, claims to have discovered two life-sustaining planets. Where?
- A controversial book, *Le Grand*

- The UN on January 25th marked the 200th anniversary of a medical breakthrough by an English doctor, which has led to a total eradication of a killer disease. Name the breakthrough.
- This popular Indian cricketer saw red and assaulted an *Enadu* photographer who had photographed him with a former Miss India who is now a popular actress. The cricketer later tendered an unconditional apology. Name the cricketer and actress.
- Who is the new Janata Dal president?
- Name the legendary American basketball player who announced his comeback, thereby becoming the first HIV positive athlete to return to professional sport.
- Where, near Madras, was a huge housing complex (524 flats) for Central Government employees, 'Kendriya Vihar', inaugurated recently?

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Photography Past...

The most interesting thing about the recent National Gallery of Modern Art-British Council-Standard Chartered Bank Exhibition, 'A Shifting Focus: Photography in India 1850-1900', for *The Man From Madras Musings* was that the Madras School of Arts, that pioneering institution, taught photography as far back as the early 1850s. And the photography taught there was very good, according to Samuel Bourne, who visited the institution in 1863, on his way to Calcutta. Bourne, for the record, moved on to Simla and, before long, established the studio Bourne & Shepherd, believed to be the oldest surviving name in the photographic business in India today. He also had in the exhibition a striking 1869 view of 'a' Thanjavur palace on a street that's a far cry from today's streets.

MMM, brought up on the theory that Klein & Peyerl are the oldest name in the photographic business in Madras — Klein is believed to have set up shop in the 1880s and the partnership is first mentioned in the records in 1890 — learnt from this exhibition that Nicholas & Co were an earlier name in Madras, dating to the 1860s. The earliest photographs of Madras or the Presidency, however, are by an amateur 'artist', Frederick Fiebig, and date to the 1850s. He has a striking photograph of a 'Residence of a European gentleman, Madras' and it would be interesting to know where it had been situated. Even more interesting would be to know where he had shot his picture of George Town; to judge by the photographs of the 1890s, with which MMM is more familiar, the area had changed considerably for the worse even by then! A Nicholas & Co photograph of Mount Road in the 1860s, looking like a jungle trail, similarly had MMM

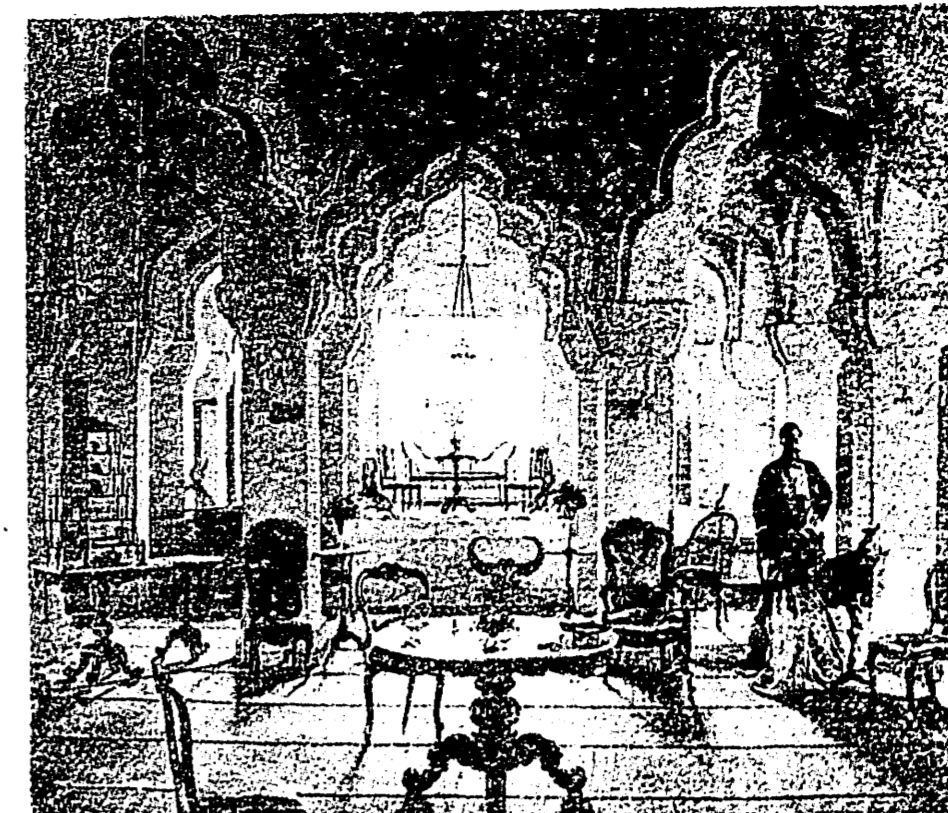
wondering where it had been shot; certainly not east of where Gemini Flyover is, or was it?

Other photographers of Madras note were by a soldier, Edmund David Lyon, who did some spectacular work in 1868, the pick of which were the interior of the *Tuncum* in Madurai (a part of the Palace occupied by the Raj's representative) and the Rameswaram temple corridors looking exactly like what the photographers of today capture, and the unknown Madras School of Arts photographers who did Government documentation, one of them lining up representatives of 'the five hill tribes of the Nilgiris' against a measuring pole!

The two pictures in the exhibition that caught MMM's fancy most were a 'pial school' by Nicholas & Co and an unknown photographer's 'Anatomy lesson in Grant Medical College, Bombay' around 1900. In the former, bare-bodied, *naamamed* boys pay attention to their teacher, but if you had paid greater attention to the picture you would have noticed in one corner two boys who had been punished pulling each other's ears as part of the punishment. In the latter, there in all its glory, was a naked cadaver, white booted, 'suited' and Maharashtra-capped students peered down at the display!

About 50 picture out of 150 was not a bad Madras showing. But the omission of Klein & Wiele/Peyerl was a major omission, though a couple of prints by 'unknown' Madras photographers seemed to MMM suspiciously like pictures to be found in a new Madras publication, *Madras — Its Past and Its Present*, which Harry Miller says were quite possibly taken by Klein or Wiele or Peyerl or a couple of kinsfolk of Klein who had holidayed with him in Madras.

— MMM

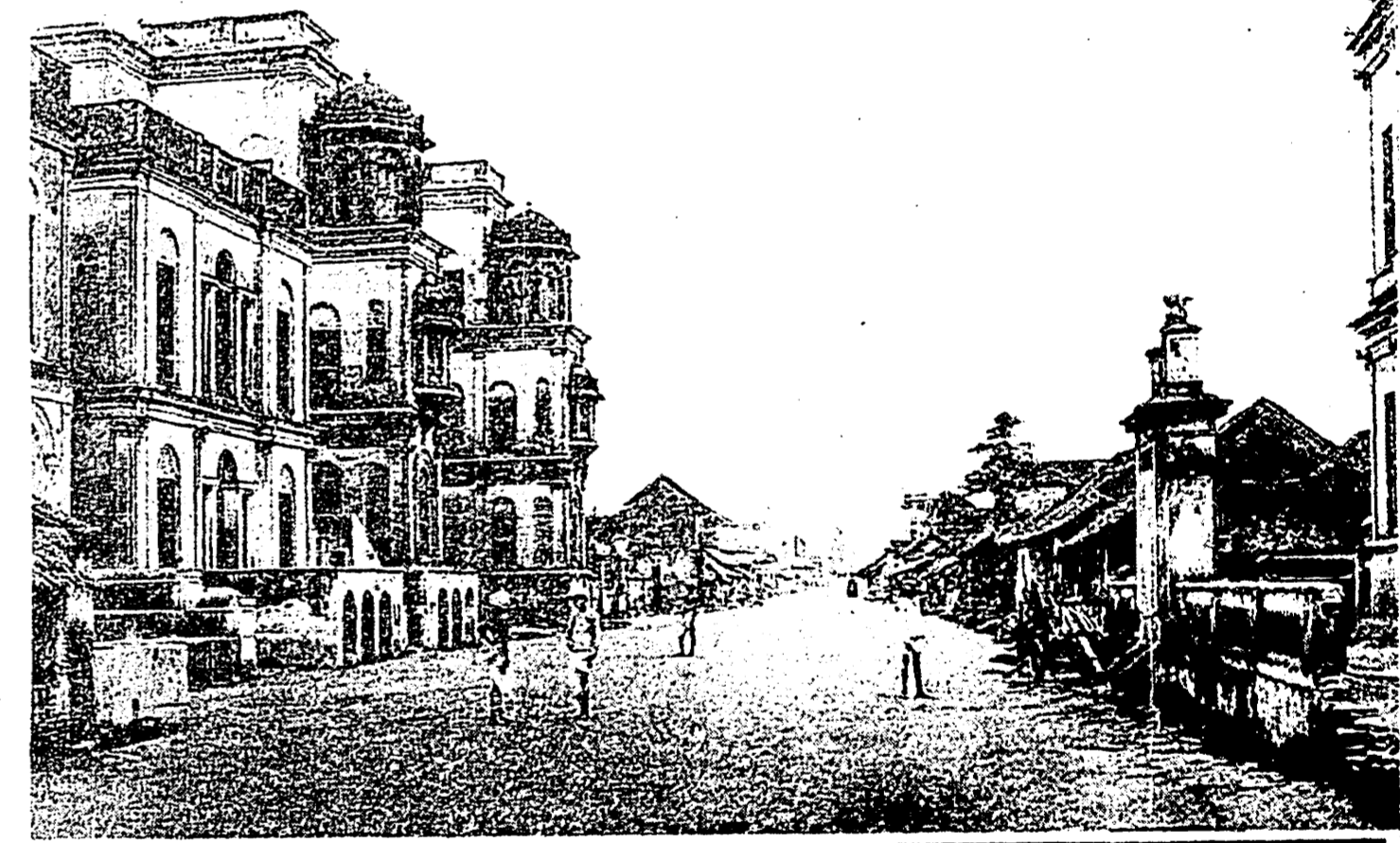
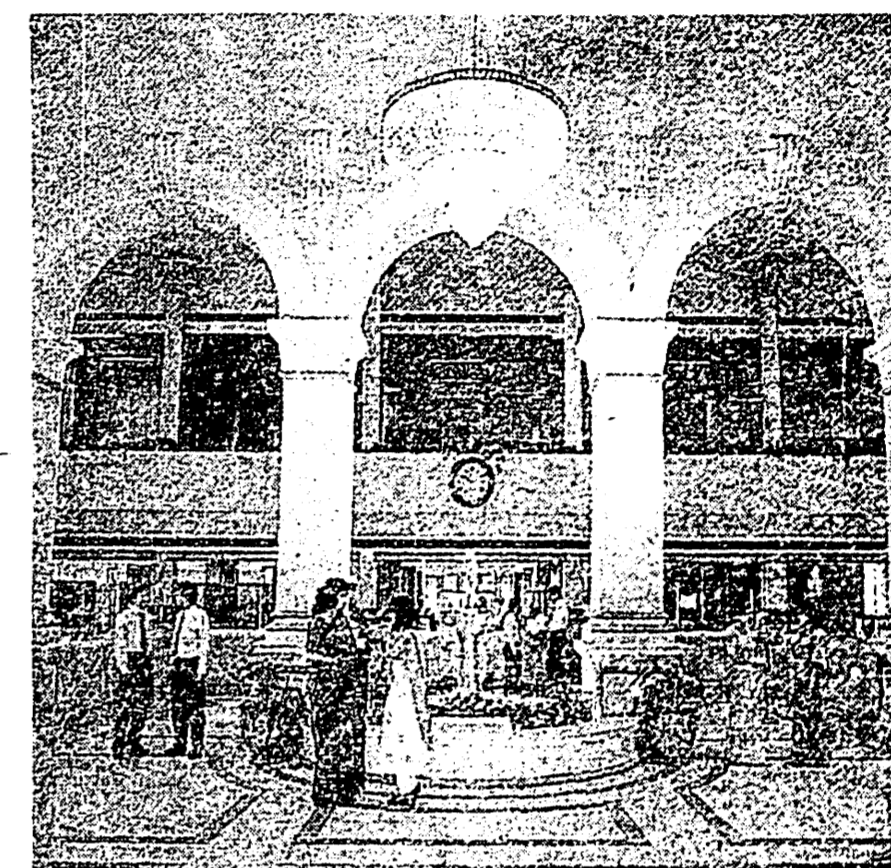


THE ...& THE OLD... NEW

Our OLD and the NEW are a bit different this fortnight, not least for being NOT part of the Madras scene, though all of them are linked with Madras through the recent photographic exhibition, 'A Shifting Focus', sponsored by the Standard Chartered Bank and held at the Lalit Kala Akademi. Our OLD (above) is Edmund David Lyon's view of the interior of the 'Tuncum', Madurai — referred to in MMM's review alongside. In what strikes this caption-writer as a curious stroke of coincidence (and don't say he is being too fanciful!) is the view seen in the NEW — the beautifully refurbished Banking Hall of Standard Chartered's Main Branch in Bombay. The recessed arches in the NEW, cutting off activity to the rear, echo the OLD and prove a worthy counterpart.

The Chartered Bank was established by Royal Charter in 1853 and opened its Bombay branch in 1858 and Madras Branch in 1900 in a building it had built in 1871. The Standard Bank was formed in 1862 and the two banks merged in 1869.

The picture below is also from the exhibition (see review alongside again) and is an 1869 photograph by Samuel Bourne of 'A street scene, Thanjavur, showing one of the palaces'. Thanjavur is unrecognisable in this picture except possibly for what might be the Brihadeeswarar Temple's gopuram in the distance, at the end of the street. What does that make this palace to be?



...And Present!

Photography Past was splendid, with some of it brilliant and the rest of it streets ahead of Photography Present. It was a bit unfair of the British Council to have put on the two exhibitions simultaneously. By doing so, it only revealed how poor black-and-white photographic standards are in the South these days.

Photography Present was entitled 'Cityscapes' and comprised of the Southern Region's shortlisted entries for the All-India Photography Competition being organised by the British Council. The special focus was on the five finalists in the Amateur category and the three in the Professional category who have made it to the next round, where they'll compete against finalists from the other three Indian regions. The finalists in each category will then make the exhibition rounds of Indian cities. If the finalists from the other three regions are no better than those from the South, this would be an exhibition

best skipped. But perhaps I'm unfairly anticipating the next round... for the moment, all I can do is regret the fact that black-and-white photography has become a forgotten art, at least in India's South, and hope that something is done to resurrect it. Would that some lessons have been learnt from the photographs of 1850-1900 shown at the same time at the Lalit Kala Akademi. If something has been learnt, that alone would make Photography Past worth all the effort the British Council and Standard Chartered Bank put into it.

Such improvement is likely to be a long time away, judging from Photography Present. Of the 34 shortlisted exhibits, 18 in the amateur category and 16 from the professionals, I took a second look at only three in the Amateur group and one in the professional group. B.V. Ramana's 'Hyderabad Tradition', of a horsecart by the Chaminar, was possibly the best picture on display, eye-catching by way of subject- and tonal contrasts.

T.G. Narasimhan's 'Educator and Edifice', another amateur effort, this time juxtaposing the Presidency College dome and a statue in the garden, also attracted note. Both are among the finalists.

Unlucky not to be among the finalists were amateur Syed Altaf Ahmed's 'Sanctum of Saviour', a 'portrait' of a cottage-like church better-suited to rural England, and professional Dev Gogoi's 'Madras Wall', with a wall-painter's Karunanidhi intriguingly 'cropped' by the photographer.

At the other end of the scale were a 'news picture' of a car body on a cart, a Marina scene that's suffered a bit of wide-angle gimmickry and lost its focus, and an elephant on a morning walk that's got distorted to the point of grotesque emaciation. Fortunately these were all only among the shortlisted. But some of the other finalists must consider themselves lucky.

S.M.

Dates for Your Diary

February: 'Artist of the Month': Sajitha Shankar (at Max Mueller Bhavan).
February 22: The British Council Division is hosting a British Business Studies and Management mission. About ten British Business Schools and Universities will be participating in the Fair. The objective of the Fair is to provide information on British Business Studies and MBA courses. As part of the Fair there will be a seminar presented by the British academics on topics such as International Business Management and MBAs in Finance and Marketing. The Fair is open to all, but admission to the seminar will be by ticket available from the Education Counselling Service (ECS) Centre, British Council.

February 23-25: *The Resistible Rise of Arturo Ui* by Bertolt Brecht. Dir. Mithran Devanesan. Performed by The Madras Theatre Club (in English). Billed as Brecht's great gangster play, it is a savage and witty parable of the rise of Hitler — recast by Brecht in terms of a small-time Chicago gangster's takeover of the city's greengrocery trade. This play is a reminder to us all that we cannot remain

passive spectators to the political process. The voice of dissent is often the voice of reason, and we need to remind ourselves of the past if we are to look to the future for a global peace. (7.00 p.m., Max Mueller Bhavan Lawns).

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Cup for bowling stardom

The Wills World Cup promises to be a bowlers' contest for stardom more than any of its predecessors, with a number of exciting new talents emerging in the recent past. Veteran of 200 Test and 87 one-day international wickets, Shane Warne will certainly figure at the very top of the popularity charts unless he decides to skip India as well as Sri Lanka and Pakistan. Easily the most glamorous spinner of the Cup, the Aussie will face the sternest test of his career, if and when he comes up against the Indians who have, in the past, succeeded in collaring him. The other wrist spinners, Anil Kumble and Mushtaq Mohammed, will almost equally be the cynosure of all eyes as they spring to their task to the accompaniment of deafening local roars.

The spin department may even draw more attention than all the others with Paul Adams of South Africa and his extraterrestrial bowling action providing drama of a kind not witnessed before. Muthiah Muralitharan will be another centre of attraction and his bowling action will be debated, until the cows come home, at cricket grounds and in drawing rooms across continents. For Aashish Kapoor of India, who learnt his cricket in Madras, this will be a great opportunity to display his flair for instant cricket. Besides his offspin, Aashish can bat attractively and innovatively. If the young man grabs his chances, he may achieve international celebrity status before the end of the championship. And let us not forget Venkatapathy Raju, who may surprise the lot.

Among the quickies, it will be every Indian's fond hope that Javagal Srinath will enhance his reputation as one of the fastest improving bowlers in the world. His stint with Gloucestershire in the English county circuit was an education that helped the Karnataka pacesman's graduation into the ranks of the world's leading speed merchants. With experience has come the maturity to bowl within himself in limited overs competition. Perhaps Azharuddin will feel emboldened to bring him on in the slog overs instead of turning to his second string as he did last season. Venkatesh Prasad too is an improved

bowler while Salil Ankola, if he finds a place in the playing eleven, may prove the surprise package of the Indian attack, to go by his recent track record.

I cannot escape the feeling that the World Cup may mark the beginning of the end of the road for veteran all-rounder Manoj Prabhakar, to judge from the decline in pace and accuracy noticed in the series against New Zealand. With Prabhakar, however, you can expect always the unexpected and he may well bounce back, stung by suggestions that he may be over the hill.

Dominic Cork, the 'new Botham' whom England supporters want so desperately to live up to that expectation, is the only English pacesman with the ingredients of

charisma, though his relatively workmanlike colleagues may ensure yet another semi-final berth for their team with their professional competence. Even little fancied Zimbabwe can boast of a more colourful attack with the young Heath Streak improving by leaps and bounds. Dion Nash and Danny Morrison of New Zealand are worthy performers in both kinds of cricket, but fall short of the aggression and precision of their trans-Tasman counterparts, McDermott, McGrath and Reiffel.

Pakistan has Akram and Waqar Yunus and New Zealand has Chris Cairns. These are three pace bowlers who can be expected to turn matches upside down with their aggressive bowling.

Man to man, however, no other side in the competition appear capable of matching the South African combination of Allan Donald, Fanie De Villiers, Shaun Pollock and Brian McMillan. Young Pollock, one of the world's most exciting young fast bowling prospects, some say he's the fastest bowler in the world, will be keenly watched by the critics to see how he fares on the placid wickets of the subcontinent.

"Never make the mistake of writing off the West Indians", is probably the most sensible piece of advice you can offer anyone going into the World Cup. The old firm of Ambrose and Walsh, supported by new partners, can wring life out of the deadest of playing surfaces. Smarting under recent reverses, the West Indians will be

thirsting for success in the Cup. Will Lara back in the side, their fast me will be bowling with their tails up.

Sri Lanka has a sharp new pace attack consisting of Vaas, Wickremasinghe, and Pushpakumara. While Wickremasinghe came into his own in the WSC matches in Australia after a relatively indifferent Test series, Pushpakumara has impressed one and all with his persistent pace. But the left-handed partner, Chaminda Vaas has been the pick of the Lankan attack. If I were to pick the one quickie likely to emerge as the strike bowler of the World Cup, I'll put my money on the talented left armer. It will be a shame if the threat of violence denies this fine young athlete the chance to bowl Sri Lanka to glory in the Wills World Cup.

Madras-backed Nicklaus vs. ITC's Norman

The Great White Shark is taking on the Madras-backed Golden Bear in New Delhi.

Greg Norman and Jack Nicklaus, two of the greatest golfers ever, are battling it out not on the greens, irons in hand, but with plans for golf courses in New Delhi. Norman is planning a 36-hole golfer's dream in Greater Noida, and Nicklaus a 27-hole extravaganza in Gurgaon.

While Land Base, part of the ITC Group, commissioned Nicklaus, winner

of every important title in his time, Sterling Grand (part of the Madras-based Sterling Group) has opted for Greg Norman, World No. 1 for a record 214 weeks. Nicklaus' links will be inaugurated in January 1997, while Norman's will be by the middle of next year.

The Land Base course is part of a 238-acre complex, the Sterling Grand effort is over 450 acres.

Norman, who recently inspected his 'dream' course says he wants to put

his "stamp on India". His 36-hole complex will comprise two courses of equal size. The first will cost Rs. 24 crore, the second about Rs. 18 crore.

But why should people opt for his course instead of the one designed by Nicklaus? "He (Nicklaus) does many golf courses all around the world, I spend quality time on my courses.. It will be among the best in the world," Norman says.

Norman, winner of 73 international tournaments since 1976, has designed 21 courses, including the one at Noida. "It is a fast-growing business and I have a unique opportunity to design a course compatible for golfers not only of my stature, but also for average players," he says.

Norman's courses, overwhelmingly in Southeast Asia, are markedly different from one another. "I don't like to put a rubber stamp on a golf course. It is different every time. Sometimes, it is on ocean level. Sometimes it is in the mountains," Norman said. Working on flat terrain is a challenge also. "The mounts have to be even. You have to maintain a delicate balance," he adds.

Developers of golf courses have drawn flak for disturbing ecology, but Norman dismisses the allegations. "Come back here in a year. This course will have green grass and blue water and attract wild life. The local ecological situation will improve when the golf course is ready," he claims. (Courtesy: The Telegraph, Calcutta).

Alternate technologies

(Continued from P6)

million hectares of problem or rainfed lands, that depend largely on traditional methods for irrigation."

Water management is obviously one area where traditional methods have to be revived and used, along with modern ones, if we are to sustain our resources.

Our traditional practices were developed to suit specific, local needs. Given that these needs remain the same, it is easy to grasp the urgency of preserving these practices to use them in combination with, or, in certain cases, instead of, modern, 'scientific' methods. This applies not only to water

management, but to every area of human living, whether it is agriculture, fisheries, weaving, architecture, pottery, indigenous medicine, or leather work. It was this message that the Congress helped to bring across to the academics as well as lay persons, through lectures, seminars, workshops and exhibitions.

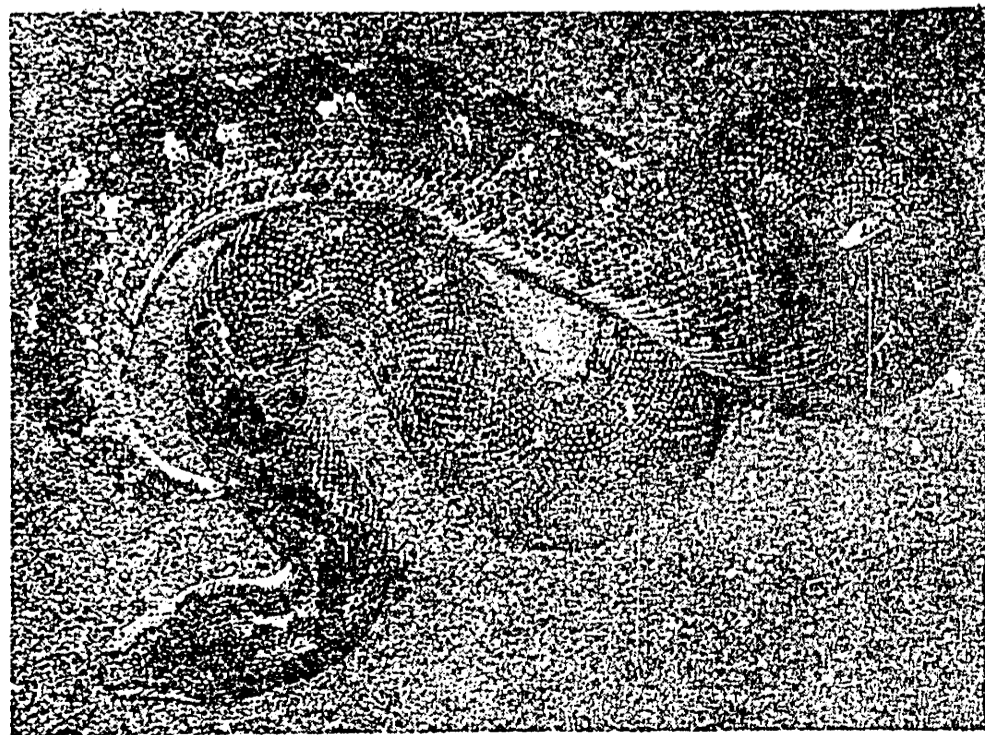
The Congress provided a stimulating meeting ground for professionals and scientists from different fields. A warm tribute was paid, on the opening day, to the memory of Dr C V Seshadri, former President of the PPST Foundation, and one of the co-ordinators of the Congress. His questioning, energetic spirit seemed to hover closely over the proceedings of the Congress, which symbolised the quest for alternate techniques that are environmentally sound, cost-effective and specifically suited to Indian needs. That, after all, had been Dr Seshadri's personal scientific goal.

Janaki Venkataraman

ANSWERS TO QUIZ

1. Balram Jakhhar, Madhavrao Scindia and V.C. Shukla; 2. David Boon and Martin Crowe respectively; 3. A college for handicapped women; 4. Nandamuri Taraka; 5. M.T. Vasudevan Nair; 6. In the Ursa and Virgo constellations, about 35 light years away; 7. The late French President, Francois Mitterand; 8. Li Shaohong's Blush; 9. Yasser Arafat (of course); 10. The Brazilian President, Fernando H. Cardoso; 11. They were decorated with the Ashoka Chakra (posthumously); 12. Deb Kant Barooah; 13. Chatrapathi Shivaji Rail Terminus; 14. Tiruchchirappalli; 15. Kelly Rao; 16. The discovery of the small pox vaccine by Dr. Edward Jenner; 17. Mohammed Azharuddin and Sangeeta Birlani; 18. The Bihar Chief Minister, Laloo Prasad Yadav; 19. Earvin 'Magic' Johnson; 20. Noombal, about 10 km from Egmore

In the Snake Park...

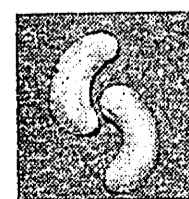


A Common Sand Boa (*Eryx conicus*) in the Madras Snake Park. This sluggish burrowing relative of the python is widely distributed, but is rarely seen because of its habits. Stated to be non-venomous. (Photo by R J Ranjit Daniels, courtesy Madras Snake Park Trust.)

It's a small world... and we at MAC Industries, realise it too often.



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● 1995 - Exports estimated to cross Rs.100 crores.

Now, isn't that once too often?



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