

What's the hurry to end tradition?

The expressions of loyalty, far more than called for, that have followed the Chief Minister's one line STATEMENT OF INTENT in the House, that he intended that the name 'Madras' be changed to 'Chennai', have truly surprised *The Man From Madras Musings*. From academicians to business leaders, people MMM had thought better of, they've rushed to change visiting cards, change the occasional advertisement, make it a point to use the word on a public platform, but all the while in normal conversation refer to the change they've made, 'Chennai', as 'Madras'!

As MMM has stated before in this column, there's no need for this unseemly rush. There is an official procedure to change the name of a place in India and that procedure has to be followed by all Governments. In the case of Mumbai, it took several months before Bombay OFFICIALLY became Mumbai and was gazetted. The Tamil Nadu Government will have to follow the same procedure before Madras becomes gazetted as Chennai — and MMM does not even know whether that process has even been initiated, what with the numerous other priorities the Government has if it is to meet the aspirations of the people.

In fact, MMM as well as *Madras Musings* hopes that the Chief Minister will leave well enough alone and NOT initiate the process. And MMM is hopeful that a Chief Minister who has considerably mellowed, to judge by a couple of his recent commendable actions, will indeed leave things be as they are, as far as name-changing is concerned.

Pluses & minuses

The two things that the Chief Minister recently did and which *The Man From Madras Musings* is most happy about are his decision not to attend the inauguration of the Malar Hospital's new tower block and his decision to leave the Nandanam golf course in the Cosmopolitan Club's hands.

In the case of the former, he pointed out that he would not attend the function because the new building had been built in violation of MMDA rules. With it, the CM once again lent his weight to his recently off-stated conviction that the law must take its course. Well done. But MMM would have wished that, following this gesture, the CM or the Minister concerned would have got the MMDA or the Corporation, whoever is involved, to move faster in taking action in this case. As things are, the new hospital building still stands and action seems to be at a standstill.

In the second case, in stating in the House his Government's decision to renew the lease of the Nandanam golf links in favour of the Cosmopolitan Club, the Chief Minister is reported to have said on the Floor that "the Government had no intention

to break tradition in any sphere (and so) the lease would not be changed". A great big HOORAY for that decision NOT to break tradition. May MMM dare to hope that Madras will remain Madras in English and Chennai will remain Chennai in Tamil usage? May MMM dare to hope that the Chief Minister will ensure that the DGP building is restored and retained as Police Headquarters, as it has been ever since Madras got its modern police force a hundred or so years ago? And may we hope that an extension of this commitment to tradition is a Heritage Act? (EDITOR'S NOTE: These lines were written before the Chief Minister's welcome announcement on August 26th. We will have more to say on this in our next issue.)

But why did this happy scenario have to be dimmed a bit in the days that followed? *The Man From Madras Musings* refers to the Secretary Venkataraman case. MMM is not referring to the assault; that's for the Police to find the truth. But that NONE of his numerous erstwhile colleagues bar one, many of whom must have been friends of his to some degree or beholden to him in some way or other, called on him to enquire about his physical condition MMM finds hard to digest. Neither the Chief Minister nor the Government could do anything about this, is what MMM felt on hearing the first reports. But when MMM read the next day that the one officer who had called on a person who had been beaten up had been transferred, MMM couldn't help but think that perhaps something could have been done over all these weeks. And that was to restore the morale of the Civil Service and the Public Services. It is time officers are told that they have nothing to fear no matter which friend or acquaintance they call on, so long as they are honest and upright in their work in and out of office. That was once a tradition and made the Public Service a much-respected one. It is time the Chief Minister encouraged restoration of that tradition.

A celebration

Speaking of tradition, Calcutta has been celebrating for almost a week from August 24th the 306th birthday of the city Job Charnock founded with the help of Elihu Yale, Governor of Madras.

The Sutanuti Parishad, founded in 1992, organised its festival in the 'Old City', where once stood Sutanuti village where Job Charnock landed and went on to found Calcutta. Elsewhere in Calcutta, the celebrations have been organised by a Government committee comprising of several local, state and central governmental and non-governmental bodies. The celebrations included several cultural programmes, one of which was a major one by Ananda Shankar, focussing on the birth and growth of Calcutta

and its contribution to the India of today.

The Man From Madras Musings knows — and he is sure all his readers will agree — that the Bengali loves his language and culture every bit as much as the Tamil is proud of Tamil as its culture. But the Bengali has never been ashamed to face the truth; that British-founded Calcutta was a part of his history and a part which has made the Bengali what he is today. That is why they celebrated Calcutta's 300th birthday and have celebrated ever since, while Madras's 350th birthday was ignored except by a few in 1989.

Now that the Chief Minister has reiterated his Government's commitment to tradition, MMM wonders whether that commitment will extend to celebrating Madras's birthday annually and having a permanent sound-and-light show on the ramparts of Fort

care panel was exploring the possibilities of this in Tamil Nadu. Sport, and particularly the adoption of sportsmen, which FICCI had talked about some months ago, MMM was sad to note, did not find mention on this occasion.

It was indeed heartening to note that at long last Industry was beginning to look at public relations in a new light and seeing it as a way not merely to build new images of itself but to give back to society something of what it has taken from it! This, MMM is inclined to think, is liberalisation with a difference, the birth of a new era in Industry. Hopefully, there are better days ahead.

Example to all

It was a tiny printing press (Rs.25,000 investment) when it started. Twelve years later, it's grown only into a "small industry" (Rs.10 lakh investment) and has just

SHORT 'N' SYNAPSE

St George telling that story which we have every reason to be prouder of than the Bengalis are of Calcutta.

The new PR

Inaugurating the Public Relations Society, Madras Chapter's programme for 1996-7, Deepak Banker, Madras-based Chairman of FICCI, indicated new areas into which Public Relations was moving and *The Man From Madras Musings* was pleased to note that many of today's PR activities were aimed at making a major contribution to people and society instead of being the rather obvious image-building exercises of the past. Indeed, it seemed that a new era of industry was dawning where Industry was committing itself more to society and its welfare than ever before in the past.

Articulating this relevance with particular relevance to Madras and Tamil Nadu, Banker said one of the areas FICCI was looking at was how the southern region could contribute to the renovation, improvement and permanent maintenance of the treasure-rich Madras Museum. MMM was glad to hear him say that the chairman of FICCI's arts and culture panel would be visiting Madras before long to study this particular area of activity and make recommendations.

Two other areas that FICCI was looking at, Banker said, were adoption of villages by industry and taking high-tech medicare, at least on the diagnostic level, to the rural areas. The first had got off to a good start in West Bengal and he was getting Madras industry to replicate these efforts in Tamil Nadu. In the second area, he was hoping that corporate hospitals could be persuaded to make this contribution and the chairman of FICCI's health-

moved into silkscreen, DTP and small offset. Yet Shree Lathaa Printing Enterprises in Dindigul has set a 'small-scale' example that *The Man From Madras Musings* commends to every industrial organisation, even the biggest.

This small printing unit, run by a husband-and-wife team, Gunasekaran and Annapoorani, whom MMM had never heard of before and whom he only caught up with when he received the Souvenir of the occasion, celebrated Independence Day in a manner that should make most industrial units and offices feel ashamed. The all-day celebration had a Printer's Prayer, Independence Day Pledges, Flag-hoisting, Independence Day Awards, Star Employees' Awards, Best Work Awards, Attendance Awards, a Variety Entertainment and a Dinner which, like all else on the day, reflected the Tricolour.

The press runs a voluntary organisation, SPRINT, which appears dedicated to promoting "niche technologies" and "innovations" in rural areas and the Souvenir it brought out for the occasion had articles on what a printer's devil let loose can do, zero error, teamwork and public relations in a service industry. It ended with an old story:

"This is a story about four people named Everybody, Somebody, Anybody and Nobody. There was an important job to be done and Everybody was asked to do it. Everybody was sure that Somebody would do it. Anybody could have done it. But Nobody did it. Somebody got angry about that because it was Everybody's job. Everybody thought that Anybody could do it but Nobody realised that Everybody would not do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done."

All this effort — including a Chief Guest: the local Chief Manager of their Bank — to remind a couple of score workers and their families, the owner's families and the families of well-wishers and clients about Independence Day? Can you believe it in this day and age? It makes MMM feel that Small can not only be beautiful but is often more beautiful and usually more concerned than Big.

In brief

★ For years we've been hearing that there'll be a second High Court bench functioning from Madurai, to make life a lot easier for those living in the southern districts. *The Man From Madras Musings* is glad that this is at last beginning to look like something more than a mirage. The Madras High Court has agreed to the proposal, provided it has its full complement of judges and the necessary infrastructure. In the case of the first proviso, the full complement is 32 and the High Court wants not only the half a dozen or so existing vacancies filled but it would also like half a dozen additional justices because it feels 32 is insufficient with the present workload. As for the infrastructure, the site has been allotted for the new court, but till building is complete, the new blocks in the District Court complex may be used, MMM understands.

★ Retiring — or retired — Civil Servants are getting into the habit of setting up trusts these days. *The Man from Madras Musings* finds Chairman of the Desabhakta Trust in Delhi and the Kshetrapana Trust in Coimbatore is T.N. Seshan. An announcement from the Trusts, calling for volunteers, reads: "It is our responsibility and more importantly, within our power to rebuild our great nation's character and conscience. Why don't we build a network of units spread all over India functioning as the country's conscience? Units peopled with selfless, strong and iron-willed workers, who derive their powers from the people directly and who would stand by what is right and denounce what is wrong." C. Subramaniam's new monitoring movement appears to be echoing these thoughts, MMM feels.

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Business briefs

★ The World Gold Council is setting up India's first jewellery institute in Madras, to train craftsmen, *The Man From Madras Musings* understands. Once the Institute gets underway, it is hoped newer and better designed jewellery, targeting the fashion world, will enter the market.

★ Parry's, *The Man From Madras Musings* hears, is expanding its confectionery business. Chewable toffees, chocolates and lozenges will be the new products for which a Rs 6 crore foreign investment proposal has been sanctioned.

MMM

Quiet days in the House

Locked horns and orchestrated assaults, walkouts and expunctions, which were occurrences almost every day in the Tamil Nadu Assembly during the AIADMK regime, are almost absent during the present DMK rule. The reasons are not far to seek. Firstly, the AIADMK's few members are at their wit's end to meet the corruption charges being made ad nauseam. Secondly, the Tamil Manila Congress (TMC), which is the main opposition, is yet to recover from its election hangover when the DMK was its ally. And, most importantly, there is Chief Minister Karunanidhi firm as a rock and forestalling criticism by timely interruptions and promises of

proximity and accountability to the people. His Ministers too are not far behind in ideas and explanations and come to the House well-prepared.

But what gladdened many a heart was Education Minister K. Anbazhagan's frank and forthright admission that his

English medium schools. "Then, I will have to issue notice to my own grandson," replied the Minister.

It was an open secret that children of MLAs and MPs prefer only English medium schools. (This writer recalls an instance in the past when a

The View from Fort St George... by R.K.K.

grandson is associated with an English medium high school. His admission came in his answer to the AIADMK's Tamaraiyani's query whether the Minister would issue notice to MPs and MLAs to put their children in Tamil schools, to avoid the people's craze for En-

DMK speaker who was chief guest at an English medium school function sought him out to make a request that his name be omitted while reporting the meeting). The Minister's admission has come at a time when there is a fear of suppression of intellectual dissent and non-conformity in some circles. Nevertheless, the Minister's announcement that the Tamil medium would be introduced in pre-schools is causing concern in many circles.

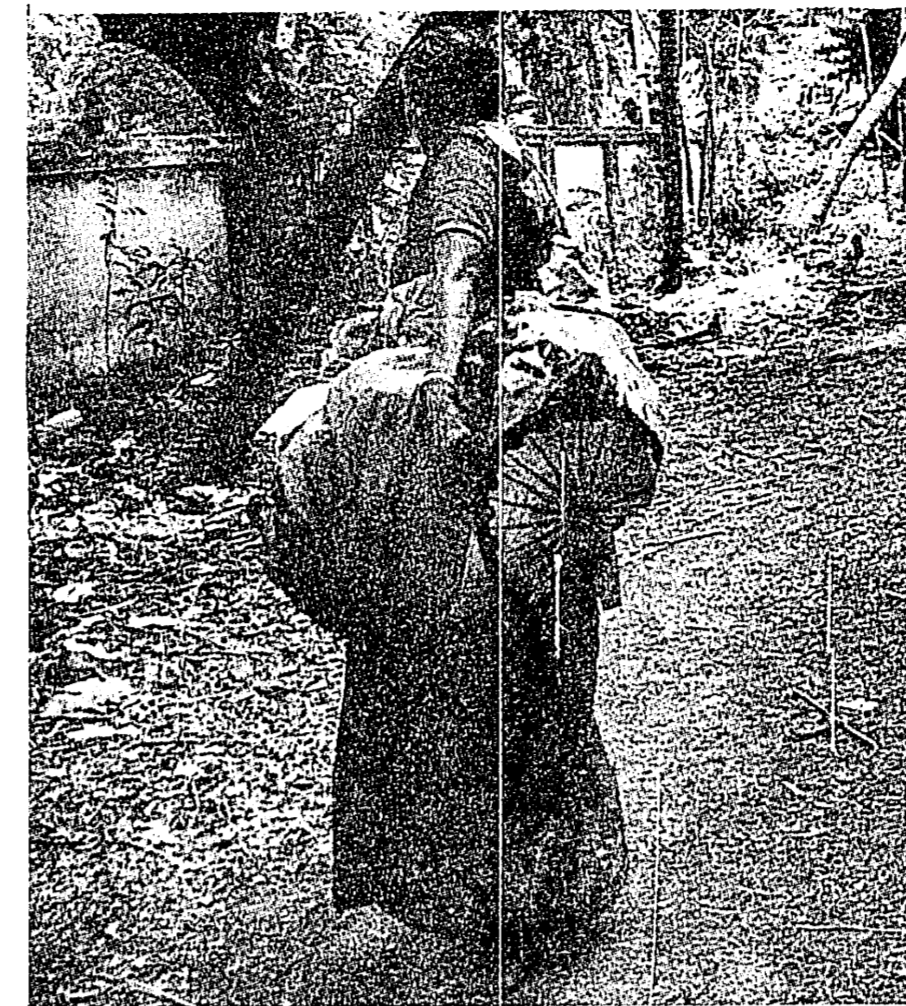
The Chief Minister gave the cheerful news that the Centre was agreeable to two projects (Rs.150 crore), one for manufacturing blood bags, the other for refining petroleum. During the answer to a special call attention motion, he also said that the Centre should speak out against the on-going military operations in Sri Lanka. He stated that refugees from Sri Lanka had started arriving again and had to be rehabilitated.

Another point he made was that the Government would promote 20 power plants of 100 MW each and also build a state gas grid.

The Government would examine the introduction of monthly billing for power users, said Electricity Minister Arcot Veeraswamy. And Rural Industries Minister Periasamy said the Registration Act would be amended to invalidate transactions of properties located in the State that are registered outside the State.

Doudecker buses would be back on the City's roads, with twenty such buses being first introduced, said Transport Minister Ponniah. A unified Metropolitan Transport Authority would also be set up to coordinate services provided by rail and road in the metropolitan area.

There was a walk-out in the Assembly by the AIADMK members for the naming of the former Chief Minister as the first accused in the Kodaikanal hotel case. The Government stated it would recover from former Chief Minister Jayalalitha the excess amount spent on maintenance of her house (Rs.34.54 lakhs). Her telephone bills also showed extravagance, it was stated.



I spotted this scene in a Government office a couple of days before Independence Day. She was an old rag-picker and what she collected from the dumps went into the bundle. But what she had wrapped that bundle in she didn't have the least idea of; to her, it was just a large piece of cloth. But look closely at it in the picture and you'll see it is the ... I wonder who threw it away so indifferently that it wound up in the hands of this old woman to be put to use in the manner seen in my photograph, writes RAJIND N CHRISTY.

Compulsion for change

Democracy has given us the right to articulate our feelings freely and loudly. We can now criticise Government actions when once we stood before our foreign masters, head bent and mouth shut and accepted the change of names of any place as they wished. We no longer should carry on that tradition.

Our State capital came to be called 'Madras' through the distortion of the Portuguese phrase 'Madre de Dios' meaning 'Mother of God', a phrase they are said to have uttered when they first saw this coast. In English, 'Madras' might also be an acronym for 'Mad Rascals'. This compels us to change the name.

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Sambandam Nagar
Alwarthirunagar (Post)
Madras-600 087.

The changing game

'A letter to the CM' by S Muthiah (MM, Aug. 1) was convincing. We can only hope that the Chief Minister would take advantage of the offer made by Muthiah to meet him and present the case for 'Madras' in person. I am, however, far from optimistic about this.

Muthiah is interested in ascertaining the facts authenticated in records and other reliable documents. That is not exactly the kind of thing political parties are interested in. It is not history they want, but favourable political mythology; if it is not readily available, it can be produced by official diktat, so that 'Tamilisation' will fill supporters with a kind of euphoria.

The 'Chennai' idea was taken up with electric speed by the Madras Advocates' Association, which cannot be accused of lack of linguistic patriotism. In fact, they love the mother tongue or the regional language so ardently that they don't feel quite at home in a 'foreign' language like English. That our legal system is an adaptation of the British system and our judicial principles are found going back to the Roman (the Institutes of Justinian, in particular) are dispensed with as historical accident.

OUR READERS WRITE

Chennai Musings would not be as sweet as the present name. *Chennai Chirpings, Chantings, Chewings and Churnings* come to mind. Do you have anything better?

A couple of other comments on recent issues: Jayarama Chouta has lamented the paucity of exclusive shuttle buses in Madras, compared with Bangalore (MM, July 16). In Tamil Nadu, Ball Badminton is more popular and hence it gets preference. But I must point out that, in spite of the best possible facilities claimed by Bangalore, it has not produced another Padukone!

Also in MM, July 16, the Editor (in 'The Best Laid Plans Of...') has ignored a grammatical nicety when he stated, 'None of these have been realised'. This wrong usage is very often committed. The word THESE before HAVE is the villain. The sentence should read, 'None (not one) of these has been realised'.

K S Kandhaswamy
28/6, Main Road,
Damodarapuram,
Madras-600 020

Editor's Note: Yes, we nodded; thanks for pointing it out, Mr Kandhaswamy. But that's one of the hazards of 'subbing' your own copy. That, however, is not the case with our major dailies, one of which had no business to describe in a front page 'scoop' on August 17th a 'fugitive' as 'fatigues' not once but TWICE in the same story! When it's twice you can't blame the printer's devil, but you can blame 'subs' who don't 'sub' but let 'Spellcheck' do their work for them! See why 'Spellcheck' should not be trusted!!

D Anjaneyulu
'Saketa',
14, Mandavalli Street,
Madras-600 028.

Some comments

Now that Madras is renamed 'Chennai', what is your stand? In case change is contemplated,

Well said

The poem 'Chennai - Madras by any other name' and Harry

S Krishnan
87-B, Lloyds Road,
Madras - 600 014.

Not comprehensible

I agree with what was written about Madras, C Subramaniam's views and the state of traffic commented on by the lady driver (MM, August 1). But, frankly, I could not comprehend the meaning of R Natarajan's talk at the Madras Book Club. Even the title *Spiritual Baptism* had me confused — it is an example of tautology. For baptism is a religious rite, which belongs to the realm of the spirit.

A Ranganathan
Locksley Hall
853 Poonamallee High Road,
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Much-needed element

A recent report has that Rom Whitaker had successfully hatched a number of King Cobras. The appalling part of that piece of information was that he had to get permission from the Tamil Nadu Forest Department as well as the Central Zoo Authority in Delhi! Even snakes are not allowed to breed without the presence of that element Bureaucratium, it would seem.

Harry Miller
3A, Saryanarayana Avenue,
Boat Club Road,
Madras-600 028.

Madras — next Detroit?

On July 18, 1996, Byung Jae Park, President of the \$ 70 billion Hyundai Motor Company, Korea, and P.C. Cyriac, Commissioner and Secretary for Industries, Tamil Nadu, signed an MoU for a \$ 700 million car manufacturing project to be set up near Sriperumbudur. The question now doing the rounds is whether Madras is likely to become the next Detroit?

There is enough reason for presuming so. Even as a host of new cars hit the Indian roads, with the impetus provided by economic liberalisation, Tamil Nadu, and specifically Madras, seems to be among the list of top gainers. Added to Hyundai there is the Mahindra-Ford venture that has already been kicked off at Maraimalai Nagar, also near Madras. And, these majors are not coming alone. Since both manufacturers aim at maximum indigenisation, the local automobile component industry is set to boom with new entrants and amplified production facilities. At least ten component suppliers to Hyundai are also setting up shop in town, as domestic manufacturers have been unable to assure adequate supply. Around 20,000 jobs are expected to be generated directly by these newcomers, even as another 50,000 indirect employment opportunities are likely to be available.

The city's attractions for the industry are:

- A high profile automobile component industry. At present more than 70 per cent of Indian auto components are manufactured in Tamil Nadu.
- Better power supply. Power has come to become a major constraint for production in the South. Tamil Nadu, in comparison to its

neighbouring states, is a more reliable supplier.

- Locational advantages. The port, airport, railway and road facilities offered by Madras are major factors that have attracted investors.

- And, finally, the highly investor-friendly government which has been able to attract the car manufacturers, beating competition from states like West Bengal and Maharashtra, should be appreciated for its part.

About 20 world players in the automobile industry have



aired plans to enter India and five have already done so. Car sales rose 30% last year and are expected to increase another 36% this year. According to market estimates, the Indian car market is bound to touch the 1.7 million figure by 2001. In this scenario, Tamil Nadu, and particularly Madras, stand to entertain other firms which are still to put up their plants in India. The two majors who have already moved into Madras are bound to attract others along with scores of component manufacturers. And as the Indian car traffic gathers speed, Madras would soon have another reason to be proud of — its own cars.

Here are this fortnight's pick:

Sundaram Brake Linings (CMP: Rs 287): A beneficiary of the auto boom, Sundaram Brake Linings' (SCL) sales and profit have exhibited a compounded growth of 30% and 42% respectively during

the past three years. Its products, organic automotive, non-automotive and industrial friction material, find application in LCVs, cars, jeeps, two-wheelers etc.

On a low equity base of Rs 2.48 cr, this TVS Group company has achieved a profit of Rs 3.93 cr with a total income of Rs 52.01 cr for the year ended March 1996.

The overall production capacity stood enhanced by 49% in March 1996 and will go up to 68% during the current fiscal year. For March 1997, SCL anticipates sales of Rs 67 cr and a PAT of Rs 5.05 cr, which seems quite feasible. The EPS for the year will be Rs 18.63. Therefore the share can touch the Rs 380 level by the announcement of March 1997 results.

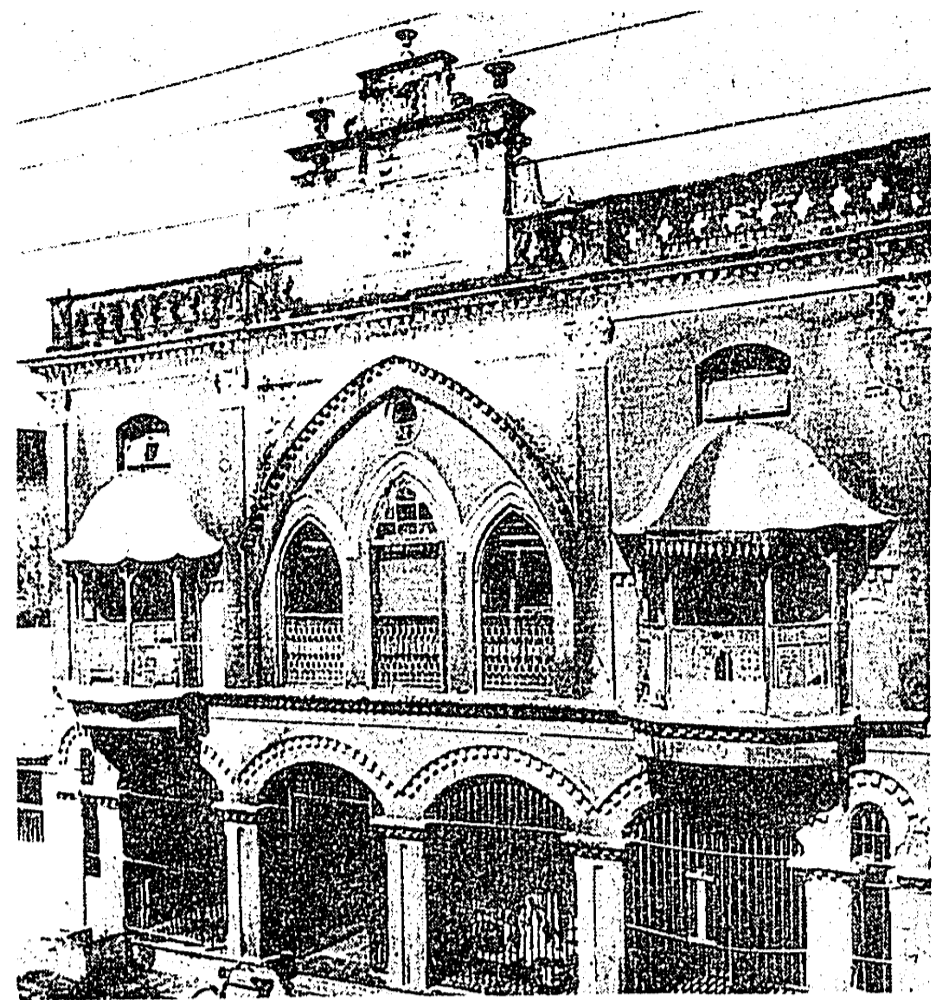
The scrip can be picked up for significant appreciation in the medium- to long-term.

Sundaram Clayton (CMP: Rs 365): Sundaram Clayton, yet another TVS company in the automotive component industry, is the market leader in the manufacture of automotive brake systems. It is all set to parade excellent results for the year ended May 1997, with full contribution expected from the expanded brake parts unit (from 1.19 lakh sets to 2.2 lakh sets) and the foundry with its doubled capacity.

SCL has invested in all Rs 17 cr in TVS Finance and TVS Electronics. These investments will yield returns in the coming years along with the benefits from the expansion plans. The user industry — commercial vehicles — is still in the boom phase and is growing at a rate of 35% p.a.

For May 1996 and May 1997, we expect SCL to post an EPS of Rs 18.8 and Rs 32.7 on the unchanged equity of Rs. 9.48 cr. The CMP discounts the projected earnings by 18.4 and 10.5 respectively. The scrip is a good candidate for medium- to long-term gains.

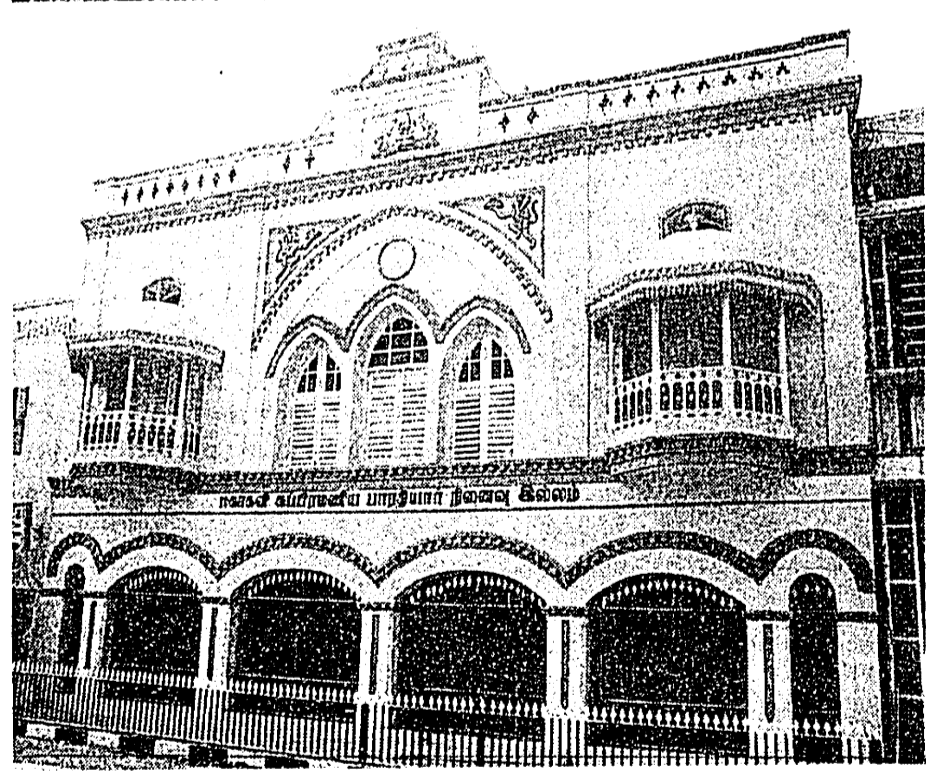
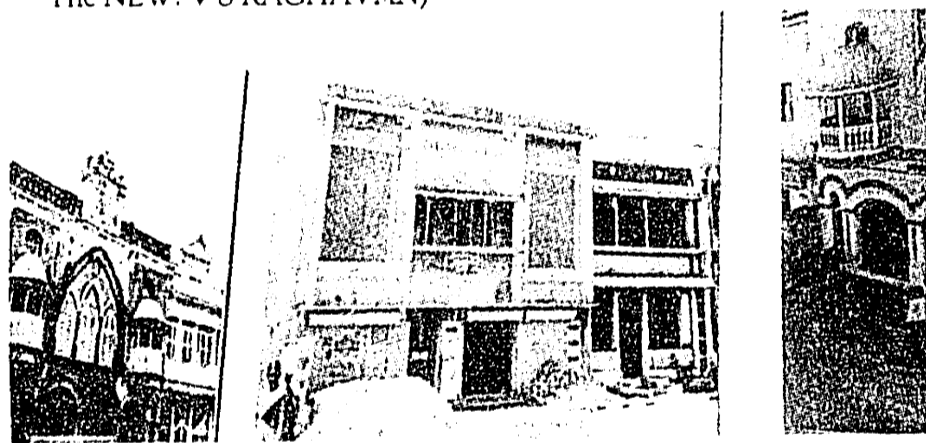
K. Gopalakrishnan



Our OLD is a picture of the house Subramania Bharati spent his last years in. It was here, in 67 Thulasinga Perumal Street, Triplicane, that he died of the pneumonia that he was stricken with when he was in a weakened state after an encounter with the Parthasarathy Temple elephant which, for one moment, had forgotten that the man calling out to it was the friend who sang and fed it plantains every day. The picture on top shows the house as it might have been when Bharati died there on September 12, 75 years ago this year. The picture was taken in the Sixties.

Later, it passed into private hands and suffered many unseemly changes (picture below). Then, in the 1990s, it was acquired by the Jayalalitha Government and Rs.5 lakh were spent on restoring it. Bharati Illam, seen in our NEW (bottom), was opened to the public on October 2, 1993, and demonstrates that Government can not only restore and renovate the OLD when it wants to, but that it can also reactivate such historical buildings.

Today, the building houses a small Bharati museum, library, and picture gallery, the enlargement of all of which is being planned. Films on Bharati's life are being screened here twice daily. And a tree-shaded backyard with a raised platform and room for 600 awaits use as a venue for literary meetings. (Photographs: THE OLD: courtesy, The Hindu; MID-WAY: courtesy, Bharati Illam and copied by RAJIND N. CHRISTY; THE NEW: V S RAGHAVAN)



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LOOKING BACK

THE BELLS OF ST THOMAS'

The article, 'Thomas of the Mounts', in *Madras Musings*, August 1, reminded me of the bells of St.Thomas's Basilica that have oft awakened me as the early morning sun rose over the Coromandel Coast. This gracious church has been a part of my early memories as I grew up in sedate San Thomé.

With its steeple soaring to a height of 155 feet, the San Thomé Basilica is a prominent landmark in Madras. Where an old church stood, a cathedral — with its smaller tower above the tomb — was built in 1896, by the then Bishop of Mylapore, Henrique de Silva. Sixty years later, the cathedral built in Neo-Gothic style became a basilica.

Looking at the church from outside, you see that the facade has three arched doors and two cylindrical turrets on either side. The main tower has three storeys. The top storey was constructed to hold a clock, while the second one is the belfry. It is interesting to note a certain similarity between the architecture of this church and that of Hindu temples, where the taller *gopuram* is over the entrance while the smaller *vimana* is above the sanctum. Here too, the taller steeple is at the entrance and the smaller tower is over the crypt of St. Thomas.

The church is very close to the road and had a low wall with beautiful wrought iron railings. The dandies of San Thomé, in their Sunday best, would lean jauntily against the grille and 'sight' the elegantly dressed young maidens who came to church. When the Corporation widened the road in the Seventies, the wall was rebuilt, but, alas, without the wrought iron grille work.

For a long time, the outer wall of the church had an attractive mossy appearance, well-becoming its age. It was an artist's delight and my husband, Manohar, loved to depict this hoary look in his oil paintings. In fact, for some of us, when the walls were replastered and given a fresh surface coating, for its 75th jubilee, the church seemed to have lost a part of its character. Today, the entire church has had a massive renovation done both inside and out for its hundredth birthday.

When you enter the church, you are hushed into silence by the high arched nave with its rows of stained glass windows, the cool, peaceful ambience and the impressive statue of Jesus Christ at the far end. At the foot of the statue are a lotus and two peacocks, symbolising resurrection. I think it is so appropriate that this statue, lo-

cated in Mylapore, should have symbols so essentially Mylaporean. It is heartwarming to note that this happened long before the indigenisation of Christianity came into vogue.

The stained glass windows behind the statue, in the apse

• by MAHEMA DEVADOSS

of the cathedral, glow like jewels. The windows have three panels and depict the scene of 'Doubting Thomas' touching the resurrected Christ. Beautiful, small curved steps lead down to the crypt which now holds the "relic of St. Thomas" and a tomb seen through a glass casing.

On either side of the transept are two statues. On the right is the old wooden statue of our Lady of Mylapore. St. Francis Xavier is said to have spent many nights in prayer before this beautiful statue.

Over the years, changes have taken place in the service. As the liturgy has become more people-oriented, the altar has been moved to the front and the priest now faces the congregation while saying the Mass. The Bishop's throne, situated in what was the original sanctuary, is an intricate piece of wood carving. Now a statue of Saint Thomas in a seated posture is placed on it.

Above the main entrance, is a balcony for the choir, with a

vintage pipe organ still in use. I have been to many wedding services in this basilica. I remember one in particular that I attended many decades ago, when the lovely voice of the soprano Rita Saldahna came wafting down to the pews from

the balcony. When she took a high note, her voice seemed to soar higher and higher over the arched nave, almost up to the steeple. This is one among the many, many memories of the basilica that I will always cherish.

San Thomé Basilica as seen by MANOHAR DEVADOSS

San Thomé in the early '60s

A GRACIOUS INFLUENCE

Of all the people who have influenced my life, the most gracious was Dorothy De la Hey, the founder Principal of Queen Mary's College, Madras. She founded the College in 1914.

I was born three years later in Burma and came to settle in Madras in 1926. That was the year I joined the Sunday School attached to St.Mathias' Church in Vepery, of which the superintendent was none other than Miss De la Hey. This was a labour of love which she undertook in addition to her onerous duties as Principal of prestigious Queen Mary's. During the 14 years (1926-1940) that I was associated with her in the Sunday School, she did not absent herself, for reasons of health, holiday or otherwise, on a single occasion. Such was her passionate devotion to duty.

The Sunday School was divided into various classes, both for boys and girls, with a teacher for each class. Miss De La Hey

would summon all these teachers to the Parish Hall every Thursday evening at 6 p.m. and brief them on the next Sunday's lesson. She was most systematic and thorough in everything that she did. She was also a strict disciplinarian. Everybody had a healthy fear of her. One

• by F.V. ARUL

look from her stern eyes would quieten down even the most boisterous child.

When I entered College in 1935, Miss De La Hey appointed me as one of the Sunday School teachers and I served in this capacity till I joined the police in March 1940. She used to live in a bungalow at No.30 Pantheon Road, which was, in those years, a fine, quiet residential area. Today it has been totally commercialised and vulgarised. Every Good Friday, Miss De La Hey would walk in the blazing sun at noon, in an all-black dress as a mark of penance, to attend the Good Fri-

day service. The walk from Pantheon Road to St. Mathias' Church was a good three miles.

A terrible tragedy dealt her a shattering blow. Her brother Walter was the Principal of the Newington College in Teynampet. Its building, in later years, became the office of the Director of Medical Services. Newington College was specially meant for the sons of the Rajas and Zamindars of Madras Presidency. In 1921, Walter De La Hey punished one of the errant students who was the son of a Raja from the Andhra area. The same night, this student surreptitiously climbed the balcony of the first floor of the College, which was the residence of the principal, and shot him dead.

This outrage created a tremendous sensation in the whole country and the law took its course. This was a personal tragedy of deep dimensions for Miss De La Hey and she remained a spinster all her life.

The master of the perfect phrase

A recent meeting at the A.R.R. Sabha remembered with reverence Professor K. Swaminathan (1896-1994) on his Centenary. Obviously a few still remembered the major contribution he had made to English writing in India when, in 1960, at the invitation of the Government of India, he edited the *Complete Works of Mahatma Gandhi*. This labour so dear to his heart emerged in 100 volumes that record for posterity the Mahatma's views. They also testified to Swaminathan's de-

vation and commitment to Gandhian ideals.

Swaminathan took his English Honours Degree from Presidency College, Madras, a Degree in Law from the Madras Law College and his B.A. Degree from Oxford. After a short stint at the Bar, he turned to his first love, English Literature, and taught at Meenakshi College, Chidambaram, and later at Presidency College. He held captive the English Honours students of yesteryears with his lectures on Shakespeare, Wordsworth, Keats, Shelley, Arnold and

Browning. He strode across the academic world of Madras City like a Colossus for nearly three decades, till 1960. His interest in Tamil Literature matched his interest in English Literature.

After his retirement from Government service in 1953, he joined the *Indian Express* as Associate Editor. There, as elsewhere, he demonstrated he was "a master of the perfect and faultless phrase", as Dr. K.R. Srinivasa Iyengar described his command of English.

S. Jagadisan

As her name suggests, Miss Da La Hey was of French origin and knew the French language well. I had offered French as one of the optional subjects for the Indian Police examination conducted by the Federal Public Service Commission in New Delhi. It was only after I was selected in March 1940 that I came to learn that Miss De La Hey was the examiner who had set the French question paper and corrected the answer books. Such was her sense of propriety that she never mentioned a word about it to me even though I was under her superintendence every Sunday.

After her retirement from Queen Mary's, she settled in England. The Golden Jubilee of the College was celebrated in 1964 by which time I was Inspector-General of Police and my office was adjacent to Queen Mary's. Miss De La Hey was specially invited to attend these celebrations and I made it a point to call on her at the College on arrival and salute her in acknowledgement of the great influence that she had on my life.

She returned to England after the celebration and I was grieved to hear in later years that she had gone blind in both eyes and was confined to an old people's home. She died at the ripe age of 94.

I have been living in No 31 Pantheon Road for the last 30 years, exactly next door to No 30 in which Miss De La Hey had lived for an equally long period and, therefore, there is not a single day when I'm not reminded of her gracious life and example. I hope Queen Mary's too will always remember its illustrious founder.

CONDOM-VENDING MACHINES COME TO TAMIL NADU

(By A Staff Reporter)

Tamil Nadu has introduced condom-vending machines to boost its contraception, safe sex and family planning efforts which, already, are ahead of the rest of India. The Centre has urged the other states to follow the "Tamil Nadu model to implement family welfare measures".

By December, 200 automatic condom-vending machines are expected to be installed in the State. These will be more to help people seeking precautions that will ensure safe sex than for family planning.

The Madras unit of the Family Planning Association of India has also had various industrial organisations asking them to install condom-vending machines in factory premises. Indian Oil Corporation and Bharat Heavy Electricals Limited have already bought the Rs. 1.45 lakh vending machines. Each machine holds over 2 lakh condoms.

Many have already been installed in railway stations, bus stations and cinema halls in Madurai, Tiruchchirappalli and Madras.

The vending machine gives the buyer greater privacy and does away with the embarrassment many still feel about buying condoms from a shop. While the vending machines will, for this reason, help in the war against AIDS, it will also have some effect on family planning and bringing down the birth rate.

The birth rate in Tamil Nadu has fallen to 19.5 per 1000 from 35 in 20 years, just a step away from Kerala's. Improving on that is Tamil Nadu's goal.

• The DEADLINE '96 contest

Quizzin' with Ramnan

(Quizmaster V.V. RAMANAN's questions are from the fortnight August 1 to 15. Questions 16 to 20 pertain to Madras past and present.)

1. What traditional symbol of Calcutta will make its disappearance from December 31, 1996?
2. Name the former Union Minister from whose home the CBI has recovered about Rs 3.65 crore recently.
3. Name the former Chief Secretary of Tamil Nadu whose family was brutally attacked on August 17th.
4. Who is the new Director of the CBI?
5. The Prime Minister, in his Independence Day speech, announced the decision to create a new State. Where?
6. Name the Gujarat BJP leader, whose expulsion for six years from the Party, has led to a big crisis in the State.
7. What new privilege will be accorded to former Prime Ministers?
8. Name the high profile former DGP of Punjab sentenced to three months' RI for outraging the modesty of a woman IAS officer at a party.
9. Who has been honoured with the Dadasaheb Phalke Award for 1995?
10. Which team won the Federation Cup, the symbol of supremacy in Indian club football recently?
11. Name the doyen of Carnatic music and a Sangeetha Kalanidhi, the granddaughter of Veena Dhanamal, who passed away recently.
12. Col Farukar Rehman, who claimed to have assassinated a world leader 21 years ago, was arrested recently. Who was the leader?
13. Why was the town of Bhiwandi in Maharashtra in the news on August 6th?
14. On August 7th, NASA said a piece of rock named ALH 84001 got from a planet showed signs of life. Name the planet.
15. A power project promoted by GVK Industries of Hyderabad was commissioned at Jegurupadu on August 13th. In what way was this a first?

* * *

16. Which nationalised bank, headquartered in Madras, has set the dubious record of posting the highest ever nett loss in Indian banking history, a whopping Rs 1336.4 crore for 1995-96?
17. The only mountain bike track in the country is near Madras. Where?
18. In Madras cricket jargon, what is 'Over gajji'?
19. A private trust, which built the Sri Kannikaparameswari Temple in George Town, also built a huge market early. Name this bustling market.
20. The city's first 100 ft-high building was called *Khaleeli Mansions*. What is it called now?

(Answers on p.7)

The 'come-hither' cologne

"Made from unadulterated Spanish Fly in a special fragrance geared to women, just one drop will do the trick. Targeted at fantasizing males around the world and to begin with India, the cologne is premium all the way." That was the brief given the teams for the DEADLINE contest organised by the Advertising Club, Madras, recently. The large gathering that watched the consequent presentations was treated to huge dollops of sex and promiscuity. And the RK Swamy/BBDO 'B' team comprising of Ramamoorthi, Naveen, Talreja, Ravi Raghavendra and Vivek won the first prize.

RK Swamy/BBDO 'A' Team and HTA 'A' Team finished second and third. This does not mean that the other agencies were lagging behind. Some of the best creative brains from the agencies in the city churned out exciting stuff (Ed. Note: Within a very short deadline — 24 hours) that boosted the adrenalin and left the large turnout of participants and audience in a state of breathless excitement. Finhans, RK Swamy, Ideopraxist, Anugraha, Ulka, Fountainhead, Profad, Design Shop, HTA and

Trikaya dished out delicious stuff on the men's cologne that enralls women.

Catchy and appropriate brand names like *Eros*, *Abuse*, *Venom*, *Tantra*, *XI*, *Chemistry*, *Zero-in* and *M* figured, with the *Pied Piper* calling the tune in two presentations. Suguna Swamy, one of the judges, pointed out that one crucial aspect, namely the woman's preception on the whole subject, was totally ignored. The blatant dosage of sex was eminently avoidable. The male was generally portrayed as a beastly animal in heat thirsting for action! Is the male just a sexist

moron whose vision does not extend beyond the bed and who is oozing sex from every pore? What about the suave, genteel and sophisticated male who exudes that inscrutable masculine charm, the charisma that even "the deadly drop" cannot generate?

Several of the advertisements/commercials/storyboards shown ran the risk of not gaining the nod from Mandi House, the Advertising Standards Council of India or the other guardians of law, like the Consumer Guidance Society. (Courtesy: *Headline*, Madras.)

V. Kalidas

Making the Chemistry work

Fifteen minutes after they got the brief for the Ad Club's DEADLINE '96, the RK Swamy/BBDO 'B' team were in an upbeat mood. They had decided upon the brand name, 'Chemistry'. Why, they felt, at this pace they would be out with a campaign in the next one hour!

Come again?

For what they had in one hour was an unfriendly question. Why does such an effective product need advertising? All it requires is one person to try it. And pass the results through the channel they call word-of-mouth. Because there was no reason why people shouldn't try it if it worked so well. Or was there?

The team decided to do some research. At Madras, Bombay, Delhi and Bangalore. The next ten hours were maddening. Field personnel were identified in these cities, audience profiles, objectives and questionnaires faxed, airline contacts were activated (to fly back research tapes by the evening's flights to Madras) and the team sat back with bated breath for the answers.

The answers when they came showed that a lot of males would love to use a perfume which made them irresistible (only one drop, the brief cautioned) and, thus, increased their success rates while socialising. But many of

them wouldn't want to progress to such an extent. For various reasons, ranging from morality to confidence.

The agency's task was now clear. They had to use 'Chemistry' to encourage the audience to go ahead with what they wanted to do. And not to worry about anything. The agency then proceeded to worry for about an hour before the big idea introduced itself to the team — "You can take a horse to the water. You can't make it drink." The rest is up to you.

A Press campaign in colour told the audience "It respects your abilities. It only solves 99% of your problems." On the left was a uniquely

shaped bottle of 'Chemistry'. Underneath, where you'd normally expect the logo/product shot was the solution. A small visual of a couple who left no doubt as to the level of understanding they'd reached with each other.

A TV campaign was less direct. "Khartoum", said one of the commercials, "is the fastest horse in the world. You still need to know how to ride." The world's Smallest Direct Mailer with a free trial vial (rhyme unintended) completed the package.

The rest, as they didn't say, was victory. (Courtesy: *Headline*, Madras.)

N. Ramamoorthy

COOKING with Chandra

Palatable *paneer* — the crumbly cottage cheese — can be transformed into just about anything: make crunchy *pakodas*, enhance the humble *paratha* or simply make mouth-watering, spicy curries.

PANEER MASALA

300 g *paneer*, chopped into 1/2" pieces
8 tbs ghee or oil
2 onions, chopped fine
3 or 4 tomatoes, chopped fine
1/2" piece ginger, grated
1/2 tsp turmeric powder
2 tsp coriander seeds powder (*dhaniya*)
1 tsp cumin seed powder (*jeera*)
3 or 4 green chillies, ground to a paste
2 tsp poppy seeds, dry roasted and powdered
2 tsp fresh *garam masala*
1/4 cup cream, beaten
Salt to taste
2 tbs coriander leaves for garnishing

Method

Heat ghee and fry the *paneer* pieces till golden. Remove the *paneer* with a slotted spoon. Set aside.

In the remaining ghee, fry the chopped onions, grated ginger, ground green chillies and chopped tomatoes for a couple

of minutes. Add the *dhaniya* powder, *jeera* powder, turmeric powder, poppy seeds powder, and continue frying till the ghee separates.

Add 1 1/2 cups of water and simmer till gravy thickens. Add the fried *paneer* pieces and simmer for a couple of minutes.

Blend in the beaten cream and *garam masala*. Remove from heat.

Garnish with coriander leaves and serve hot.

PANEER PARATHAS

For the filling
250 g *paneer*, grated
1 medium-sized onion, chopped fine
2 or 3 green chillies, chopped fine
2-3 tbs, chopped coriander leaves
Salt to taste

For the *parathas*
3 cups whole wheat flour
2 tbs ghee
Salt to taste
Ghee for shallow frying

Method

Mix the grated *paneer*, chopped onion, green chillies, coriander leaves and salt. Divide into eight portions. Set aside.

Sift the whole wheat flour, adding salt. Add the ghee, salt

and sufficient water. Knead to a soft pliable dough.

Divide the dough into eight portions. Roll out each into a round disc of 4-inch diameter.

Place a portion of the filling in the centre and carefully close the sides around it. Shape into a ball again.

Roll out once more on a floured board to get a 6-inch disc.

Heat a *tawa* and shallow fry the *parathas* till golden. Serve hot.

PANEER PAKODA

200 g *paneer*
1 cup gram flour
1/2 tsp red chilli powder
1 tsp cumin seeds
1 onion, chopped fine
1 green chilli, chopped fine
2 tbs chopped coriander leaves
Salt to taste
Oil for deep frying

Method

Chop *paneer* into 1-inch pieces.

Make a batter mixing the gram flour, red chilli powder, cumin seeds, chopped onions, green chilli, coriander leaves, salt and sufficient water.

Heat oil. Dip the *paneer* pieces in the batter and deep fry till golden.

Serve hot.

KADAI PANEER

300 g *paneer*, chopped into 1/2" pieces
2 onions, chopped fine
4 ripe tomatoes, chopped fine
2 green chillies, chopped fine
2 tbs ghee
1-1/2 tsp red chilli powder
1/2 tsp turmeric powder
Salt to taste
2 tbs chopped coriander leaves for garnishing

Powdered *masala*
3 tsp cumin seeds
1 tbs coriander seeds
1/2 tsp pepper corns

Method

Dry roast the cumin seeds, coriander seeds and pepper corns. Powder fine. Set aside.

Heat ghee. Sauté chopped onions for a minute. Add chopped green chillies, tomatoes, red chilli powder, turmeric powder and powdered *masala* and fry till well blended. Add the *paneer* pieces and salt. Simmer covered for five more minutes till well blended. Remove from heat.

Garnish with coriander leaves and serve hot with *rotis* and *parathas*.

— Chandra Padmanabhan

Gandhi Mantapam used well

I continue on the theme of Gandhi Mantapam as a venue for cultural performances, for I recently saw the South Zone Cultural Centre conduct an extremely successful two-day folk and classical dance festival there. It shouldn't stop with this; the SZCC should make Gandhi Mantapam a permanent venue for its festivals.

The decor by Koothupattarai was very aesthetic and their modern masks and papier maché sculptures on the lawns added much colour. There were some irritations, of course. Kuchipudi and Bharata Natyam, which have come far from the rural scene, were given too much time. The whims and fancies of those in-

olved in these items, of having white screens to help create silhouettes, of tying cardboard cutouts for pots, and having all kinds of ropes hanging about certainly did not enhance the performances.

The folk artists, who made no such demands, were given just five minutes for each group. They were ready in costume by 2.30 p.m., yet the Governor inaugurated the festival only at 7 p.m. and after that the Kuchipudi classical dance was given pride of place and an hour and a half! With the kind of bonhomie created by the folk dances, especially the *lavni* and the *Madhya Pradesh* dance, *Bharata Natyam* suffered in comparison, for the mostly young crowd were there

to have fun. The students who were there on orders from the N.S.S. made a lot of noise. The students should not be condemned, they should be encouraged. With time will come appreciation.

The South Zone Cultural Centre has plans to have craft and folk *melas* at the Gandhi Mantapam frequently. The only thing it has to bear in mind is the need to keep Gandhi Mantapam in its present pristine state and not decorate it garishly.

Visiting art

Visiting the Museum is a part of student activity in schools and college. Visiting a contemporary art gallery



An unutilised ceramic created by C Douglas.

exhibition (at Values Art Foundation).

September 5-14: Ceramics and Paintings by C. Douglas (at 40 College Road).

September 6: Traditional Tanjore paintings by Ravi Raj (at Lalit Kala Akademi).

September 7: Paintings exclusively on Ganesha by various well-known artists (at Vinyasa Art Gallery).

September 9: Sanjay Bhattacharya's oils on canvas (at The Gallery).

September 11: Block-print loungewear, linen, and gifts by Encore (at Vimonisha Gallery).

September 18: Drawings by TCA Gopalakrishnan (at Lalit Kala Akademi).

also new behavioral patterns regarding IQ in *Emotional Intelligence* (Bantam — Rs207). He comes up with a different way of, what he calls, "being smart". This he calls "emotional intelligence". This book can help us better understand ourselves and our mastery over all over emotions.

* * *

For those looking for successful lives, Deepak Chopra's *The Spiritual Laws of Success* (Excel Books — Rs125) is the book to look for. The author shatters the myth that hard work always leads to success. He offers seven simple and practical solutions which can be applied to create a more productive and satisfying life. Deepak Chopra, who has been much in the news of late, has many celebrity clients, including the pop star Michael Jackson and the Hollywood actress Demi Moore.

* * *

Once again, Bollywood has caught the attention of two more authors. Dinesh Raheja and Jitendra Kothari's *The 100 Luminaries of Hindi Cinema* (IBH — Rs295) is a compilation of biographical profiles of some famous actors and actresses who have graced the Indian screen. The book has a foreword by Amitabh Bachchan and an epilogue by the glamorous actress, Rekha.

Savitha Padmanabhan

Dining on Tamil cuisine in the U.S.

David Gordian of Los Angeles is a film-maker of Indian origin and he and his Canadian wife, Joan, also a filmmaker, consider R K Narayan their favourite author. And so, their 9-year-old daughter has been named Savitri, after one of the characters in a R K Narayan novel.

The Gordians love South Indian food and talked with great familiarity about *oothappam*, *rava uppuma*, *milagu sambar* and, of course, *idli-sambar*. I soon discovered, during lunch at the 'Nawab of India' (a well-known Indian restaurant in Santa Monica), that Joan was the proud owner of *Dakshin*, that bestseller by Chandra Padmanabhan, who writes the cookery column in *Madras Musings*.

Chandra's book adorns not only Indian homes but the li-

Answers to Quiz

1. The handpulled rickshaws; 2. Sukh Ram; 3. T.V. Venkatraman; 4. Joginder Singh; 5. Uttarakhanda, out of northern U.P.; 6. Shankar-sinh Vaghela; 7. They would be given Cabinet rank; 8. K P S Gill; 9. Rajkumar, the doyen of the Kannada screen; 10. East Bengal; 11. T. Brinda; 12. Mujibur Rehman, the founding father of Bangladesh; 13. It saw the outbreak of one of the country's worst-ever attacks of food poisoning, which led to the death of nearly 50 people and affected hundreds; 14. Mars; 15. The first 'private' power project in the country.

* * *

16. Indian Bank; 17. MGM Dizee World; 18. The tactics whereby a batsman takes a run off the last ball of an over in order to retain the strike; 19. Kothwal Chavadi; 20. *Agurchand Mansions*.

• The author returns to our pages after a 10-week sojourn in Los Angeles, where he worked as a screenwriter on a few American television projects. During his stay in L.A., he visited many towns in California and enjoyed the hospitality of several Indian families. In this article and a couple to follow he offers readers some of his impressions of how those from India — and Tamil Nadu in particular — have slotted into California life.

braries of many non-Indians in the US. I saw a copy of the glossy printed foreign edition in the collection of a steelbaron, Ron Barnett, who lives in a palatial mansion in the hills of Bel Air. Barnett loves to cook and an integral part of this obsessive hobby of his is what he claims to be "the finest collection of cookery books in the USA".

That favourite of many south Indian Brahmin homes, *rasam*, seems to be a hot-favourite even among Indians from north of the *Vindhyas* who have settled in the US. 'Any time is *rasam* time' for Jag Mundhra, a Rajasthani settled in LA since 1968. A well-known filmmaker, with an enviable track-record, especially for his 'erotic thrillers', he is directing one of the TV series I scripted. Jag, his wife Chandra and their 16-year-old daughter Smriti live in Malibu. Bearded and big-made Jag loves South Indian food which Chandra prepares with considerable competence.

Talking of *idli-sambar* and *masala-dosai*, you get them right

on Sunset Boulevard. 'Paru's (named after Parvathi, the founder's wife) is a typical Madras-style *idli-sambar* restaurant.

More later.

— Randor Guy

On the Bookshelves

Madras-based author Timeri Murari's *Steps from Paradise* (IBH — £9.50) is a saga of love and betrayal in the Naidu family. It is set against the backdrop of all the changes that have swept India over the last 40 years, particularly in Madras.

* * *

Alex Count's *Give us Credit* (Research Press — Rs295) is an inspiring story of Bangladesh's Mohammed Yunus, the architect of the micro-lending revolution. Yunus started off by lending small amounts of his own money to poor farmers and labourers. He went on to institutionalise this idea into the Grameen Bank. In spite of the bank having the poorest of poor clients, the repayment rate is near perfect. This concept soon spread to the USA. The author also follows the lives of some of the borrowers in Bangladesh and Chicago.

* * *

Does IQ matter more than emotional intelligence, or is it the other way round? Daniel Goleman, an eminent psychologist, discusses this and

* * *

Playing before empty stands

One more Olympic Games is over. The nation is duly mourning its abysmal performance... As usual there is an initial burst of fact finding and heart searching going on.

Indians blame their failure on the officials in charge of sporting affairs — their ignorance, their interest only in the globetrotting opportunities their job provides. Indians bemoan the inadequate expenditure on sports promotion, question the capabilities of their home-bred coaches, complain about the lack of modern facilities like astroturf hockey fields.

Indians also remember the findings of certain anthropologists during the Los Angeles Games. They said that no amount of training would give Asian athletes the physical capability to match the Whites and Blacks of Europe, Africa and the United States.

All this is partly or wholly true, although there are counterarguments for each. If Indians are genetically handicapped where athletics is concerned, what prevents them from bringing out the best in archery, shooting or fencing? Perhaps the sports policy should concentrate on these sports if

winning medals is the national objective — as opposed to participating in an event symbolising world brotherhood.

Another serious reason behind India's failure, but less heard, is the absence of widespread public support for all forms of sport merely as sport. It is accepted human psychology that man's craving for recognition — from peers and from the public at large — comes next only to the basic needs of food, clothing and shelter. It is also common knowledge that to achieve the top slot in all competitive spheres, a person must have the right incentives. For an athlete, an important incentive is adulation and prominence.

But how many in this country are really interested in sports? What is the size and kind of domestic audience India's hopeful athletes and swimmers perform before?

Contrast this with the situation in Europe, the United States and Australia where any competitive sporting event commands huge attendance and is massively cheered. Athletes at different stages of development are notables in society there, be it at the school, col-

lege, town or state level. The media also gives ample coverage to all types of sporting events. Little wonder excellence is a constant factor in sports abroad.

Indians are supposed to be great cricket lovers. But how many of those who make cricket the main topic of their social conversation during an international test series even know what is happening that season regarding the Ranji Trophy or care about the fortunes of their state team?...

How many care to know how the budding Paeses are faring in their respective cities, or go to see local tournaments? The United Kingdom, Australia or the US on the other hand hold such local happenings to full houses.

That Indians do at times achieve international heights in cricket and tennis must be attributed to the incentive the big prizes — material or psychological — a victory provides. Indians certainly do fill our massive stadiums during international cricket matches, or during the Davis Cup. But what do the P.T. Ushas and Sangeeta Puris look forward to?

The roots of India's failure in sports can be traced down to the milieu in which the country's sportsmen and women operate — where there is no genuine appreciation of sports. So long as this attitude does not change, funding will remain inadequate, officialdom will be dominated by opportunists, and standards will remain mediocre.

Having said this, I am confounded by the situation in hockey and football, particularly the latter. In the case of hockey there is little doubt the game has seen a steep decline in public enthusiasm. The change to astroturf in world hockey has also contributed to the dismal scenario in a sport that was once India's pride.

But what about football? Even today, there is no dearth of public support. Though I must admit the exposure to world standards of the game through television is certainly putting the sport's domestic following on the mat. The case of football is probably distinct. It is probably an exception which proves the rule.

Other questions remain. I would like to speculate if Indians' inability to work as a team as opposed to the brilliance individual performances by Indian players shown in cricket or tennis is in any way responsible for the country's failure in other sporting activities. Or whether Indians are good only at the elite sports. Perhaps the

A way for sport

● Two articles published last fortnight and this one are not exactly about Madras or Tamil Nadu. But they certainly do concern aspects of life in the City and the State.

Madras Musings wholeheartedly agrees with the views that ALL sport, and not merely some, need corporate sponsorship in a big way, if we in India are to dream of medals in the international arena, and that ALL sportspersons, at whatever level, need spectator and media support to put their best foot forward.

With Madras newspapers now beginning to pay more attention to the 'Metro', what with special pages being devoted to it, may we dare to hope that the City's and the State's sportspersons in ALL disciplines will get greater space and more spectator support in the days ahead? The American experience is the best example of the wonders that such affirmative action by spectators and media can do for those in the field of action. Let's catch up — FAST.

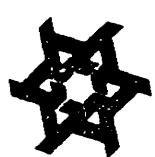
— THE EDITOR

country should look to its golfers for a future. (Courtesy: *The Telegraph*, Calcutta)

Arabinda Ray

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