

WE CARE FOR MADRAS THAT IS CHENNAI

# MADRAS MUSINGS

- INSIDE**
- The South's potential
  - Technology to villages
  - Railways gets trendy
  - Rhodes to success
  - World's best here

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FREE ISSUE

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## Losing out in the agro race

(By S. Viswanathan)

Justifying the continuance of free supply of power for agriculture, Electricity Minister N Veerasamy argues that this was necessary to increase food production. Looking at the dismal record of Tamil Nadu in agriculture in the 30 years since the green revolution — the State's annual growth rate in agriculture is 0.8 per cent against 10 per cent in Punjab and more than 3 per cent in water-scarce Maharashtra — Veerasamy's statement appears a cruel joke. The gap is far wider when you look at the value-addition made by Maharashtra in agriculture. Significantly, these two States account for the bulk of the export earnings from primary agricultural products.

Look at the comparative figures of Tamil Nadu and the Punjab: in 1967-68, at the beginning of the Green Revolution, Tamil Nadu was ahead of the Punjab, producing nearly 58 lakh tonnes of agricultural products while the Punjab produced 54 lakh tonnes.

Nearly 30 years later, Tamil Nadu production has increased to a little over 73 lakh tonnes. The annual average growth of agriculture has been a dismal 0.8 per cent. This, despite the very poor recoveries under land and irrigation cess, hefty subsidies through free power estimated at around Rs. 1900 crore for the current year and increasing steeply year after year, and sizeable subsidies provided in the budget for food and fertiliser.

Production in the Punjab after 30 years, on the other hand, is in the region of nearly 220 lakh tonnes. There has been a four-fold increase in production, working out to an annual average of over 10 per cent. This rate of growth is some 12 times the rate of growth in Tamil Nadu! From a stage of being a larger producer than

### Why is Tamil Nadu letting it happen?

Punjab, Tamil Nadu's production today, is around a third of that of the Punjab!

Significantly, the Punjab produced a modest 4 lakh tonnes of rice in 1967-68. Today, the production of rice alone in the Punjab, at over 73 lakh tonnes, is equal to the total production of agriculture in Tamil Nadu including rice, coarse cereals and pulses.

Punjab has opted to produce finer varieties of rice like *basmati*. The realisations on this are two to three times that on coarser varieties. Significantly, Punjab accounts for the lion's share of exports of rice and wheat.

Leave aside the Punjab, well-endowed with water and known for its enterprise; take a look at Maharashtra in the Nineties as it gallops to diversify into horticulture and floriculture, accounting for the largest share of exports of these products. Conscious of its scarce water resources, the State has been extensively promoting drip irrigation and encouraging farmers to switch to highly profitable crops, moving away from rice and wheat. Remember, Maharashtra, with a production of over 14 million tonnes of foodgrains, is way ahead of Tamil Nadu and has been strong in coarse cereals widely consumed by the masses (these account for a production of over nine million tonnes and precious pulses account for over two million tonnes).

But the best news is the evolution of a variety of cash crops in Maharashtra. The State is the largest producer of Alphonso mangoes, seedless

grapes, Nagpur mandarin oranges, Cavendish bananas, pomegranates and red onions. The State is also a leading producer of sugar, accounting for a production of more than a third of the total sugar production in the country through some 115 flourishing cooperative sugar mills. It is also a leader in cotton, oilseeds, cashew and alcohol. The State ranks first in the quantity and quality of cow's milk production, an estimated 5.5 million tonnes a year, and accounts for

(Continued on Page 5)

### The Cartoon of the Fortnight



## An 8-year-old tells his President

The Nairobi bomb blast that wrecked the US embassy and much else around was a horror. It was also cause for concern for several in Chennai who knew the Huskeys. Jim was the Political Officer in Chennai before his Nairobi posting and his wife Joanne played a big role in Chennai getting an International School and in establishing with Ranjani Manian 'Global Adjustments', one of the country's first relocation service. Even more important from the Chennai point of view, the Huskeys played a big part in getting Ford to put down roots in Tamil Nadu rather than in Maharashtra and that investment has led to much more international investment in the State.

It was good to hear that the Huskeys were safe and several of their friends in Chennai were particularly happy to have seen them on BBC, shaken but well after their traumatic experience. Also safe and well are their three children. One of them, Christopher, was actually in the building at the time of the blast but providentially escaped unhurt. A

talented boy, Christopher narrated his experience to President Clinton by E-Mail and this is his moving account:

8.8.1998  
2.35 p.m.

Dear President Clinton,  
I am 8 years old. I was in the Nairobi Embassy when it blew up yesterday. Everything was fine and then my Mom heard a sound and said what was that, it sounded like a bomb and it was a small bomb. Two seconds later a much bigger bomb blew up the embassy. The lights went off and pieces of cement started falling off of the ceiling. There was a couch near the door and the bomb made it go in front of the door and we had to climb over it. It was very dark. There was glass all over the floor and pieces of cement. My Mom said hold my hand and stay near me and helped us out. She saw a lady that was hurt and told the doctor who was right behind us. There was the stairs next to the door and a door that had been next to the back door of the embassy had been blown off, so we had to figure out which one was the way

out. It was all dusty inside and the door had been about two inches thick and now the top of it was blown off and it wasn't even a centimeter thick. My mom knew that it was straight, the door. So she called everybody this is the door. So we all went in there and I had thought that that was the door because I had seen the paper cup machine and I knew it was straight from the paper cup machine. A car was broken and all the paint had come off the inside of the embassy. And we saw light. So we went that way and we got out. There was fire all over the parking lot and all the cars were burning, including ours. So we ran inside the embassy fence. We saw our dad inside the embassy fence and there were some other people with him and they helped me and my sister climb over the fence. There were a lot of other people with my mom still behind the fence. So people inside and outside the fence were pulling the bars open. Then I saw lots of people come out of the front door with bloody faces

(Continued on Page 3)

# Discovering late the South's potential

We're for ever re-inventing the wheel in India. The latest such exercise has that most readable of business magazines, *Business World*, discovering the 'Sexy South' courtesy of the National Council of Applied Economic Research. That discovery had the Calcutta-based journal gushing, "With the fastest growing middle class in the country, a voracious appetite for consumer goods and smart people to staff sunrise industries, the South is where all the action is. And it's where everyone is rushing to. Are you missing out?" The enthusiasm it owes to several recent NCAER findings.

What surprises *The Man From Madras Musings* is how the NCAER, which long had a key figure — was he its head? — from Madras, S L Rao, missed offering all this advice at least ten years ago. Surely it was familiar with two 'atlases' — one Hindustan Thompson Associates brought out in the early Eighties and the other which R K Swamy Advertising Associates brought out in the later Eighties — on which OUP's *Social and Economic Atlas of India* (1987) and *An Atlas of India* (1990) developed, with the help of TTK Maps, marketing pictures of the country? MMM had a little to do with three of these publications and though he's forgotten the details, he's never forgotten the total picture. Taking a quick look back at those pictures after reading all about the latest 'discovery', MMM found:

— In 1989, *The Atlas of India* estimated, the A, B and C class markets, districtwise, in South India as follows: Andhra Pradesh — 8, 12, 2; Karnataka — 11, 6, 2; Kerala — 12, 2, 0; Tamil Nadu — 16, 4, 1. That is, better than 60% of the districts in the four southern states were A class markets (as was the whole of the Pondicherry territory) and less than 10% were C class markets. The only area comparable to this in the rest of India was the Punjab, Haryana, Delhi area.

— Even earlier, looking at 1985-86, *The Social and Economic Atlas of India* had noted that Andhra Pradesh had 23 urban centres with sales potential, Tamil Nadu the same number, Karnataka 18 and Kerala 14 — a potential 1.5 million households market! As for the rural areas, of the 60-something districts at the time in the four states, 9 had a very high marketing potential, 16 had a high potential and 17 a medium potential. In other words, even as early as 1985, the South had a very attractive marketing potential, certainly one better than most parts of India. In fact, if you had talked to the men in the field, even as early as the Eighties, they'd swear by the southern markets, describing them as India's best.

Which makes MMM wonder what all these 'discoveries' are about? Is it just that they've been done by computers (ergo, more scientifically!) and are, therefore, free from human errors those in the Eighties might have made?

## Further back

*The Man From Madras Musings'* interest in the Indian market, particularly the Southern one, had been kindled in the late Sixties, on being asked by a common friend to sit down and listen to T T Krishnamachari reminisce about the days he was a marketing man.

He'd talk about travelling the towns and villages of the South, working the *samthays* (shandies), launching balloons, distributing leaflets, giving away samples. And the result was making Horlick's, Sunlight soap, Pond's talc, Kiwi shoe polish, Cadbury's chocolates, Morton's sweets, Woodward's gripe water, Brylcreem, and many other brands, household names in the South. Toilet soap, washing cake, toothpowder, baby talc, shampoo, health beverages, were all items listed in the latest findings as showing the South in the lead... TTK had shown them the way in the Thirties! "Take it to the people, tell them about it honestly, and if they think it's useful and of good quality, they'll buy it anywhere in the South," TTK would tell MMM and urge him to find out for himself. MMM never did... but those atlases came out of that urging. Pity no one looks back at them.

More recently MMM watched TTK's grandsons introduce new products. He saw them bring back Kiwi and Brylcreem. And now introduce Eva, toiletries for the teenage girl. TTK would approve of the publicity material and the packaging. But make sure you take it out there to the buyer, don't wait for them to come to you, he would have urged. And then he'd have laughed loudest at grandson Jagannathan's concluding words... "Call it Ee-va or Ev-aa (as in Ev-er) or A-va... only I hope no one decides on Ev-er (as in *ev-al*)"... and say, "That common touch might yet be why you'll make a winner of it".

## Airport horrors

Readers will no doubt remember the correspondence, between Dr Deborah Thiagarajan of INTACH and the International Airports Authority of India on the state of the airports in the country, that was published in *Madras Musings* last fortnight. Since then, *The Man From Madras Musings* has read several reports on the promises made by the IAAI to make Chennai International Airport a wonderful place. Sadly, MMM rather doubts the ability of the IAAI to keep its promises.

It's a doubt based on a couple of personal experiences in recent weeks. International flights to

and from Chennai just love the darkest hours of the night and they also seem to like crowds, for they all seem to want to arrive and leave together. The result is a concourseful of passengers and a mob waiting to welcome them or bid them farewell. If the airport is open to the public, things are bad enough with this crowd, but with no visitors allowed inside, the situation is only worse. On the days MMM was at the international airport, 'no visitors' was the rule. This rule seems to come into operation whenever the authorities feel like it; certainly the travel agents don't warn travellers about the rule and some don't even seem to know when such a rule is in operation or not.

But let's give the Authorities a chance on this one. Maybe sudden security demands call for such rules or maybe the airport is being renovated and, not wanting to be overrun, they had informed the public through a small notice that no one read. But is this reason enough to leave the public at the mercy of a whole host of touts, beggars and sundry hangers-on? That's ex-

actly what happens when visitors to the airport are made to sit outside in not the cleanest of surroundings, waiting for planes to arrive or leave.

Those waiting for planes to arrive are lucky; they have an electronically operated board that seems to work more than it doesn't. But those waiting for planes to leave have to look at a blackboard on which the information scrawled early in the evening does not change even once through the night.

When an airport authority cannot handle simple matters like keeping order, maintaining discipline and providing regular information to passengers and those seeing them off or waiting for them, MMM rather doubts its claims to provide Chennai a truly international-class airport.

## Adieu...

*The Man From Madras Musings* is going to miss the friend he calls the 'Chief Whip'. Certainly there's never been a whip like Eric Auzoux of the Alliance Francaise to get people working on projects he has set his heart on and MMM wonders what those who worked with him on (ad)ventures like Citizens' Run are going to do without his nudges, pushes and shoves. Those verbal reminders made the Chief Whip almost a slave-driver and resulted in Citizens' Run collecting and distributing among five smaller NGOs

with little reach close on Rs. 6 lakh this year.

There's another aspect of Eric Auzoux that MMM is going to miss. And that is the focus he gave the grassroots arts of Tamil Nadu and all those others who looked at Tamil Nadu in word and picture. MMM used to seldom go to the Alliance Francaise in the past because he wasn't quite ready for French culture; Auzoux gave him an opportunity to let some of it rub off on him by getting him to come there and see the space he (Auzoux) was giving for Indian art forms. He firmly believed that if those interested in Indian culture kept coming to the Alliance Francaise, they'd get something out of the French influence and possibly benefit from it. No one from the Alliance looked at the arts in Madras or Tamil Nadu like this in the past; MMM hopes the trend Auzoux started will now continue.

In appreciation of that trend, Jean-Francois Lesage of the House of Lesage organised a surprise party for Auzoux whose feature was Koothu-p-Pattarai and other artists of that ilk beating out a welcome on plastic and metal buckets, pots and pans, pressure cookers and anything else from the Lesage kitchen except the sink. It was certainly a splendid exhibition of improvised koothu drumming and it soon had Auzoux the most enthusiastic participant on the drums and in the gyrations on the garden floor.

## ... to heritage home?

The house of Lesage, embroiderers from France, was now in one of the old Appa Rao mansions in the Kasturiranga Iyengar area and done it up nicely they have, demonstrating once again what good use an old building could be put to with a little bit of imagination.

*The Man From Madras Musings* first came across Lesage when he was trying to put an even older heritage home to good use. This was the famed Buchi Babu garden house in Mylapore, with its wealth of memorabilia about the man who gave the Indians of Madras cricket and raised a family which, over the generations, has given the city several outstanding sportsmen. The cost of restoring Buchi Babu's *Luz House* to what it once was proved too much for Lesage. He gave up the effort and, for one reason or another, moved out.

MMM now understands that the owners, one line of descent from Buchi Babu, have sold the property to a hotelier with a couple of three-star properties in the City. There's talk that he plans to pull this heritage property down and develop a multistorey hotel or residential complex. But why doesn't he do something more imaginative with it, wonders MMM.

Such as develop it into a heritage guesthouse with half a dozen

rooms and keep the Buchi Babu memorabilia for embellishing the public rooms which would, thus, also serve as a memorial museum? If this hotelier wants to do something more than create 20th Century presidential or palatial accommodation, he might contact INTACH on how *Luz House* could be restored and put to good public use. That would be doing something worthwhile for the city and its sporting tradition.

## In brief

★ Bangalore teams finished first and third in the Landmark Quiz, which had a record number of entries and such a large number of viewers wanting to see the final round that closed circuit TV monitors had to be installed in the lobby of the Music Academy. *The Man From Madras Musings* noted with regret that *Madras Musings'* Quizmaster V V Ramanan was, for the third time running, the leading member of the team that finished second. Always the best man....

★ The country's Postal Department is to go hi-tech, read a recent headline referring to computerised transfers of money or order proceeds. *The Man From Madras Musings* wishes the Department could find a way to achieve prompter delivery of ordinary mail and guaranteed delivery of *Madras Musings'* 12,000 copies. MMM on 24.8.98 received a letter post-stamped in Kilpauk on, was it, the 17th or 19th August and delivery-stamped in T'Nagar 22.8.98. Is that par for the course when it comes to local delivery? If it is, the primary need for hi-tech in the Postal Department is here, not in the areas it is moving into ignoring the basics.

## Business briefs

★ It's a forlorn sight that *The Man From Madras Musings* sees every day, the giant tower of the Oberoi-to-be, a shell on Anna Salai in Teynampet to which nothing is being added. MMM hears that the promoters, the Balaji Group, hard-struck by family tragedy, are not able to get on with the completion of the project and might be willing to pull out if they get the right buyer. Pity that what looked a landmark venture in Chennai has come to this pass.

★ Seshasayee Paper and Board, the first major paper mill in Tamil Nadu, is not up for sale, *The Man From Madras Musings* is told. Instead, it is battling a takeover bid by the Bangurs of West Coast Paper, who have picked up about a 6 per cent stake in the company. Seshasayee's are confident, at the time these lines are written, that they'll be able to beat the Bangur bid.

MMM

## OUR READERS WRITE



### Stop that park

With regard to the article: Cuddalore may offer tanneries hope (*MM*, August 1) your Environmental Correspondent highlights the indisputable fact that the worst pollution is caused by tanneries. He has observed that a leather park to be established in Cuddalore has been conceived and designed by the Central Leather Research Institute (CLRI) to "save the leather industry" in Tamil Nadu. But he did not mention which agency was going to save the lives of thousands of people of Cuddalore who would be affected by the highly toxic tannery effluents and hundreds of acres of cultivable and other lands which would be permanently damaged as a result of this plan.

I am the Honorary Secretary of the Vellore Citizens Welfare Forum which obtained the landmark judgement from the Supreme Court for the closure of not only tanneries but all pollution industries violating the mandatory directions given by it dated August 28, 1996. I vehemently oppose the establishment of the industrial park for leather in Cuddalore. The proposed establishment of a leather park in Cuddalore is a blatant violation of the orders of Supreme Court by the Tamil Nadu Government, the CLRI, the Tamil Nadu Pollution Control Board, and the Tamil Nadu Corporation for Industrial and Infrastructural Development and the tannery owners.

The making of one kilogram of leather requires 35 to 40 litres of chloride-free water. You can imagine the actual quantity of potable water that is required and used by the tanneries for the making of billions of square feet of leather for export and other purposes. The coast line of Cuddalore will be heavily polluted by the leather park. The Central Government through the Ministry of Environment and Forests should stop the leather park coming up in Cuddalore.

P.S. Subrahmanian  
"Muruganadi"  
47, Phase I, T.N.H.B.  
(Near) Combined Courts,  
Sathuvachari, Vellore 632 009.

### Stopping encroachment

As proposed the story on bulldozed encroachments in *MM*, August 1. Encroachments do not exist at one stretch and constructions are not made in the twinkling of an eye. The owners of the building, before construction of the building, apply for permission either to the Corporation, or to the Municipality or to the local authorities as the case may be. The concerned authorities, before granting permission, inspect the building with reference to the plans and estimates of the building. In case the builder attempts to construct any building by encroaching on government land, either knowingly or out of ignorance, nothing prohibits the inspecting authorities to stop the construction work at the initial stage itself. They should regularly inspect the building to

prevent any irregularities committed by the builder. These are common laws. But in most cases the builders are allowed to construct the building according to their wishes. Had the construction been inspected at the beginning itself, the encroachment might have been brought to light and the owners might have been saved not only from loss but also from infringing the rules.

P.S. Krishna Moorthy  
Tahsildar (Retd.),  
28, Ramanatha Iyer Street,  
Gobichettipalayam  
Periyar District - 638 452

### Which tourism?

As rightly observed (*MM*, August 16), tourism is unlikely to gel with the sanctity of Rameswaram, a sacred town from the days of the *Ramayana* and a symbol of national integration, national identity and national consciousness. The serenity, sanctity and religious significance should not be sacrificed in a bid to promote tourism. The two can positively never go together. The pilgrims from Nepal downwards and from abroad hope for a place of peace, solemnity and spiritual environment.

It is because these are present at Rameswaram that rulers and the ordinary folk have considered it a vital duty to worship Sri Ramana, shaped and worshipped by Sri Rama, Sita and others and mentioned in the *Ramayana*. Sri Vivekananda chose the place because of its spiritual environment. Sarada Devi, consort of the Paramahansa, and many others have done pujas. The Dalai Lama, Presidents, Prime Ministers have all worshipped at the *sanctum sanctorum* in a temple that was built by a ruler of Jaffna, Parakrama Bahu. The tourist has a totally different purpose and conduct from a pilgrim. It is impossible to segregate places, persons etc. So my appeal to the Department of Tourism is: "Keep off Rameswaram and other places".

N Rajagopalan IAS (RETD.)  
No. 3, 24th Cross St.,  
Indira Nagar,  
Chennai 600 020.

### Indomitable courage

As another Independence Day passes, I cannot forget the courage of Aruna Asaf Ali who, evading the British dragnet, surfaced and hoisted the national flag during the 1942 Quit India movement. What a thrill it was to all of us then in our youth.

Pothen Joseph, in his delectable 'Over a Cup of Tea', wrote of another courageous woman so:

"We must not forget that it was an Indian woman who had first unfurled the National flag, whilst the men leaders of the time practised respectable politics, with no dust on their palms or their coat lapels... It was Madame Cama, the Parsi firebrand at the Basle conference of International Refugees nearly a century ago.



This beautiful picture of the interior of Senate House was part of ANTRIM CASKEY's recent exhibition in Chennai. In black and white, the picture does not reveal the warts colour would. *Madras Musings* hopes that the promised restoration of these stained glass door-windows and skylights would make such a picture as striking in colour.

### The money for Senate House

As proposed the money collected for the restoration of *Senate House*, mentioned by the Editor in *Madras Musings* of August 1st, Professor S Sathikh, former Vice Chancellor of the University of Madras who took vigorous steps to get a restoration programme under way, clarifies that Rs.46 lakh had been collected during his period, from the start of the restoration drive, and further collection had been planned as follows:

A minimum of Rs.16 lakh per year from students entering the colleges and university departments every year by way of development fee of Rs.20 from each student entering the university. 80,000 students entered every year in the regular and correspondence course, and Rs.16 lakh would have been collected. The first instalment was expected in July 1994. Counting from that year till July 1998, Rs.80 lakh would have accumulated. These two figures would make a total around Rs.1.26 crore. He also expected the new Self-Financing Engineering Colleges and Arts and Science Colleges to contribute. If that had been collected, that would have amounted to a further Rs.30 lakhs.

He further goes on to inform *Madras Musings* that he does not know whether the Development Fees were collected and whether, if collected, they were allotted for the restoration of *Senate House*. He also informs *Madras Musings* that a General Committee had been nominated to collect funds etc for the *Senate House* and that it was chaired by Dr. Malcolm Adisheshiah. After Dr. Adisheshiah's death, the committee became defunct and Prof. Sathikh's own role in the collection of funds also stopped.

Zealand. This is also mentioned in a book titled *Unexplained Mysteries of New Zealand*.

K. Kumar  
Chennai 600 090.

MMM'S NOTE: But this still does not provide us a picture of what an ancient Chola or Kalinga ship looked like.

## AN 8-YEAR-OLD'S LETTER

(Continued from Page 1)

and blood all over them, even a Marine. So, my dad helped us find a van to drive us home, then he went back to help the other people.

My next door neighbor's driver was just pulling open the embassy door when it exploded. When he got home and we were home, he told us that some people had come in a car and said let us in and the guard said no. They put a gun to his head, so he let them in. They

put the bomb in the parking lot, and the guard called the Marine on the radio but it was too late. And the embassy blew up.

Please ask the presidents of the countries who did this. Please arrest all the people who did this.

Please make all the embassies safe.

Thank you,  
Christopher Huskey

Nairobi

## CHANGE OF ADDRESS

● Requests for copies of *Madras Musings* and all intimations about changes of address should be addressed to the Circulation Dept., *Madras Musings*, c/o M/s. Lokavani Hall-Mark Press Pvt Ltd, 62/63 Greames Road, MADRAS-600 006.

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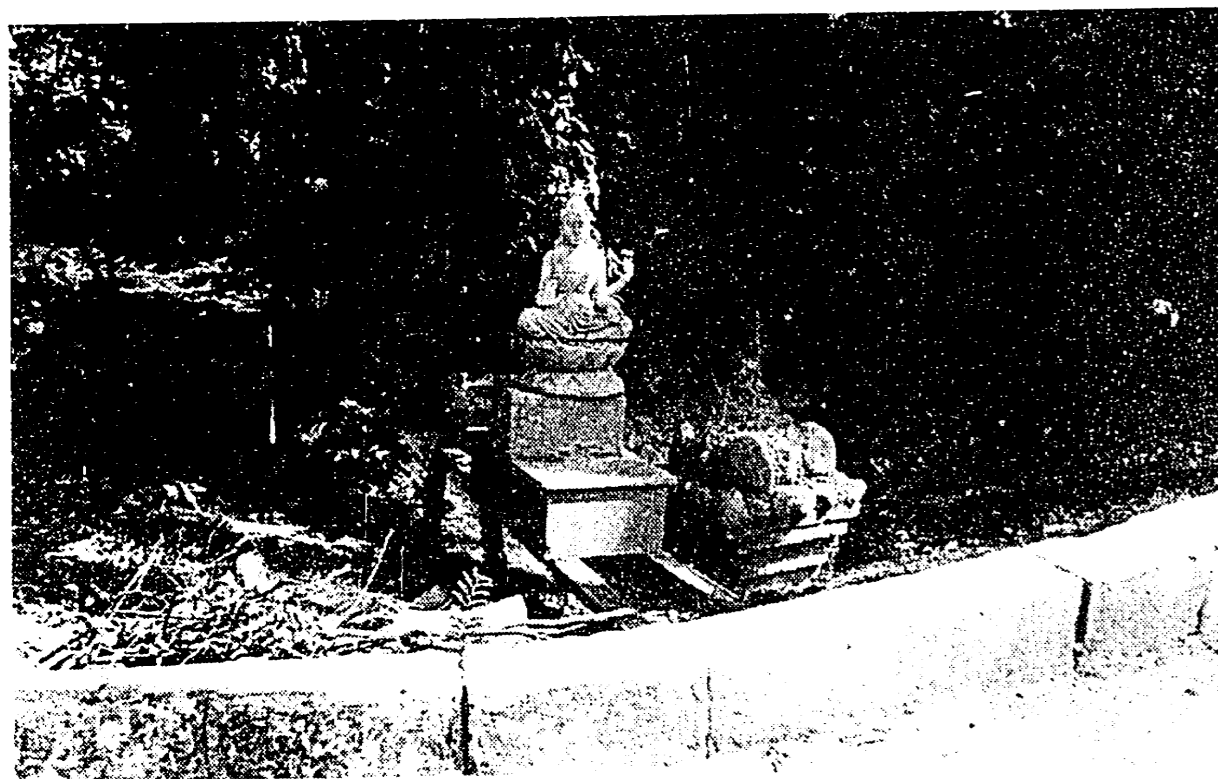
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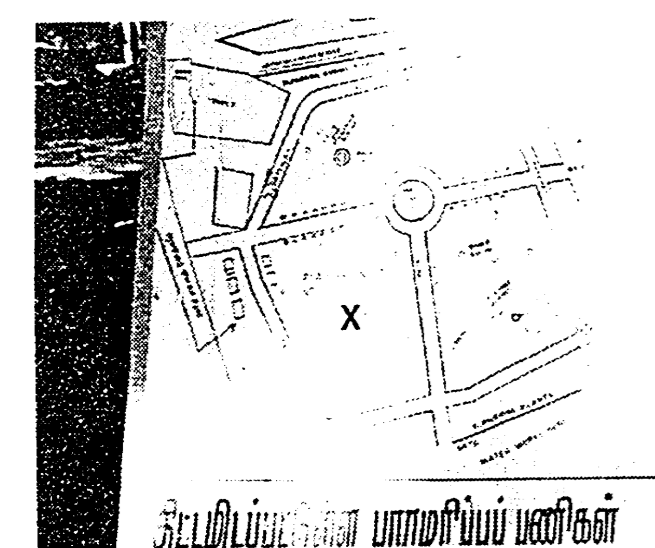
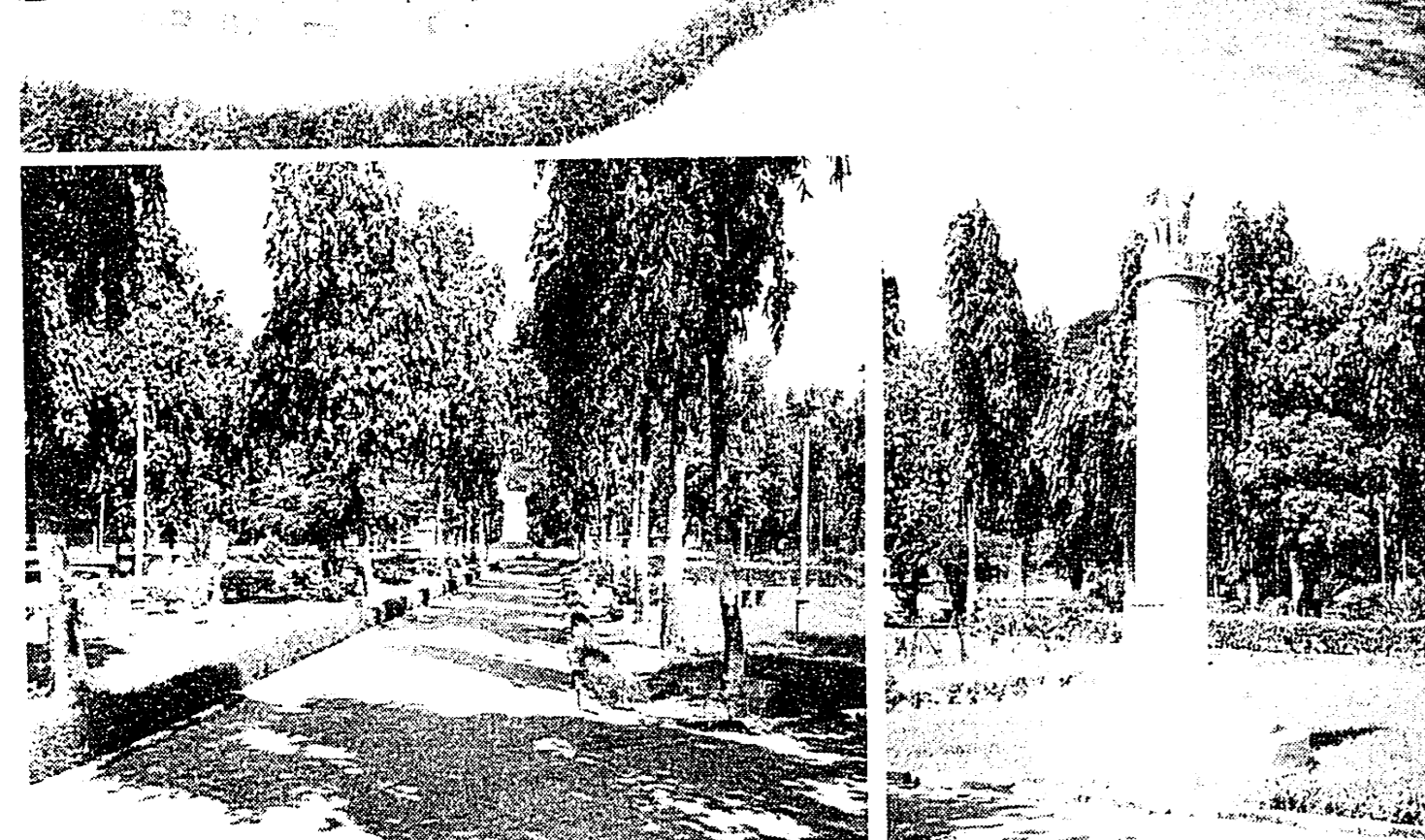
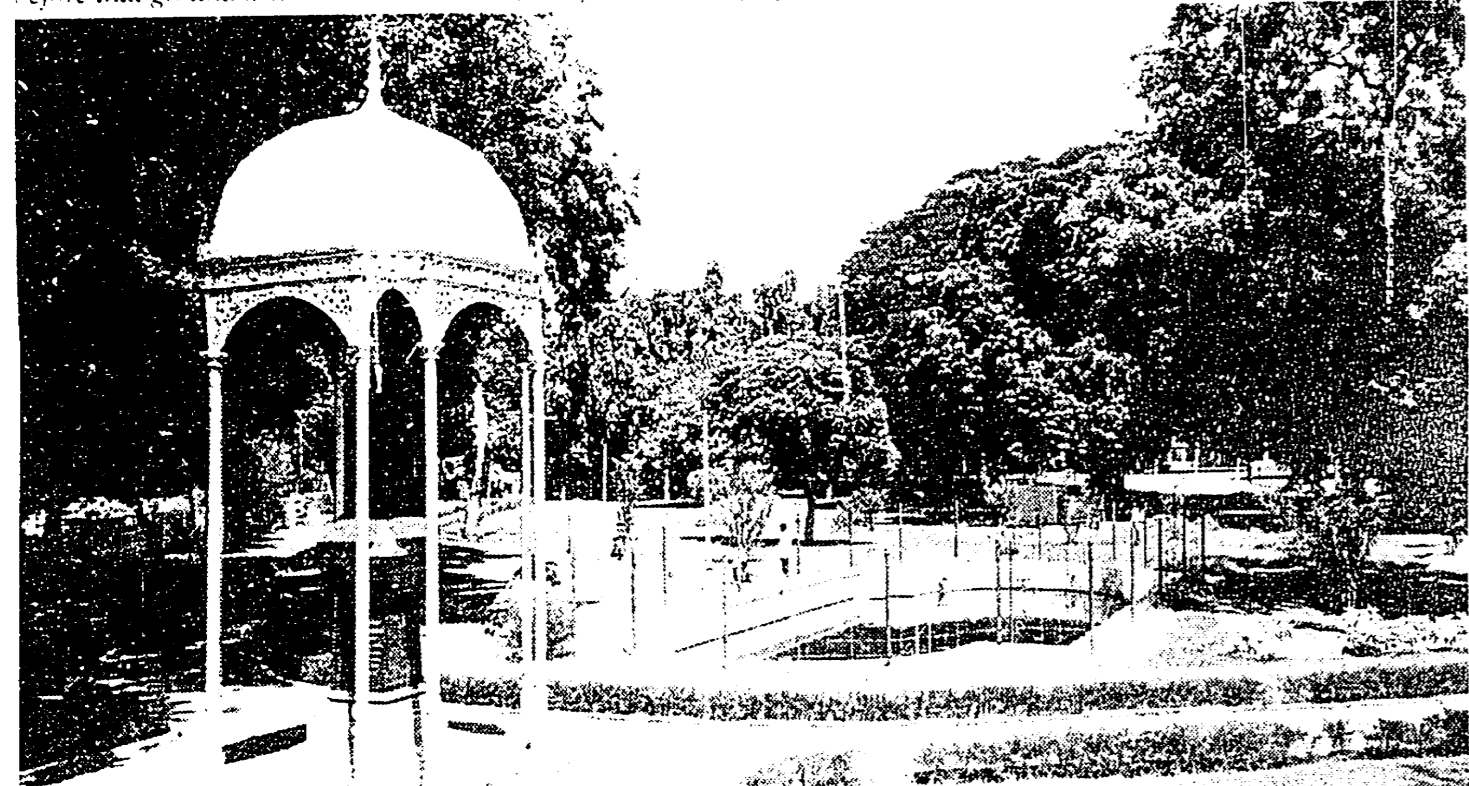
Our OLD is of the state in which My Lady's Park is today, intended, greenery running wild, many a corner used as a public toilet and every statue, including the Asoka Pillar, in a chipped, gouged and vandalised state. Yet, once, this park was the most beautiful part of Peoples Park that Governor Trevelyan developed in Park Town to give the citizens of the city a spacious lung.

Our NEW (the four pictures below) is of Napier Park, now called May Day Park, after Simpson and Co, flagship of the Amalgamations Group, took over its maintenance and restored it at a cost of Rs.8 lakh. Simpson's has laid out lawns, tended trees, replaced benches, created a rockery, installed lighting and given the whole place a new look — including the Asoka Pillar. Today, the company spends Rs. 20,000 a month on maintaining the park, and providing 24-hour security. That security has become necessary because of vandalism indulged in by nearby shoddysellers. Several dialogues later and the promise to take up the neighbouring playground (see left, bottom quarter in sketch map on signboard — X) for maintenance after work on the Park has been completed has resulted in an improvement in the ground situation and a better appreciation of what needs to be done for a Singara Chennai.

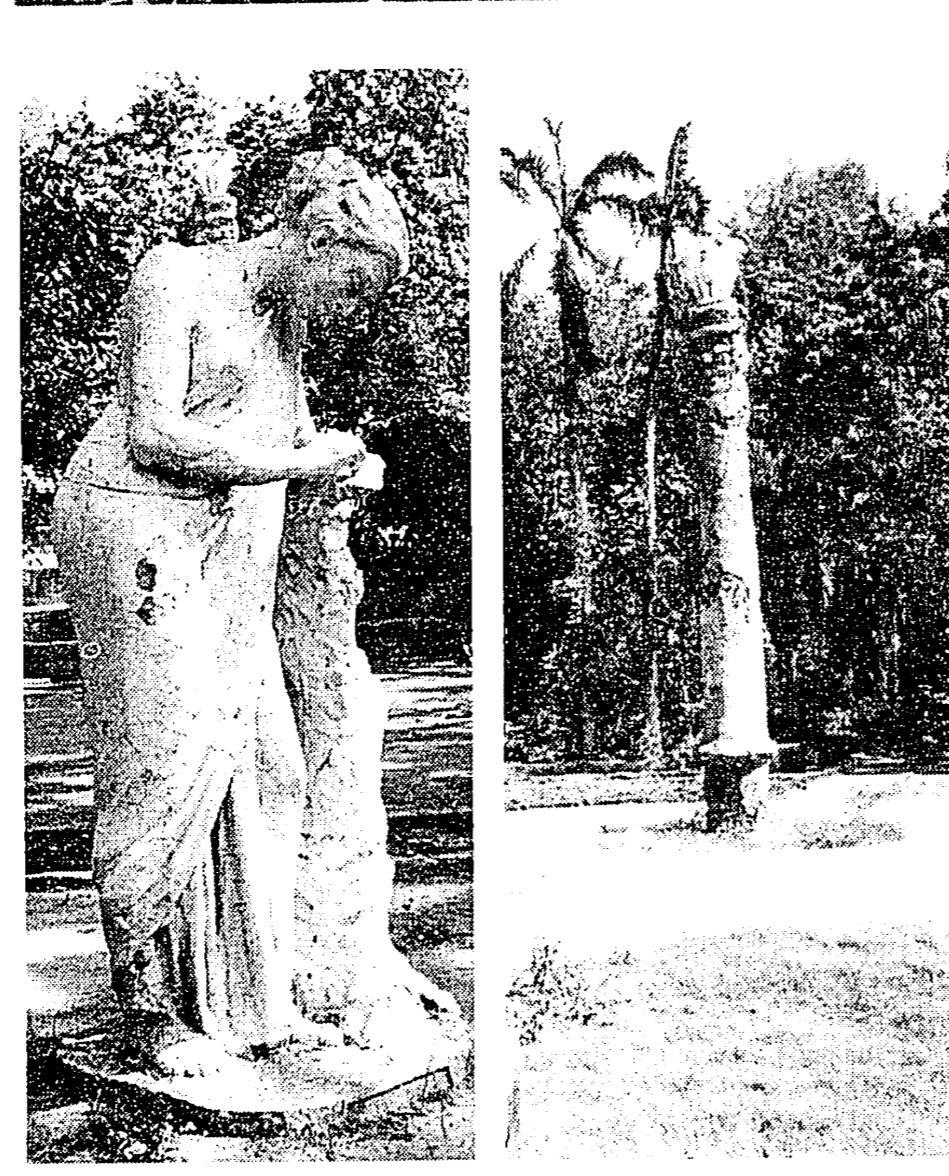
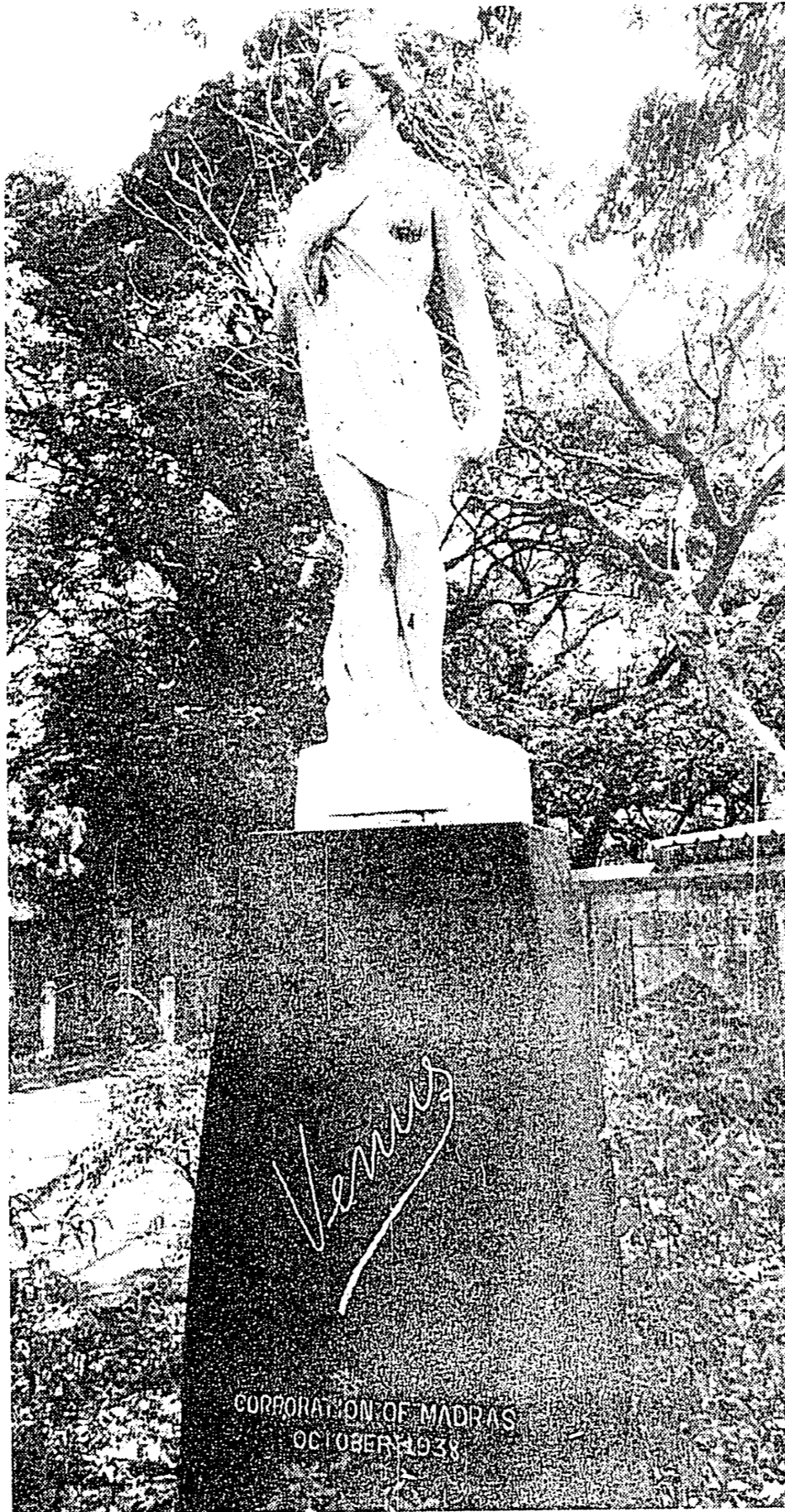
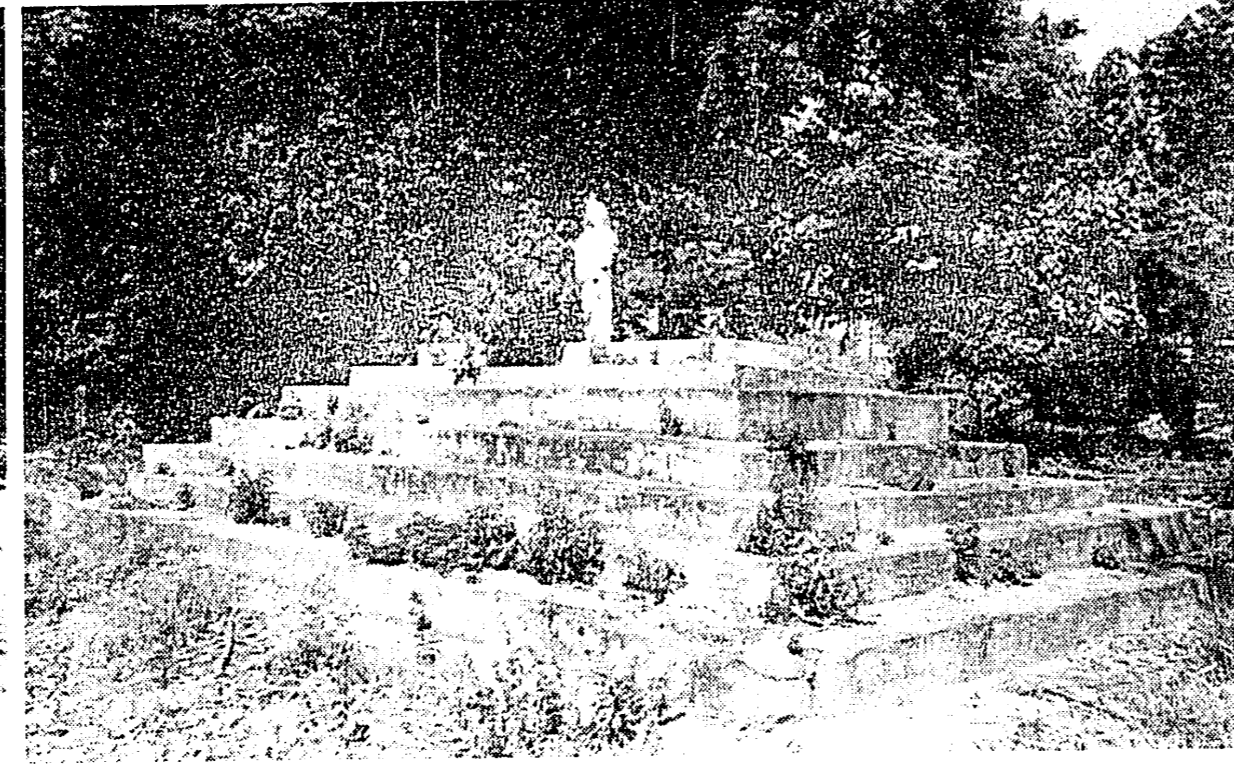
**THE OLD... ...& THE NEW**

With Simpson's showing the way, which industrial group will take up My Lady's Park and who else will help out with the 50-plus other parks in the City? The Corporation is willing to accept all offers of help — but, equally, the would-be helpers will need an assurance from the Corporation that it will allow action to be taken against vandals.

Simpson's, Madras Musings also understands, has made an offer to maintain the Presidency College cricket grounds (MM, August 16th), but it's been awaiting a response from Government for some time now. Will the offer be accepted before that ground is turned into a slum? (Story and Photographs by RAJIND N CHRISTY.)



சிம்சன் அண்ட் கம்பெனி லிமிடெட் சென்னைக்கு பக்கம் செழிக்க மீட்கின் பூங்கா  
பக்கத்தை சம்பாதிக்கப்படுகிறது  
புலகாவில்: சோலை வளப்படுத்து...  
வளப்படுத்தும் பராமரிப்பும் பணிகள்  
● சிம்சன் அண்ட் கம்பெனி லிமிடெட் நமது பூங்காவில்  
● நமது பூங்காவில் சிம்சன் அண்ட் கம்பெனி லிமிடெட்  
● சிம்சன் அண்ட் கம்பெனி லிமிடெட் நமது பூங்காவில்  
● சிம்சன் அண்ட் கம்பெனி லிமிடெட் நமது பூங்காவில்



# New ecotechnology centre to take... Technology to the villages



The J.R.D. Tata Ecotechnology Centre in Taramani.

Voluntary organisations working in villages need the support of a Technology Resource Centre to promote research, training and retraining. The answer to problems created by technological developments is technology itself. To meet these needs, the JRD Tata Ecotechnology Centre was recently inaugurated by the President of India, K R Narayanan, at Taramani. The centre has been established by the M S Swaminathan Research Foundation with the help of the House of Tatas.

Dr M S Swaminathan explains the rationale of the JRD Tata Ecotechnology Centre: "The experience of the last nine years has shown that voluntary organisations working in our villages need the support of a Technology Resource Centre for promoting participatory research, training and retraining." The Centre has been funded by the Tata Trusts and the Council for Advancement of People's Action and Rural Technology (CAPART), the State Bank of India and Dr Manmohan Attawar. The Tata Trusts have endowed Rs. 1.85 crore to support the activities of the Centre plus Rs. 1.5 crore towards the building.

President Narayanan in his address said: "The answer to problems created by technological development is technology itself — adoption and application of new environment-friendly technologies". He complimented the MSSRF for according high priority to the conservation, enhancement and sustainable use of natural resources. "We have to produce more but produce it differently," he emphasised, and warned that "excessive and improper use of chemicals results in long-term ecological harm".

The major goals of the J.R.D. Tata Ecotechnology Centre are finding remedies for — Environmental degradation — Potential adverse changes in climate and sea level — Endemic hunger and extensive human deprivation — Feminisation of poverty — Rapid expansion of population resulting in heavy pressure on the carrying capacity of the ecosystem. — Jobless economic growth

search, training and capacity-building activities.

The Centre will host training programmes to the extent of about 75,000 trainee days every year, covering more than 500 trainees. Modern methods of training and development will blend with traditional systems of communication. Concepts like Computer-Aided Training (CAT), Computer-Aided Extension (CAEx) and 'Simultaneous Distance Training' will be introduced, along with traditional folk media such as puppetry and folk arts. And conferences and workshops will be conducted in areas relevant to ecotechnology.

The building housing the Centre attempts to embody the principles of ecotechnology. Rainwater harvesting and water management systems have been incorporated along with provision for utilising solar energy for its various energy requirements. A blend of modern and traditional structures has been interwoven. The multi-purpose auditorium is a flexible space designed like a traditional koodam, making maximum use of natural light and ventilation. The landscape and the garden reflect the principles of sustainable agriculture and land management such as waste-recycling and vermicomposting. A herbal garden and shelter belts illustrate ways of conserving and utilising natural resources. The concept of the sacred grove, a traditional conservation method, will be given a contemporary form.

These principles and concepts are reflected in the mural which adorns the entrance of the buildings. Dr Swaminathan has taken as a theme for the Centre the Pancha Bootham or the five elements (air, earth, fire, space and water). The tree binds the soil and protects the earth; saves and stores water; purifies and circulates air; transforms sunlight into usable and useful products; and shelters and nurtures many living things.

The building housing the Centre attempts to embody the principles of ecotechnology. Rainwater harvesting and water management systems have been incorporated along with provision for utilising solar energy for its various energy requirements. A blend of modern and traditional structures has been interwoven. The multi-purpose auditorium is a flexible space designed like a traditional koodam, making maximum use of natural light and ventilation. The landscape and the garden reflect the principles of sustainable agriculture and land management such as waste-recycling and vermicomposting. A herbal garden and shelter belts illustrate ways of conserving and utilising natural resources. The concept of the sacred grove, a traditional conservation method, will be given a contemporary form.

qualified women to take to a career of remunerative self-employment through the organisation of environment-friendly biotechnological enterprises. The President of India also laid the foundation stone for the Golden Jubilee Biotechnology Park for Women sponsored by the Government of Tamil Nadu, the Department of Biotechnology, Government of India, MSSRF and TIDCO, at Kelambakkam, 40 km from Chennai. The Park is being set up at a cost of Rs. 10 crore and is to be located on 20 acres of land made available by the Government of Tamil Nadu. Initially, 65 women entrepreneurs have indicated interest in joining the Park as members and producers. The Park will promote a series of high-tech biotechnology-based enterprises aimed at capturing a number of niche markets in the areas of ag-biotech, food-biotech, medical-biotech.

Tamil Nadu Chief Minister M Karunanidhi expressed happiness over the potential for employment of about one thousand women offered by enterprises at the Park. He commended the efforts to take the benefits of scientific research to the economically and socially disadvantaged sections of society. "The two sunrise sectors of the next century will be biotechnology and information technology. We have taken a series of initiatives to give thrust to both these sectors," said Karunanidhi.

Swaminathan has also been busy giving shape to yet another dream of his: to provide opportunities for professionally

## LOSING IN THE AGRO RACE

(Continued from Page 1)

20 per cent of the export of prawns. Its meat, fish and poultry sectors are also registering spectacular growth.

The State's four agricultural universities, 28 agricultural colleges and the government help the farmers take to the agricultural products most suited to the agro-climatic conditions of the region and mass produce such carefully selected products. The State has helped set up a chain of cold storages, around 30 of them, and liberally spends on other infrastruc-

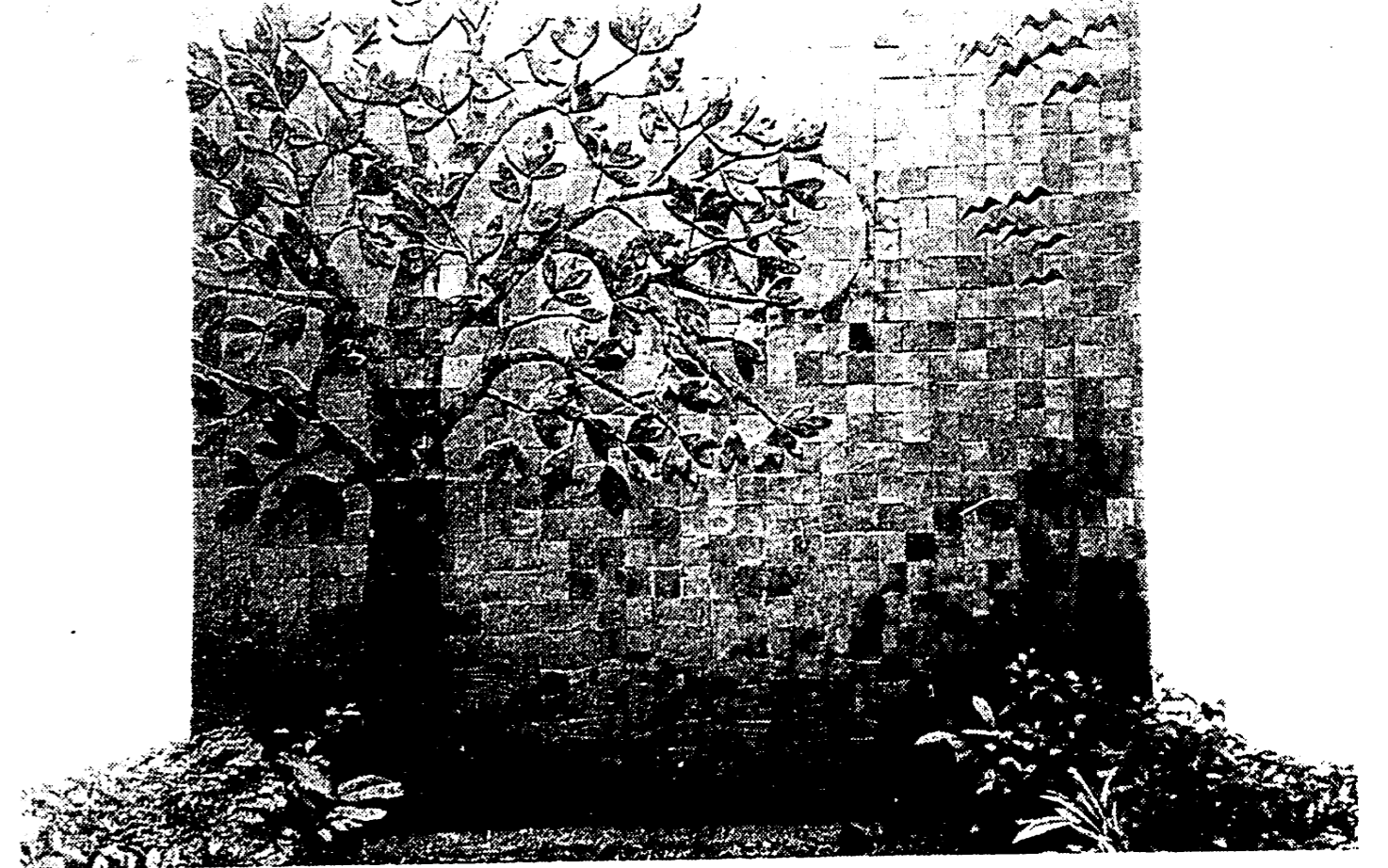
ture to preserve farm produce. Is it then any wonder that the State should emerge as the leading exporter of fruits, vegetables and flowers?

Looked at against these two scenarios, what benefit has free power brought to Tamil Nadu agriculture? In the modern competitive era, you cannot sustain a commercial operation on eternal subsidies. Make your agricultural university more relevant. Gear the government machinery to assist the farmer to switch to more remunerative crops, moving away from water-inten-

sive paddy and sugarcane. Visit the agricultural universities at Ludhiana, Hissar, Pantnagar and the four in Maharashtra and look at the farmers thronging them, demanding the latest research finding on seeds, plant breeding and newer agronomical practices. It is a world apart from Tamil Nadu and it is time Tamil Nadu agriculture came out of stagnation and caught up with the new worlds in the Punjab and Maharashtra.

(Courtesy: Industrial Economist)

(Courtesy: Industrial Economist and MSSRF.)



The tree that symbolises the work of the Tata Ecotechnology Centre. (Photographs by RAJIND N CHRISTY.)

## Quizzin' with Ram'nan

(Quizmaster V.V. RAMANAN'S questions are from the period August 1st to 15th. Questions 16 to 20 pertain to Chennai.)

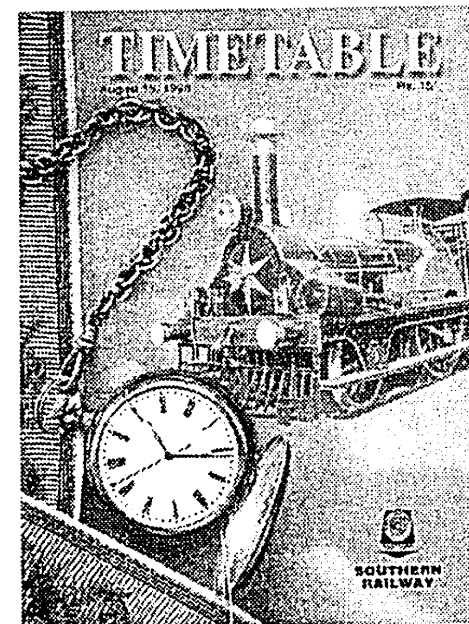
- 'India Direct' telecom facility was launched on August 5th. What is it?
- In which two African capitals were American embassies bombed, resulting in the death of more than 250 people?
- Name the legendary classical and playback singer of yesteryears and the grandmother of actress Saira Banu who passed away recently?
- The Golden Jubilee of which cricketing legend's last Test innings was observed on August 14th?
- The transfer of which bureaucrat has put the BJP Government on a shaky ground?
- Name the world's first four stroke scooter launched by Bajaj?
- Which great freedom fighter's 18-foot tall bronze statue was unveiled in Parliament House on August 14th?
- Who has been bestowed the 1997 Dronacharya Award for coaching excellence?
- Who is the chairperson of the newly-formed Kaveri River Authority?
- What piece of historic metal resurfaced from the North Atlantic 86 years after a terrible tragedy?
- Name the state-of-the-art missile corvette dedicated to the nation on August 10th.
- Prince al-Muhtadee was recently installed as the Crown Prince of which wealthy Asian nation?
- 'Sindhu Darshan Abhiyaan' was dedicated to the nation by the Union I & B minister on August 9th. What is it?
- Which legendary hotelier and business giant celebrated his 100th birthday on August 15th?
- Which triple Olympic gold-winning swimmer has been suspended for four years for tampering with her urine sample?

- Who is the recipient of the 1998 M.S. Swaminathan Award for Environmental Protection?
- After which famous cricketer has the Bell's Road entrance of the MAC Stadium been renamed?
- Where in the city has a Rs.8.09 lakh memorial pillar to Freedom Fighters come up?
- Which team won the popular Buchi Babu trophy on August 13th?
- A model of which famous historical edifice was erected on the Marina as part of the Independence Day celebrations?

(Answers on Page 7)

# Railways gets trendy

The Southern Railway has changed the look of its annual timetable — and a great improvement it is. In fact, the new look timetable must be the best in India today and certainly compares with timetables internationally. Whether an A-4 size is handy, I'm not quite sure, but that's what many rail-ways abroad fancy, I'm told, and, so, the Southern Railways has followed suit in publishing its trendy new winner.

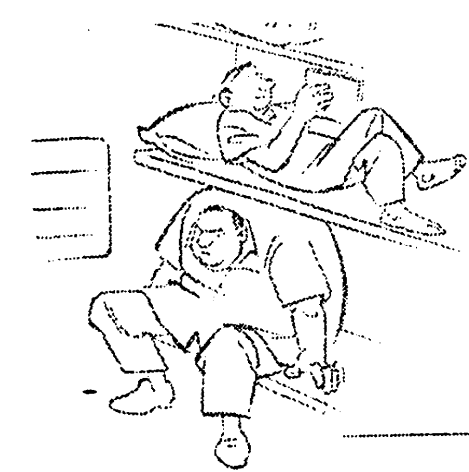


The cover of the new Time Table.

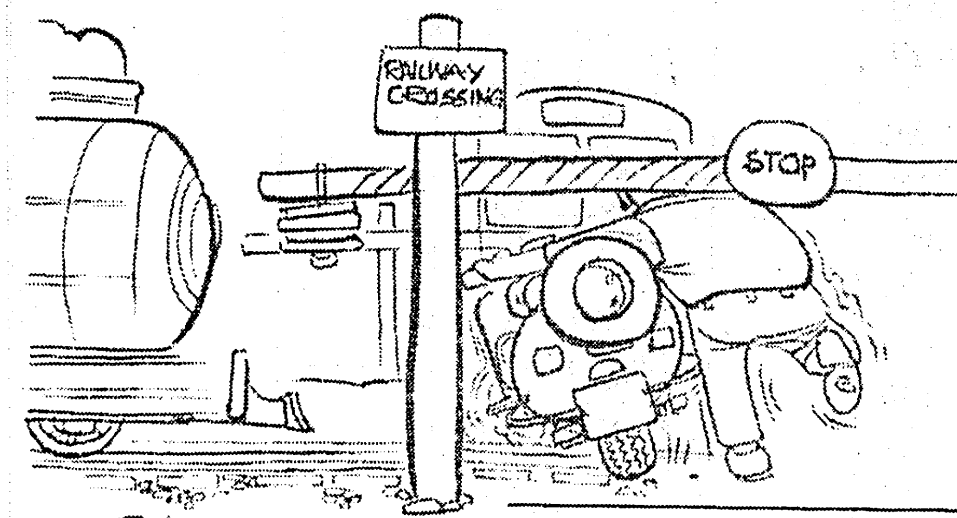


Discourage friends and relatives who have come to see you off, from boarding the train. Not only will they cause overcrowding of the compartment but will also obstruct the movement of the genuine passengers.

For the first time in its history, the timetable has been a joint venture, with the Operating Department, whose sole prerogative it once was, teaming with the Public Relations Department, a design agency and an outside printer. The final product shows the result of such teamwork. And that product includes colourful art paper covers, title pages, maps and advertising, a whole heap of cartoons, some amusing, some merely illustrative, a welter of information (Oh, for a Bobby Kooka! how many remembering that hilarious advice he gave the Air-India traveller?) and, above all, easy-to-



Please keep the backrest in its proper position between 6 a.m. and 9 p.m. to avoid inconvenience to fellow-passengers.



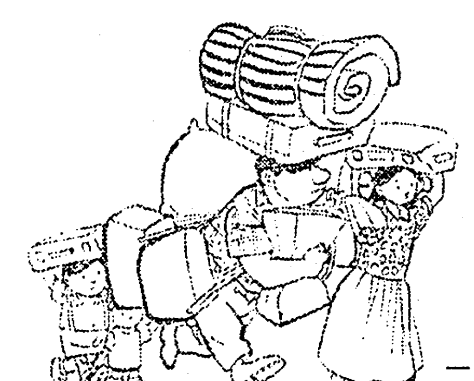
A few minutes can spell the difference between life and death. Don't throw away your whole life for a few minutes at a level crossing.

have run out of stock in the first few days. Helping sales was the bargain price of Rs.15 a copy.

The Railway Board had insisted on this price — the old price — being maintained. With the lowest tender bid Rs.52 lakh for the printing of 2 lakh copies, a substantial loss seemed inevitable if the Southern Railway went ahead with the new look timetable it had



Set an example. Use the garbage bins at the station. Keep your surroundings clean.



Travel light. Remember, less baggage means more comfort.

set its heart on. But then came the bright idea of booking colour advertisements — and with bookings well over Rs.45 lakh, the new timetable may even turn a profit. That's the way all railway zones, not merely the Southern Railway, should start looking at their business.

The only sad note was that the day of the release was marred by that tragic railgate accident the previous day. That the timetable had foreseen such eventualities is certainly a comment on the Indian traffic scene, overall.

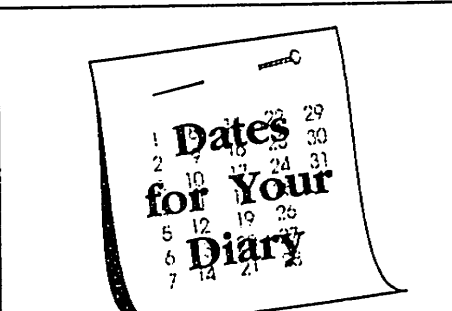
Accompanying this review are cartoons from the timetable, its cover and a sample timetable. By the time you see them and are stirred into ac-

tion, the SRO signs might be out for Southern Railway Timetable '98.

— S.M.



Do not carry inflammable material while travelling. It is not only dangerous but also a punishable offence under the Indian Railways Act.



September 2-9: 'Myths', an exhibition (at the Apparao Galleries).  
September 6: Raga — In Search of Femininity. At Music Academy. Concept & Choreography by Chandralakha.

Raga is about the subterranean, hidden subconscious areas of male-femaleness in our body. It is billed to be performed this November at the Brooklyn Academy of Music's 'Next Wave' festival in New York — the first Indian choreographer to be presented at that prestigious international venue.

The work, with six dancers, includes special music and stage design.

September 8 - October 3: An exhibition of the work of Sunil Gawde (at the Apparao Galleries).

As applications for Rhodes Scholarships are being called for once again (September 30th is the last date), PRIYA KRISHNAN catches up with a Rhodes Scholar from Chennai who is on target at Oxford.

# The Rhodes to rifle success



Roopa Unnikrishnan on the rifle range

It all began when Roopa was 13 years old. K.V. Unnikrishnan, her father, who was in the IPS, took her along on one of his inspection trips. They stopped at a shooting range where practice was going on. "Have a try, Roopa," he said — and they found that all her shots were in the black (marked area nearest to target) — pretty impressive for "a l'il tyke like me," she recalls. Thus began her initiation into the world of rifle shooting.



Roopa Unnikrishnan, Rhodes Scholar, Oxford Blue and UK Champion

Her persistence, along with her father's discovery of the Madras Rifle Club (as it was known then), proved a winning combination. The Rifle Club was a friendly hangout with well-wishing members like Nath and A.R. Krishnamurthy, who most kindly offered the use of their rifles to her when they saw Roopa make rapid strides. They gave her access to equipment in a sport that is highly equipment-centred; there is only so much you can do with an open-sight. 22 Bruno (the basic rifle used by NCC cadets etc.).

They also honed her skills well. That very year she qualified for the State team which won a silver medal at the National Games. She was ranked fifth. "It was many weekends of practice and evenings of mental-training," she says. Her competitiveness vaulted her onto the national scene within a year, recipient of a National Medal in the senior women's

category. A consistent winner, having broken the men's record too, she began to represent India from 1990 at a host of international events like the World Championships in Moscow, the Asian Games at Hiroshima, the SAF Games (where she won a silver) and the Commonwealth Games in Victoria (Canada).

Roopa Unnikrishnan today is at Oxford University, where she has been since September, 1995, when she received the honour of being elected India's 100th Rhodes Scholar. She is the only Indian shooter to receive a full Blue (University colours).

She exemplifies the vision of Cecil Rhodes "that the Rhodes Scholarship would bring to Oxford from Commonwealth countries men with extraordinary academic and extra-curricular achievements." It was only in 1976 that the British

Parliament, keeping with the times, made it possible for women to be selected for the Scholarship. Roopa got her chance on her second try for the scholarship — and off she headed for Balliol College.

Roopa relived those moments for me. "I sat absolutely still when my name was introduced. It was like all those accounts of people hearing their names through a delicious mist, well that's what happened."

She was struck with a moment of sheer panic once the news sunk in. That she had got what she desired and was off to the place which had produced some of her heroes — Toynbee, Adam Smith and Thatcher! What followed was sheer elation, that she had finally been given recognition.

"Five thousand or so applicants, 250 were called and 20 shortlisted", explained her parents. The twenty were then invited to a get-together, to mingle with prominent citizens and leading lights of academia. The final round, thereafter, was the interview. Soli Sorabjee was one among the panellists who interviewed her. While sport is one of the more important criteria for selection, there have also been people with strong backgrounds of artistic or dramatic achievements. The fact that Roopa was an all-round achiever helped considerably. She has excelled in dance, table-tennis, has won

all-India medals in poetry writing, and best speaker awards for extempore speaking and in debates. Thanks to the time spent on shooting, she had to work doubly hard on her studies, which brought along brilliant results.

A member of the University rifle team from her first year at Oxford, she captained the team last year and led them to victory over Cambridge ("our major rivals!") after a period of 18 years. She was the only woman in both teams. She has also won several all England titles.

The sport has taken her all around the UK, won her many friends and, in addition, given her the opportunity to travel to World Cups in Munich and Milan. This has been made possible by support from Balliol College and the Rhodes trust.

Shooting is a sport that requires concentration and mental control. This being the case, Roopa spends a lot of time before a match playing it out in her mind. This includes visualising the range, preparation, her reaction to various weather and protocol changes and the process of shooting itself. Since academics have been equally important to her, she travels with her books and her assignments. "I suppose the thing that keeps my mind away from the stresses of serious competitive shooting is the stress of studying!" she says, describing how she unwinds from the stress of the sport. She also unwinds from her rather packed schedule with music, the strains of Simon and Garfunkel, Irish folk, the Verve and the Beatles.

Most shooting competitions are spread over a week with sixty rounds to shoot, the distance being fifty metres with a rifle weighing eight and a half pounds! She shoots three matches — Sports rifle prone (a lying-down-forward position), Sports rifle 3-position (20 rounds prone, 20 standing and 20 kneeling) and Air-rifle (10 metres). Time in between matches is spent on practice sessions often lasting five to six hours.

At Oxford, she has obtained an M.Phil. in Economic and Social History with her thesis focussed on *The Evolution of*

Government Policy on Wildlife Conservation c. 1879-1947. At present, studying for an MBA, she is working towards a career in Finance or Industry.

In a sport involving heavy investment, with no great monetary return, her parents have worked hard to garner all financial support to help Roopa every step of the way. The cost of a rifle (a German Anschutz) is in the region of DM.3000, about Rs. one lakh, and ammunition costs are high given that Roopa has to practice a great deal to be able to shoot sixty rounds in competition. Then there are other needs — shooting gear, boots (DM 500), glasses etc. — and, finally, all the travel expenses!

Having combined excellence in sport and academics, two disciplines that are getting progressively divorced from each other, she finds there are only a few sources for support in a resource-dependent sport. She feels that more support would help shooters train as their contemporaries in the USA or Japan, i.e., for eight hours a day with the requisite equipment and facilities. "If we do lag behind, it is because of the malaise that affects all Indian sport — the paucity of real sponsorship," she feels.

Despite the lack of adequate sponsorship, the Rhodes has given Roopa Unnikrishnan an opportunity few Indians get. She hopes to get an Asiad medal out of it.

— Priya Krishnan

## Answers to Quiz

- A facility extended to Indians travelling abroad to pay for calls made to the country in Indian rupees; 2. Nairobi (Kenya) and Dar-es-Salaam (Tanzania); 3. Shamshad Begum; 4. Don Bradman; 5. The Enforcement Director, M.K. Bebaruah; 6. Legend; 7. Sardar Vallabhai Patel; 8. Joginder Singh, the veteran athletics coach; 9. Prime Minister A.B. Vajpayee; 10. A piece of hull from RMS Titanic; 11. INS Kora; 12. Brunei; 13. A dedicated website on Indian heritage set up by VSNL; 14. M.S. Oberoi; 15. Michelle Smith of Ireland.

- Joseph Hulse of Siemen-Hulse, Canada; 17. A.G. Ram Singh; 18. Chennai Corporation; 19. Vijay CC, the reigning First Division league champions; 20. The Cellular Jail in the Andamans.

## Will Siva get a chance?

Despite good performances in the Buchi Babu and KSCA Jubilee tournaments, Chennai and Tamil Nadu leg-spinner Lakshman Sivaramakrishnan is likely to find himself out in the cold for the Toronto and Commonwealth Games one-day tournaments, to go by indications as these lines are written. It is reported that the final teams will be chosen from the 22 first selected as the World Cup pool and the eight more recently added, after the A team's tour in Europe.

When that last-minute eight was chosen, notice does not appear to have been taken of Sivaramakrishnan despite Indian skipper Azharuddin and Coach Anshuman Gaekwad having been keen on him getting a chance to show his wares at the preparatory camp that will conclude at Chepauk on September

5th. By the time these lines appear in print, the selectors would have chosen the teams for the two September tournaments. And if, as likely, Sivaramakrishnan is not in them, will he get a look in later in the season?

The selectors have said that the team for the World Cup is still open in many respects and good performances during the season will be reckoned. Will Sivaramakrishnan, who has had a good year, be among those considered if he does well for the State in the coming days? The same question may be asked in connection with D Vasu, who doesn't seem to have merited even the little attention paid to Sivaramakrishnan despite being among the wickets and runs during almost every match he's played in the last year.

It has been reported that both

Azhar and Gaekwad pressed hard for the Chennai bowler — largely basing their arguments on his superb bowling in the last India conditioning camp, in June, and on the eve of the Chennai Test vs. Australia, bowling which some say helped Tendulkar to find the answer to Warne — but his limited first-class play in recent years went against him.

Sivaramakrishnan's problems in Tamil Nadu cricket circles also did not help his case any, but "it's not for the national selectors to look into internal problems", commented one observer.

Sivaramakrishnan had burst on the national scene in the early Eighties and faded out by 1987 after the World Cup.

— Our Sports Reporter

VILLUPURAM - PONDICHERRY - VILLUPURAM											
Villupuram - Pondicherry				Pondicherry - Villupuram							
Chennai Beach Fast Passenger	Villupuram Pondicherry Passenger	Tripali Pondicherry Fast Passenger	Villupuram Pondicherry Passenger	Train Name	Chennai Beach Fast Passenger	Villupuram Pondicherry Passenger	Tripali Pondicherry Fast Passenger	Villupuram Pondicherry Passenger	Train Number	Days of operation	Class of accommodation
655	653	641	651		656	652	646	654		Daily	FC, II
From Table No. 46 to 58											
20.05	08.50			Villupuram Jn.	08.15	04.50	17.30				
20.20	09.00			Valavanur H.	05.06	08.29	16.54	22.24			
20.30	18.15	08.10	04.00	Chinnababu Samudram	05.46	06.12	16.37	22.07			
	18.28	09.28	04.17								
				Pondicherry	05.11	07.52	16.37	22.48			

A sample of the easy-to-read time-table, reproduced in two-thirds of its published size.

# World's best on view

*And our men will be left wondering on the athletic abilities of these women*

(By A Sports Reporter)

Top class women's volleyball action is assured when the fifth leg of the US\$ 1.5 million World Grand Prix '98 is held in Chennai's Jawaharlal Nehru Indore Stadium from September 4th to the 6th. The two-time Olympic champions Cuba, 1997 World Grand Prix champions Russia and emerging world powers Korea and Italy will compete in the Chennai leg.

21½ years and 6'3" height, are led by Natalia Morozova, Evguenia Artamonova and Elizaveta Tichtchenko, with 278, 246 and 225 national selections respectively.

The Koreans, the oldest (24½ years) and the shortest (5'11") have two much-selected national players: Soo-Jeong Park (139 times) and Ji-Yeason Hong (127 times).

The Italians, averaging 22

years and 6'1½" height, have only Darina Miskova with a near-100 (97) selection record. Italy's Simona Rinieri (190 lbs) and Cuba's Yumilka Ruiz Luaces (132 lbs) are the heaviest and lightest players in the tournament. Italy's Elisia Togut and Cuba's Regla Torres Herrera are the tallest players in the tournament at 6'4" while Korea's Chang-Hun Kim is the shortest at 5'7". The highest reach for a spike is 11'3" by Li-ana Mesa Luaces of Cuba and the Cuban average is only about 4 or 5 inches less than

that. Cuba's Indira Mestre Baro blocks at 10'6" and the team's average is only a couple of inches less than that. The rest of the teams are not far off the Cuban marks. Those are figures that could well frighten India's best men's team.

The eight National Olympic teams taking part in the 1998 World Grand Prix are: Cuba World No.1, Russia 2, China 3, Korea 4, Brazil 5, Japan 6, USA 7 and Italy World No.9.

Russia have one of the most charismatic personalities in Women's volleyball in head coach Nikolai Karpol, whose vocal antics and no-nonsense character have made him the central figure of the hugely successful Russian team. Powerful Russia and Cuba have clashed many times before, but the final of the 1997 World Grand Prix, which Russia won, is probably their most famous confrontation to date.

Korea, World No.4 and Italy, the tournament underdogs, could pull a few surprises. The Italians are keen to emulate the success of their men's team — winners of the 1990 and 1994 World Championships. Nevertheless, they are most likely to soak up the experience, as they build towards their Olympic debut in Sydney 2000.

This is the first time Chennai — one of the newest members of the World Grand Prix family — will witness top



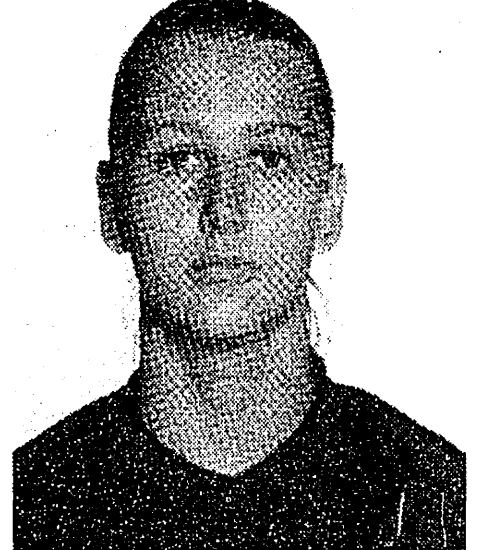
Regla Torres Herrera of Cuba



Natalia Morozova of Russia



See-Jeong Park of Korea



Darina Miskova of Italy

## THE PROGRAMME

Date & Day	Match	Time
Sept. 4 Friday	Russia vs Korea	1500 hrs.
Sept. 4 Friday	Italy vs Cuba	1700 hrs.
Sept. 5 Saturday	Korea vs Cuba	1500 hrs.
Sept. 5 Saturday	Russia vs Italy	1700 hrs.
Sept. 6 Sunday	Korea vs Italy	1200 hrs.
Sept. 6 Sunday	Cuba vs Russia	1400 hrs.

The teams will be battling for ranking points to qualify for the World Grand Prix Finals in Hong Kong. Three teams from a starting line-up of eight will earn the right to join hosts China for the Hong Kong finals on September 12th and 13th.

The Cuban's average 23½ years in age and 6' in height. In Regla Torres Herrera, Mureya Luis Hernandez and Regla Bell Mackenzie they have players who have earned national selection 99, 96 and 91 times respectively.

The Russians, averaging

years and 6'1½" height, have only Darina Miskova with a near-100 (97) selection record.

Italy's Simona Rinieri (190 lbs) and Cuba's Yumilka Ruiz Luaces (132 lbs) are the heaviest and lightest players in the tournament. Italy's Elisia Togut and Cuba's Regla Torres Herrera are the tallest players in the tournament at 6'4" while Korea's Chang-Hun Kim is the shortest at 5'7". The highest reach for a spike is 11'3" by Li-ana Mesa Luaces of Cuba and the Cuban average is only about 4 or 5 inches less than

quality international volleyball. The Chennai leg of the 1998 World Grand Prix is jointly organised by the FIVB (Federation Internationale de Volleyball), the Volleyball Federation of India and sports promoters IMG (International Management Group).

Chennai spectators will have a first hand look at the changing face of the women's volleyball as new rules and regulations, plus flashier uniforms, mark the start of the World Grand Prix. A new coloured ball (yellow and blue), as well as shortened warm-up times for teams, will also be seen for the first time. The city will also be among the first to see team coaches have the freedom to walk along the sidelines, which is all part of an entertainment package making the event more spectator-friendly.

The Libero, instantly recognisable by the yellow bib

the player wears over her uniform, is another introduction. The role of Libero is reserved for players who are particularly adept in defence and can be used at any moment, without limitation, and in place of any player, but only in the back line. The Libero may not serve or spike, but she can resolve very intricate situations with her acrobatic intervention. Referred to by some as the Defensive Joker, the Libero adds a new level of excitement to the game.

Prizes to be won in Chennai are: 1st Place US\$ 60,000; 2nd US\$ 40,000; 3rd US\$ 30,000 and 4th US\$ 20,000.

The eight teams have so far played in Macau, Changqing (China), Fong San (Taipei) and Bangkok. The fifth and sixth competitions are being played in Chennai and Shanghai and the finals will be in Hong Kong.

**More sport on page 7**



Amalgamations Group

**APCOM**  
Apcom Computers Ltd.

HongkongBank  
The Hongkong and Shanghai Banking Corporation Limited  
Member HSBC Group



Sundaram Finance  
Limited



Ashok Leyland

INDIA  
CEMENTS  
LTD.



Spencer &  
Co. Ltd



A V Thomas  
& Co. Ltd.

KASTURI &  
SONS  
LTD.



Sundram Fasteners  
Limited



Bank of Madura Ltd.



The KCP  
Group



Murugappa  
Group



The Taj Group  
of Hotels



Pond's



Thiru Arooran  
Sugars Ltd



Rane Group

EIH ASSOCIATED  
HOTELS LTD.



Housing Development  
Finance Corp'n. Ltd.



The Sanmar Group



TVS Suzuki  
Ltd.