

WE CARE FOR MADRAS THAT IS CHENNAI

MADRAS

MUSINGS

INSIDE

- Strengthen that appeal
- State-protected monuments
- Too many commercials
- Olive Ridleys' last stand
- Time for a Pro League

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The scan shows that your brain and your nervous system are OK, but there seems to be undue stress on your CAS (Conditional Access System)!

The Ides of July

Poor Cable TV watchers – talk about being ground to dust by the grim heel of Fate.

First, they get tossed around, thanks to warring cable operator factions.

And now, apparently, their destiny will be ruled by little boxes. "You are so lucky," the powers-that-be gush, "You'll get so many channels free." Then, lowering their voices, they add: "Er... you'll have to pay for a few, of course." What they forget to mention is that all the popular channels have, by some remarkable coincidence, landed on the must-pay-to-watch list.

Cable operators, attempting to oust competition, have turned the Cable World into a raucous market-place, where voices argue and bargain.

The big question is: What is one to do?

Buy the box, sniff out the best deals, deposit cash wherever and whenever necessary, and watch your shows uninterrupted? Or eschew the whole mess, and go back to the world of books, conversation, and re-establishing contact with long-forgotten relatives?

Tough call, isn't it?

Every TV-watching home is poised on the brink of war as the time to make choices from amongst the channels draws near.

As if life isn't complicated enough already.

Gives you some idea of how a fish feels upon finding itself on the wrong end of a fishing tackle. And all because it allowed itself to be tempted.

Ranjitha Ashok

Help with the restoration, please

The long-pending renovation and conservation of historic Senate House of the University of Madras was started recently and work is in progress.

The renovation cost is estimated to be around Rs. 5 crore and it was due to this large estimated expenditure, the University kept postponing the commencement of renovation work for over a decade, University sources state.

However, Vice-Chancellor S. Ignacimuthu has, with faith in future alumni support and that of well-wishers, decided to commence the renovation work with the available funds. To complete the work, the University needs about Rs.4 crore and the Vice-Chancellor appeals to students, alumni, the public, philanthropists and educational institutions to contribute liberally for this purpose.

Restoration of Senate House is something Madras Musings has urged from its very first issue and now that work has started, Madras Musings appeals to all well-wishers to respond positively to the Vice-Chancellor's appeal, particularly since the University has shown how committed it is to the restoration.

(Also see Page 2)

— The Editor



Restoring the roof is the first priority at Senate House.

Is a southern economic union possible?

Hardly 24 hours after the idea of a Southern Economic Union was mooted at a meeting of Chief Secretaries of the four southern states and Pondicherry, the deep fissures in the region revealed themselves. As long as the disputes over sharing of waters of the Kaveri and the Krishna between Karnataka on the one hand, and Tamil Nadu and Andhra Pradesh on the other, are not settled on a durable basis, what chance do such grand visions have?

The proposal came at a meeting in Hyderabad in May of the standing committee of the Southern Zonal Council. It was proposed by the Chief Secretary of Karnataka, the State that has antagonised the two other riparian States by failing to release waters according to the terms of the tribunal or the Supreme Court's orders or the Centre's directives. Andhra Pradesh Chief Minister Naidu lashed out within a day at Karnataka proceeding with construction of dams across the Krishna and announced that he would take political and legal steps to save his State's farmers. Tamil Nadu suffered consider-

able damage to its rice crops last year, and farmers in the delta districts are fearful of what awaits them this year. Normally, by June 12th, Kaveri water should start flowing from the Mettur dam depending on releases from Karnataka.

Such differences apart, an economic union among the

World Bank, which is impressed with the reforming zeal in these States even if progress is varied among them. All of them are currently involved in economic restructuring programmes aided by the World Bank or the Asian Development Bank. They are working towards medium-term fiscal sustainability, gradually

• by S. Viswanathan

southern States is entirely feasible and should be an ideal solution to accelerate growth of the region. This should help sort out common problems in infrastructure building and in economic and social development. Besides political stability, the States of this region have a better growth record and are more socially advanced than the other States of the Indian Union. Not that the concept is entirely new as it has been advocated from time to time at various business levels.

The 'Dynamic South' has commended itself to visiting foreign investors as well as the

unburdening themselves of loss-making enterprises, and striving to attract investments, domestic and foreign, for the building of infrastructure and in setting up joint ventures with export potential. The region has emerged as the forerunner in information technology with striking contributions in software development and other knowledge-based sectors of development.

Yet, the time has not come for a union, if one looks at the current inter-State relations, especially over water sharing of the peninsular rivers. The Chief Ministers, rather than talking to

each other and finding amicable ways of meeting the needs of the respective States, rely on Central intervention or the Supreme Court. This major obstacle should be overcome through political will.

In the era of economic liberalisation, States had begun to compete for investments, especially foreign direct investment, and this had forced them to reconsider industrial and other policies to make the climate attractive. Logically, it also led them to adopt an agenda of fiscal and sectoral reforms, especially power generation and distribution, which would promote higher productivity and growth. At one time, industrially advanced Maharashtra and Gujarat were about to become a single economic zone but dramatic political changes in these States over a decade and the convulsions that have taken place ruled out that possibility. Neither the zonal councils nor the inter-State council, provided for in the Constitution, have fulfilled expectations built around them. The Southern Zone Council met last in 1997. — (Courtesy: *Industrial Economist*.)

87 — that's too few monuments protected by TN's Archaeology Dept.

Given the antiquity of Tamil Nadu, there should be hundreds of 'protected monuments' in the State, you would think, but there are only 87 listed as protected by the Department of Archaeology, Tamil Nadu, *Madras Musings* recently discovered, thanks to the Department's quarterly journal *Kalvetu* (No. 60-61). There are likely to be as many more National Monuments in the State protected by the Archaeological Survey of India. We hope that publication of the State list below will nudge the ASI to send

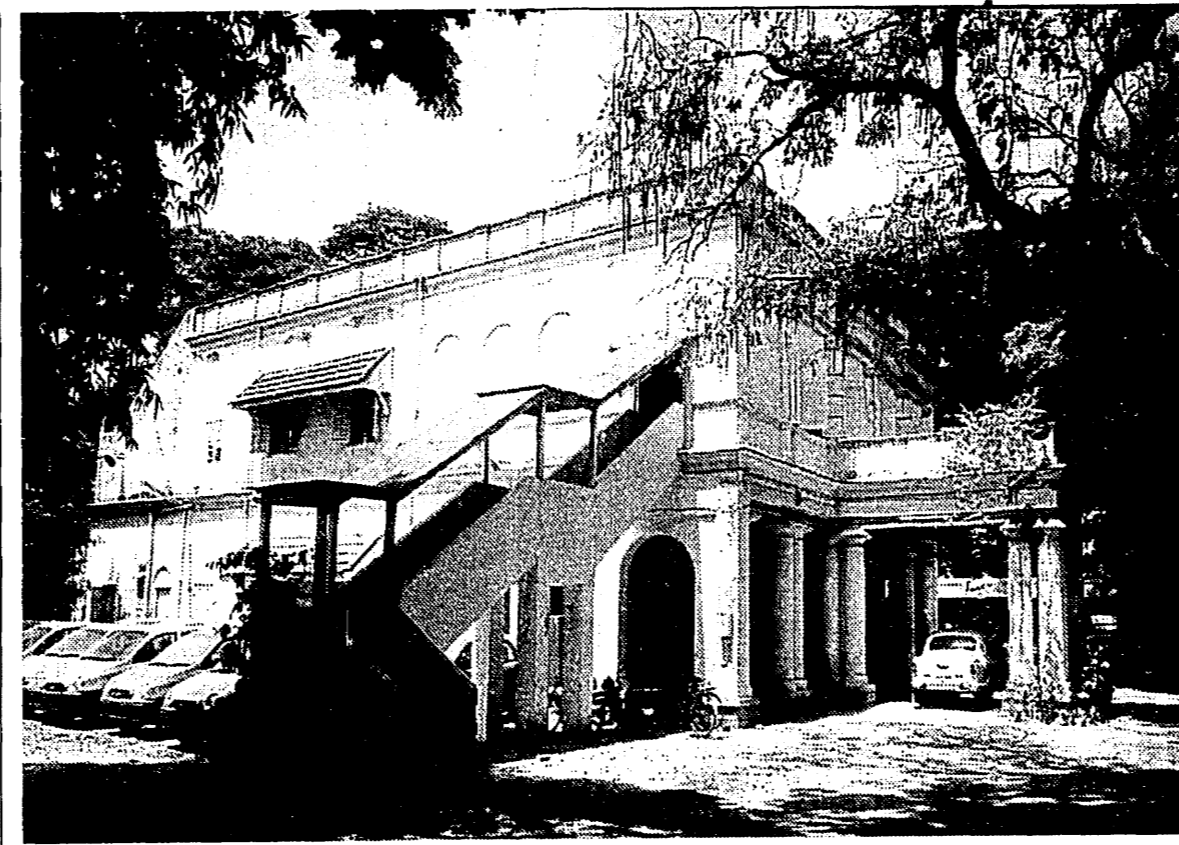
us its list of Protected State Monuments in Tamil Nadu for publication in our columns.

One thing is clear. A couple of hundred protected monuments in a territory with a 2000-year heritage is truly meagre. It also means that thousands of unprotected monuments are being lost sight of and will inevitably vanish from the scene unsung. What a tragedy it is to let our heritage vanish like this for want of a Heritage Act!

— The Editor

LIST OF MONUMENTS

Name of Monument	Village	Taluk	Name of Monument	Village	Taluk
KANCHIPURAM DISTRICT - 12					
Pillaichathiram	Selvazhimangalam	Tiruperumpudur	Kalinga sculptures	Chengamedu	Udayarpalayam
Sivan Koil	Sivankoodal	Tiruperumpudur	Maligamedu	Ulkoitai	Udayarpalayam
Mahadevan Koil	Edayarpakkam	Tiruperumpudur	Erattai Koil	Kilaiyur	Ariyalur
Sivan Koil	Sivapuram	Tiruperumpudur	KARUR DISTRICT - 2		
Alambarai Fort	Alambarai	Maduranthakam	Inscription of rock bed	Velayuthampalayam	Karur
Karunguzhikkotai	Karunkuzhi	Maduranthakam	Amaravathy river bed	Thanthoni	Karur
Vittal Temple	Vittalapuram	Chengalpatnam	NAGAPATTINAM DISTRICT - 2		
Vazhipokkar Mandapam	Thangi	Kanchipuram	Dutch fort	Tranquebar	Mayiladuthurai
Thirulokanatha			Dutch tombs	Nagappattinam	Nagappattinam
Jeenaswamy Temple	Thirupparudhinunram	Kanchipuram	THANJAVUR DISTRICT - 4		
Chokkeeswarar Temple	Kanchipuram	Kanchipuram	Sadayar Koil	Tiruchinampoondi	Thanjavur
Sivan Koil	Kooram	Kanchipuram	Thanjavur Palace	Thanjavur	Thanjavur
Chandraprabha Temple	Tiruparuthikunram	Kanchipuram	Nerkalanjiyam	Tiruppalaithurai	Papanasam
THIRUVALLUR - 1					
Visaleeswarar Temple	Vilakanampoondi	Tiruttani	Manora	Sarabendrarajapattinam	Pattukkottai
VELLORE DISTRICT - 5					
Arumalai Caves	Malayampattu	Gudiyattam	MADURAI DISTRICT - 16		
Seven Mothers' sculptures	Perunkanchi	Walajapettai	Tirumalai Naicker Palace	Madurai	Madurai
Tombs of Kandyan kings	Vellore	Vellore	Paththu Thungal	Madurai	Madurai
Valleeswarar Temple	Shankolam	Arakkonam	Theerthangar sculptures	Madurai	Madurai
Kanja Sahib tomb	Tholingar	Walajah	Brahmi Kalvetugal	Ladan Koil	Madurai
TIRUVANNAMALAI DISTRICT - 5					
Vandavasi Fort	Vandavasi	Vandavasi	Ladan Koil	Kovalampottal	Madurai
Thadagapureswarar Koil	Madam	Vandavasi	Kalvetuppuddukkaikal	Kalvetuppuddukkaikal	Madurai
Chinniyakulam	Chinniyampettai	Chengam	Murugan Koil	Varichur	Madurai
Poondi Arugar Temple	Erumpedu	Arani	Asthangirswarar Koil	Varichur	Madurai
Gangaikondacholeswarar Temple	Koolampandal	Cheyyar	Udayagirswarar Koil	Varichurmalai (Kunnaththur)	Madurai
VILLUPURAM DISTRICT - 10					
Sivan Koil	Kandamangalam	Villupuram	Brahmi kalvetu	Sivan Koil	Tirumangalam
Rock paintings	Chettavara	Gingee	Sivan Koil	Sivan Koil	Melur
Mukthaleswarar Koil			Thirumalai Naicker Mandabam	Thirumalai Naicker Mandabam	Melur
and Seetha Cave	Perumukkal	Tindivanam	Ovamalai kalvetu	Ovamalai kalvetu	Melur
Tirumoolanathar Temple	Perangiyur	Ulundurpet	Tiruvadavur kalvetu	Tiruvadavur kalvetu	Melur
Malaikkottai walls	Thyagadurgam	Kallakurichi	Karungalakkudi	Karungalakkudi	Melur
Kabilar rocks	Pennaru	Tirukoilur	DINDIGUL DISTRICT - 2		
Rock paintings	Kilvalai	Tirukoilur	Padiyan Kalvetupadakkai	Ramnad	Vedachandur
Rock paintings	Alampadi	Tirukoilur	Kugaikoil Chinna		
Sivan Koil	Ulagapuram	Vanur	Ivarmalai sculptures	Dhathanyakkanpatti	Palani
Vishnu Koil	Ulagapuram	Vanur	RAMNAD DISTRICT - 2		
CUDDALUR DISTRICT - 2					
Rudrapathi Temple	Kilakkadampur	Chidambaram	Ramalinga vilasam	Surankottai	Ramnad
Kadambavaneswarar Koil	Erumbur	Chidambaram	Kattabomman Fort	Kamudhi	Madukulaththir
SALEM DISTRICT - 1					
Rockwells and ancient Tamil inscriptions	Periya Erippati	Omatur	SIVAGANGAI DISTRICT - 1		
COIMBATORE DISTRICT - 1					
Ancient paintings	Vettaikkaranmalai	Narasimapuram	Marudupandiyar Fort	Aranmanai Siruvayal	Karaikudi
DHARMAPURI DISTRICT - 3					
Athiyaman Peruvazhikkal	Pakkirimedu	Dharmapuri	TITICORIN DISTRICT - 4		
Ramasamy-Krishnasamy Koil	Mallapadi	Krishnagiri	Kattabomman Fort	Panchalankurichi	Ottapidaram
Jegadevi Fort	Jegadevipalayam	Krishnagiri	British tombs	Panchalankurichi	Ottapidaram
TIRUCHIRAPALLI DISTRICT - 6					
Swasthika wells	Thiruvellurai	Lalgudi	British tombs	Ottapidaram	Ottapidaram
Sivan Koil	Alambakkam	Lalgudi	British tombs	Ottapidaram	Ottapidaram
Sivan Koil	Alagiamanavalam	Lalgudi	Vettuvan Koil	Kazhugumalai	Ottapidaram
Pachil Amaleeswarar Sivan Koil	Alagiamanavalam	Lalgudi	TIRUNELVELI DISTRICT - 3		
Agastheeswarar Koil	Perungudi	Tiruchirapalli	Poola Udayar kalvetu	Seevalapperi	Palayamkottai
Sivan Koil	Pazhur	Tiruchirapalli	Rajakalmangalam	Rajakalmangalam	Nanguneri
			Tiruneelakandam	Panajadi	Ambasamudram
KANYAKUMARI DISTRICT - 1					
			Udayagiri Fort & Capt. D'Lanroy tomb	Padmanabhapuram Town	Kalkulam
CHENNAI - 1					
Memorial pillar	Chennai	Guindy-Mambalam			



Our OLD and the NEW this fortnight are really two OLDs — one intended for decades and the other handsomely restored and demonstrating what a little money and a lot of care can do for an old building.

THE OLD... Both houses in the pictures above are typical of the art deco bungalow construction of the 1920s and 1930s which replaced the garden houses of the 19th Century but which, in less acreage, still remain the centre of a few score grounds of space.

...& THE NEW Our OLD, the intended house, above left, is today the office for the new car parking lot that its grounds are used for by an automobile dealer. Our NEW, above, in almost identical style to the OLD, is a sparkling contrast and a model of what an old house could be transformed into. Restored, the old Kothari house in Nungambakkam, just across the road from our OLD, is today the main office block of the Academy for Management Excellence and its sister institution, the Institute for Financial Management and Research. The splendidly restored main stairway of the Kothari building is a single detail of restoration reflecting what can be done if only there is a will. (Photographs by R. ESWARRAJ.)

Too many commercials spoil the viewing

(By A Special Correspondent)

It may have been a classroom exercise, but it was quite revealing. What emerged was this picture:

• Advertisements on TV are necessary because they make people aware of products, but too many commercials irritate the customer.

• When rival brands compete, consumers are confused as to what is good and try one brand after another.

• Some of the commercials relating to personal products are offensive.

• Celebrities do not influence the purchases of viewers. "We will buy, even without Sachin, Simran or Manorama."

(119), Pattimandram (89) and Interviews (72). Significant was the response to numerology (121) and astrology (114), whereas Classical Music and Dance and Religious Programmes had a response of only around 60.

TV is easily the most important among the various media consumer product manufacturers use, TV commercials bring the product advertisements to

the drawing-rooms of homes, and with TV commercials 'interrupting' interesting programmes, people see them not once, but several times, being literally 'brainwashed' into buying many products.

The objectives of the survey, apart from finding out the favourite channels of respondents and discovering their favourite programmes, were:

• To understand their reactions to TV commercials

• To ascertain the influence of TV commercials on the viewers

• To find out the impact of TV commercials on the viewers.

The views of the respondents to TV commercials for various products are shown in Table 1.

Of the 226 families surveyed, as many as 187 considered TV commercials an interruption to programmes. Only 29 said that they were not and 10 did not express any view.

They also considered TV commercials an interference to interesting programmes and did many things during such breaks, such as:

Switch channels - 182
Go to make phone calls - 71

Go to the toilet - 74
Open fridge to eat or drink something - 96

Many respondents expressed the view that while breaks were necessary, they were too many and too frequent. One respondent said in despair, "We seem to be watching TV commercials all the time and the programmes seem to be the breaks. It is better we call all the channels advertisement channels."

Rated by the respondents as the best among the TV commercials were: Saint Gobain Glass (222), ICICI (210), Junior Horlicks (207), Red Roses (207) and Hutch (201). The largest number of respondents felt TV commercials for Pepsi and Coke were stale. And large numbers felt several TV commercials were "bland, lifeless, uninspiring, repetitive and boring".

Commercials considered offensive and whose discontinuance was urged by the respondents were those for Sanitary Napkins (all brands) (212), Deodorants (217), Paan Masala (216) and Undergarments (all brands) (210). These advertisements should be totally banned as they offend the sensibilities of the viewers of different age groups. "Why should our country ape the West in these?" asked many.

Of the 226 respondents, 187 said they bought some products after seeing the commercials, but 124 said that after using the products they did not buy them a second time. The products included appalams, soaps, detergents, shampoos, edible oils and toothpaste. They did not repeat-buy because they were not satisfied with the products, about which great claims were made by the advertisements.

(Continued on page 6)

Breaching the beach

I live in Chicago. I have just returned from a trip to Miami Beach, Florida. Both cities are lucky to sit near huge bodies of water and adopt a plan of sensible development so as not to disturb this treasure. The former sits on the shores of Lake Michigan (one of the five great lakes) but still has managed to create a nice artificial beach. The latter has a beach — well, not just a beach but also the world's longest.

Almost 16,000 kilometres away, in Chennai, we have the world's second longest beach. The recent controversy surrounding the proposed construction of the new Tamil Nadu government offices near the beach and the fact that some historic buildings will be lost in the process, made me look at the differences in approach.

Most don't dispute the fact that the existing infrastructure (in the secretariat and seat of the local government in Tamil

Nadu) is inadequate to handle effectively the administrative needs. But a modern enclave of tall towers of multi-national companies, massive mansions of the embassies/consulates and a new government secretariat do not seem to be the answer.

We need not just today's sights but tomorrow's vision! Chicago's unique and beautiful lake-front is no accident. The city has a long history of civic campaigns to preserve and protect Lake Michigan's shore, starting with retailer Montgomery Ward's 19th Century crusade against development interests with the dictate "public ground to remain forever open, clear and free of any buildings, or other obstruction whatever." Ward's efforts were the first steps toward reclaiming what could have become industrial waterfront, like most US cities. Instead, the city created a lakefront for the people — with parks, sandy beaches, boating harbours and museums.

The Chicago shoreline has been guarded ever since by civic groups that resist development near the lake. Today, the lakefront runs contiguous, green and accessible to the public with 26 of the 30 miles of shore public.

This is all not just in the name of ecological or environmental reasons. There are huge economic reasons as well. Miami had virtually no beach by the mid-Seventies — with run-down facilities and an unsafe reputation. A concerted effort in the late Seventies rejuvenated the Miami Beach and opened its beaches to the public. Commercial construction was regulated. Public utilities and safety were strengthened. Beach attendance has since trebled from eight million to 24 million today. The number of foreign tourists visiting Miami alone increased from 2.2 million in 1978 to 5.7 million today. These visitors spend \$4.4 billion annually. (In comparison, the total number of foreign visitors to India is 2.3 million.) These are compelling reasons.

The Queen Mary's College is both an institution and a monument. This educational institution has been a proud landmark of Chennai. To pull down its buildings would be sacrilegious. One of the best ways to preserve a country's heritage and pay tribute to its history is to maintain and restore ancient buildings, to retain a legacy for future generations to understand a country's great and glorious cultural richness. I hope that these just don't wash away. — (Courtesy: *Industrial Economist*)

Bala Swaminathan

Table 1 — showing the views of the respondents to TV commercials for various products

	Appealing	Educative	Informative	Amusing
Health drinks	164	142	136	78
Edible oils	48	51	34	23
Toilet soaps	56	41	17	19
Detergents	64	49	08	06
Beauty products	75	86	67	59
Consumer durables	68	41	39	46
Automobile products	54	53	46	05
Automobiles	64	56	23	18
Two-wheelers	72	29	37	12
Beverages	112	64	71	67
Chocolates	96	62	51	42
Biscuits	74	41	31	18
Icecream	104	87	69	27
Soft drinks	168	72	41	94
Financial products	182	156	146	112



(Current Affairs questions are from the period May 16th to 31st. Questions 11 to 20 pertain to Tamil Nadu and Chennai.)

1. Name the Hollywood megastar, who has appeared in four of the highest grossing movies in history and who was awarded a 'Walk of Fame Star' recently.
2. Which historic Russian city, once called Leningrad, celebrated its 300th anniversary recently?
3. Name the Bollywood actress whose father has been indicted, based on a complaint by Prafull Sarees, for alleged threats.
4. The Golden Jubilee of which 'tall' human achievement was celebrated on May 29th?
5. Which Italian football team won the UEFA Champions Cup in Old Trafford on May 28th?
6. Which high-profile Lok Sabha constituency in U.P. has been re-named Charapatni Shahuji Maharaj Nagar?
7. The final manuscript of which famous Beethoven composition recently fetched £ 2.1 million at a Sotheby auction?
8. Which film won the Golden Palm, the top award, at the prestigious Cannes International Film Festival?
9. According to a new Stanley Gibbons index, which living personality's autograph is the most expensive, costing more than 1900 Pounds?
10. Who won the Best Sportsman and Sportswoman Laureus Awards, considered the Oscars of the sporting world?

11. Which of Chennai city's three oldest roads led out of the St. George's Gate of Fort St. George?
12. Which team won this season's MAC-TNCA First Division cricket league and retained the Raja of Palayampatti Shield?
13. Name the former DMK minister murdered in Madurai on May 20th, leading to tension in the party.
14. What 'weekly' was started by the 'Triplicane Six' on September 20th?
15. What conservancy campaign, aimed at cleaning up the city in 'record time', was launched in Chennai on May 26th?
16. Name the MDMK Union minister who resigned following the arrest of his PA for allegedly accepting a bribe from an IRS officer.
17. Which bridge in Chennai started as the Triplicane Bridge and later was known as St. George's Bridge?
18. If T.T. Krishnamachari was popularly called TTK, which famous industrialist was simply called 'J'?
19. Which two stations under the Southern Railway have been chosen for mechanised cleaning by the Railway Board under a National 'Clean Train Stations' scheme?
20. Name India's first vernacular version of 'Scrabble', created by Gopalan and Sudha Raja Kumar in Tamil.

(Answers on page 8)

Olive Ridleys' last stand in Chennai

I recently saw *Olive Ridley's Last Stand*, a film by Chennai-based wildlife filmmaker Shekar Dattatri. The hall was full — and Shekar warned his audience that many of them would not enjoy what they would see. And he proved to be right.

The film started with the Olive Ridleys nesting in large numbers on the shores of the Gahirmatha Beach, Orissa, which is also the world's major nesting area. However, within a few seconds, the scene changed — we could see the dead bodies of hundreds of sea turtles littered on the sands and also

under threat from developmental and unabated trawling activities. Considering these facts, conserving our coastline becomes even more necessary. This year, the volunteers of the Students Sea Turtle Conservation Network (SSTCN), which has been involved in the conservation of Ridleys for more than a decade, were shocked to find about 50 dead turtles washed ashore during their walks on the beach between Besant Nagar and Nilangari during the season. This number is more than double the previous years. The volunteers also

• by T. Murugavel
Trust for Restoration of Ecology & Environment

more bodies being washed up. The most appalling feature of the scene was the indifferent attitude of the people passing by. There was scant concern for carcasses strewn around them.

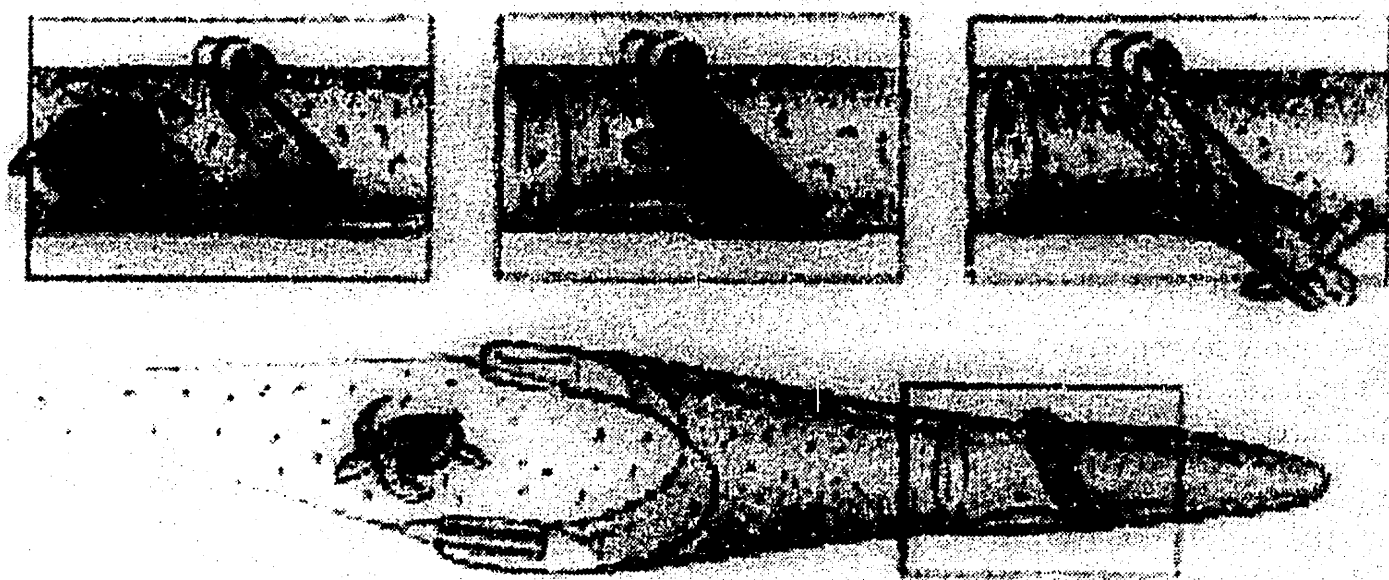
The film also gave a comprehensive picture of the threats faced by the Ridleys onshore and offshore during their nesting season and how their mortality rate is on the rise. It also illustrated the various hazards faced by the Ridleys. In particular, it depicted how trawlers are unwilling to use Turtle Excluder Devices (TED) — a device that is supposed to help a turtle escape through an outlet, when caught in the nets — and how the government has not done much to stop unabated trawling. In addition, how hatchlings were attracted by the lights from the buildings along the beach and died without reaching the water was discussed.

The opening scenes of the film, which exposed the apathetic attitude of people, forced me to think about the scenes I have seen on Chennai's shores. These scenes were not very different from the ones seen on the Orissa coast.

Though only hundreds of turtles visit our Chennai coasts, we cannot ignore the importance of this nesting site. Especially when the world's major nesting site at Gahirmatha is

encountered a poacher on one of their walks. In addition, the number of beach houses is on the rise and their lights are reaching even the water.

It is necessary to stop activities on our shore that would affect the Olive Ridleys nesting. Government should also make the use of TEDs compulsory to minimise the detrimental effect of trawling. It should also play a greater role in turtle conservation. Those living in the beach houses could help by switching off their lights early, at least during the nesting season, or at least dimming them to prevent the light from reaching the water, as is the practice in several countries. Stricter implementation of laws would prevent poaching. All this might yet allow the Olive Ridleys to survive in Chennai waters.



A turtle excluder device.

TOO MANY COMMERCIALS SPOIL THE VIEWING

(Continued from page 5)

Celebrity endorsements, they stated, did not influence their purchases, except in rare cases. Pepsi, Coke and Thumbs Up advertisements were good and they bought them occasionally, but not because of celebrity

endorsement; they had to buy some soft drink to quench their thirst. By and large, of the 226 respondents, 173 said they were not brand loyal. They were ready to experiment with any brand.

The survey covered respondents in Tiruvanniyur, Adyar,



An Olive Ridley.

Three States act to save Olive Ridleys — But how about others?

Sea turtles are among the most endangered species protected under the Convention of International Trade on Endangered Species of Wild Flora and Fauna (CITES) and the Convention on Migratory Species (CMS). The Indian Wildlife Protection Regulations also classifies sea turtles as a protected species. Of late, sea turtles have attracted the attention of the world community in view of a decision taken by the United States to ban the import of shrimp from countries that do not make Turtle Excluder Devices (TED) mandatory in nets used by the fishing vessels. This is important for India, since shrimp is a major foreign exchange earner contributing over 70 per cent of its marine products' export earning.

Sea turtles caught in large numbers in the fishing nets during their nesting season die on a mass scale. The problem is very acute along the Orissa and West Bengal coasts between December and April. It is against this background that the Central Institute of Fisheries Technology (CIFT), Kochi, took up the design, fabrication, field testing, popularisation and training of fishermen in the fabrication and use of TED.

Five species of sea turtles are found in India's coastal waters. They are the Olive Ridley, the Green Turtle, the Hawksbill, the Loggerhead and the Leatherback. These species are protected under Schedule-1 of the Indian Wildlife (Protection) Act, 1972.

Sea turtles are generally found in warm waters and they begin life as embryos in eggs deposited at a depth of 60 cm on sandy beaches. In recent years, the large-scale mortality rate of the sea turtles due to incidental catch in fishing operations has heightened tensions between conservationists and fishing communities. In 1999 an estimated 2000 turtles were caught along the Indian coast.

Several State governments and administrations of Union Territories have evolved strategies for effective protection of sea turtles. These include habitat preservation, species preservation through recovery programmes, legislation and enforcement of prevalent laws and regulations. They are also conducting research pertaining to biology, ecology and reproductive physiology of turtles.

While West Bengal, Orissa and Kerala have promulgated regulations compulsorily prescribing the use of Turtle Excluder Device in trawling, other coastal States are expected to follow suit to protect the sea turtles. — (Courtesy: Press Information Bureau, Government of India, with inputs from BIJU K. MATHEW, Information Assistant, PIB Kochi.)

Mylapore, Velachery and Besant Nagar. In the areas under survey, 60% of the families had 3 or more members. Half the families had incomes less than Rs. 15,000 a month and the other half had incomes over Rs. 25,000 a month. The majority of the persons

in the families of the respondents were college and school students. They were the ones who are generally glued to the TV, were very observant and perceptive.

The views expressed by the respondents were the collective views of the families.

Remembered glimpses of City's villages

What is heritage? Does it comprise only historical buildings, battle sites, temples or does it also include facets of life and the experiences of people who lived in parts of a city and struggled through life? To appreciate this, you have to read Ashokamitran's *Oru Paarvayil Chennai Nagaram* (Tamil). Coming to Chennai from Secunderabad, more than fifty years ago, Ashokamitran anecdotally describes what he has seen since: the development of various areas of the city, ranging from T Nagar to Velachery, and the changes, some good, some bad, which have taken place.

Did you know that from Damodaran Street in T Nagar you could see corpses burning at the Kannamapettai crematorium? And smell the odour? That there were no slums in T Nagar? How famous the tomato *chutney* of Shantha Bhavan was? Where individual taste buds were catered to, instead of the universally same taste of *sambhar* and *chutney* we get today?

Mambalam was famous for its mosquitoes, probably the only place in the world where a cricket team was named after them! In 1952, one out of three had elephantiasis there. Sanitation was so poor even then. Till 1955, there was no doctor there. No car even for hire. You could get to Egmore or Central only by *jukka*. Electricity was available in only one or two houses and, barring one or two houses, the wells had brown water. In spite of all these inconveniences, Mambalam was densely populated because of low rents and transport availability.

Saidapet still has a number of traditional houses. It is famous for its abattoir, even though there are very few mutton stalls left, probably because of the Gandhians there, one of whom lives very frugally in a small place, that's a shop from 9 a.m. to 5 p.m. and is a library of rare books for two hours before and after. Even though there are many markets in Chennai, earthen pots are available only in Saidapet.

The banyan tree in the Theosophical Society at Adyar continues to be a great attraction. The library there houses many old manuscripts. It is rumoured that the turban pre-

sented by a Siddha to Olcott is kept in one of the library's safes.

The clocktower in Royapettah could be called the centre of Chennai. Nearby landmarks are the Wesley Church School and the hospital. The *jukas* near the hospital which, till recently, was the only place where "police cases" were admitted, carried live persons as well as dead bodies. Growers of roses once used to take from Royapettah the manure they required; it had the reputation of giving the best yield.

Chromepet, the home of 'Chrome leather' footwear, has grown chaotically to house more than one lakh people. Most of them have no easy access to medical care, which probably is why they are healthier than the rest who live a more sedentary life, Ashokamitran humorously suggests. The source of water for Chromepet which was a spring under a hillock in the east has now dried up. The hillock however is famous as 'Kumaran Kunram'.

Tiruvanniyur is one area, which has changed completely. Even if Tirugnanasambandar

elsewhere, seeking clean air, water and peace, they come back here even if it means paying higher rent. Tiruvallikeni is famous for its 'messes', like Saidoji Mess. Hanumantharao Mess, Maami Mess and others which used to serve delicious food in batches of twenty to the regulars. Only after a close scrutiny, as though a prospective bridegroom was being interviewed, would a person be admitted to a 'mess' as a regular. These 'messes' are now being replaced by sparkling commercial food outlets.

Presidency College, the various hostels where students live, T.P. Koil Street, where Bharati lived, are familiar landmarks here. An area where Hindus and Muslims are in equal number, Tiruvallikeni is famous for its Big Mosque where the mullahs give talismans. A recent and a worrying occurrence is the annual 'Pillayar procession'.

Mylapore has from Tiruvalluvar's time been a prominent settlement. It is closely connected with religion, thanks to numerous temples and churches. The annual float festival in the Kapaleeswarar tank

• by Karthik Narayanan

who sang in the temple were to appear, he would unlikely be able to recognise the concrete cage as a *gopuram* or, if he did, he might use his powers to transform it. The tank is no longer a waterbody and only heritage buffs are trying to restore it.

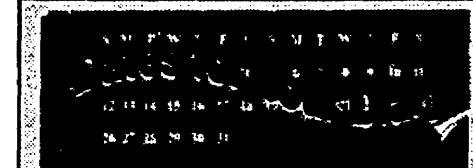
Would you believe it that paddy fields were found in Alwarpet not long ago? It has been a residential area for a long time. The Subramania Swami temple in Teynampet is well patronised. As this area was near the erstwhile Gemini Studio, film extras used to live here in great numbers. One day they would be the Pandya king's subjects, the next day employees of a miser, one day a beggar and the next day they'd be clad in princely clothes. The girls would be dancing in the studios when not engaged in Sathanur or Mahabalipuram. Their smiles and outward enthusiasm had no relevance to reality. A number of prominent personalities lived in Alwarpet. Among the few bungalows which have been preserved is Sir C.P. Ramaswamy Aiyar's.

Residents of Tiruvallikeni seem to be reluctant to live elsewhere. Even if they buy houses

was a glorious affair. The way the tank is abused under the neon sign 'Siva Siva' is probably why the wrath of God causes the residents to suffer water scarcity, says Ashokamitran. The Buckingham Canal, which just fifty years ago was used as a waterway to transport goods from Andhra, is in a pitiable condition now. Apart from its temples, Mylapore was famous for its lawyers who lived there or on its fringes, but they no longer are synonymous with the ancient town; Nageswara Rao Park and the Amrutanjan Company are.

Perambur grew because of its railway connections. A large number of residents are Christians and theirs is the famous Church, Our Lady of Lourdes, whose spire can be seen from the railway line. It is said that a lot of 'Siddhas' used to live here.

Park Town was once upon a time more than Central Station. It had Moore Market, the zoo, a beautiful lily pond, the SIAA grounds and Mi Lady's Garden where annual flower shows were held. *Rekla* races — in which ponies harnessed to tiny 'chariots' raced — were annually held at the SIAA grounds. Wall Tax Road was famous for its Tamil



June 20: Krupa, a speciality centre for the mentally challenged, presents a fusion spectacle of music and dance, bringing together Shobana, Sriram Parasuram, Anoorada Sriram, Bikram Ghosh, Murali Mohan and others. (At Music Academy, 6.30 p.m.)

June 20: The monthly rendezvous, *Travelogue*, with a famous personality. (At Alliance Francaise, 6.00 p.m.)

June 21: Sepia and other poems by Jaya Madhavan. (At Ashvita Art Gallery.)

June 21: This day is celebrated as Music Day in France and to maintain the tradition, the Alliance will play music all day long in its premises. There will be groups of musicians performing through the day. (At Alliance Francaise.)

Till June 28: An exhibition of etchings and graphics by Amitabh Banerjee. (At Artworld.)

Till June 28: Recent works by A. Rajeswara Rao. (At Forum Art Gallery, Adyar.)

June 28: A lecture on pricing

your artwork by Ashvin Rajagopalan. (At Ashvita Art Gallery, 6.30 p.m.)

June 29: A slide show presentation by B.V. Devraj on travels in tribal lands. (At Ashvita Art Gallery, 6.30 p.m.)

July 7: What Constitutes Good Art, a panel discussion and slide presentation on understanding what actually constitutes good art and good taste. The panel members will be: Ashrafi S. Bhagat, lecturer, Fine Arts, Stella Maris College; A. Balasubramanian, one of the most successful young artists from Chennai; Ranvir Shah, a collector, trend-setter and a founder of The Other Festival; and Sharan Apparao, an art dealer and consultant for 20 years, and an integral part of the evolving art movement in India. (At Apparao Galleries, 10.30 a.m. to 12.30 p.m.)

July 29-August 7: Glass Blowing Workshop, an experimental workshop for artists who would like to use glass as a medium. The week-long workshop will be conducted by Apparao Galleries in collaboration with Aria Studio and Factory, the only glass-blowing facility in India. (For further details, contact 98410 22477 or 28273396/28277695.)

plays and Mint Street, near Sowcarpet, the traditional abode of Rajasthanis and Gujaratis, for its commerce.

Choolaimedu, which was once an extension of Kodambakkam, was home to many small industries and also the famous Nelson Manicka Mudaliar Press. It was here, too, that many famous Tamil writers lived.

If housing boards have done well in Anna Nagar, they are a disaster in Velacheri. Its main road starts from Saidapet, and widening and narrowing, goes for more than ten kilometres, housing various companies and factories, colleges and schools and has a Telugu Brahmin Street.

By assigning it the Postal Zone number 2, the Post Office considers Mount Road a separate division. Blacker's Road, near erstwhile Round Tana, was known as the way to the Casino Theatre where tickets were never available for the first show. People stood in the nearby lanes, drank a '2 anna' coffee and, after enjoying the music and dialogues, went for

the second show. It was rumoured that after midnight you were always followed by a ghost. The *dargahs* in Mount Road and in a lane near General Patter's Road are still famous for their curative powers. Even though Suguna Vilas Sabha has lost its address, but not its name, there are no plays associated with it. Kamaraj and Annadurai statues were erected during their lifetimes; one lost his job and the other his life. Is there a moral there somewhere?

Tank is the name of Purasawalkam's famous bus stand. It recalls a tank there which had a glorious past. Its quiet, sylvan surroundings are being replaced by airconditioned highrises and screaming vehicular noises.

Egmore was the railway station which came to everybody's mind if they lived in the south of Tamil Nadu. Housing the metre gauge, it connected remote areas. Many won't believe it, but, once tickets to go to Colombo, Trincomalee or Jaffna

(Continued on Page 8)

CHENNAI HERITAGE

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Editor's Note: A book we hope that will also be published in English translation.

Time for a pro league

The Tamil Nadu Cricket Association league just ended — with a knock-out round introduced to decide the league champion — acquires a new twist with the promised introduction of three-day matches in the first division in the forthcoming season, raising the question how many teams can afford to take part in three-day games.

Proof of the efficacy of the structure of the TNCA league, with its strong support from a cricket-loving group of corporates, was reinforced by Tamil Nadu's confident progress into the recent Ranji Trophy final, though the team faltered at the post. Not many will contest the argument that the advent of two-day league matches, top quality grounds and turf wickets, not to mention the lucrative employment opportunities in Chennai, have all combined to bring about this happy state of affairs. It is only logical then that the Association will try to extend these benefits by simulating first class cricket in the local league. The three-day format is one that aspirants to higher honours in cricket will welcome.

But three-day league matches can, best, be played only by professional teams. Who else will be able to spend that length of time away from other vocations or academic commitments? The new league is therefore clearly meant for professional cricketers, who have already made the decision to pur-

sue cricket as a career. And, to go by unconfirmed reports heard in the cricket community, the two teams to have earned promotion to the First Division this year, the Railways Integral Coach Factory and Southern Railway, will find it almost impossible to take part in the three-day league which will be played on consecutive weekdays most of the time. Another season, it may be the turn of private clubs to advance to the senior division, and the problem will be even more difficult to resolve.

• by V. Ramnarayan

What the present situation does is present a clear window of opportunity for the TNCA to separate professional and amateur cricket, simultaneously strengthening the competitive base of Tamil Nadu cricket in a national context and freeing genuine club cricket from the tyranny of professionalism. If the authorities are prepared to think out of the box, they can change the face of Tamil Nadu cricket forever in one sweeping decision—by making the First Division the first professional league in the country.

Make the first division an open league, remove promotions and relegations, invite entries afresh every year, and raise the stakes by increasing the entry fee substantially and introducing prize money. This way,

the corporates are likely to be the only ones to remain in the fray. (Some of them can continue to sponsor more than one team as they have done in the past.)

In addition to the pro league, the new system will also incorporate an amateur league with the full complement of divisions and their subdivisions into zones as before. All the teams struggling to remain in the senior division can be integrated seamlessly into the new amateur first division. Free movement between the Pro league (played on weekdays) and the Am league (played on weekends) can be encouraged, as the two sets of matches need not clash. While the pro teams may not want to release their senior players to play in the amateur league as well, they may be glad to allow their fringe players to play weekend cricket and remain match-fit.

petroleum and Indian Airlines, at present not competing in the league or playing in the lower divisions, who can be encouraged to enter the Pro League directly, thereby bringing more first class cricketers under their umbrella. An end (or beginning) of season knockout among the top pro teams, a combined amateur team, a university side and a districts team could bring outstanding talent among the amateurs to the fore. Alternatively, these teams can be entered in the time-honoured Buchi Babu tournament, along with out-of-state teams, so that the amateurs do not miss out on selection opportunities.

The proposed Pro League could eventually develop into a national league with provi-

sion for teams from all over India to take part. At the risk of finishing last in a popularity contest, I even suggest that the residential qualification rules for the Pro League should be reasonably liberal in the matter of import of players from other States—or, as one veteran cricket patron once put it, even from overseas. I am all for introducing adequate safeguards to prevent local talent being swamped by external competition, but I am convinced that the opening up of Tamil Nadu cricket on the lines I have proposed, or any other model that could be developed by the many experts we have, within the administration and without, can only firmly establish the State as the major centre of cricket in India.

REMEMBERED GLIMPSSES

(Continued from page 7)

could be purchased at this station — the Indo-Ceylon Boat Mail, later Express, once starting from here. The hospital of Gynaecology & Obstetrics was world-famous. Now, "it looks like an unattended choultry." The Eye Hospital was equally famous. The first Shakespeare dramas which Ashokamitran watched were at the Museum Theatre.

Fifty years is a long time in the history of any city, especially

when pressure on space and basic amenities like clean water, good roads, schools and hospital has brought so many changes. What is of relevance is the manner in which the residents of the city have coped with these changes without losing heart and managed to survive in spite of the insensitivity exhibited by the authorities towards fulfilling their basic needs.

Ashokamitran pays a tribute to that spirit in this collection of memories.

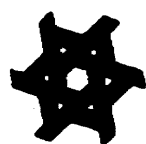
Answers to Quiz

1. Harrison 'Indiana Jones' Ford; 2. St. Petersburg; 3. Shilpa Shetty; 4. The first ascent of Mt. Everest; 5. AC Milan; 6. Amethi; 7. The Ninth Symphony; 8. Gus Van Sant's *Elephant*; 9. Neil Armstrong, the first human on moon; 10. Lance Armstrong and Serena Williams.

* * *

11. Poonamallee High Road; 12. Jolly Rovers; 13. 'Pasumpon' T. Kiruttinan; 14. *The Hindu*; 15. Door-to-door garbage collection drive; 16. Gingee Ramachandran; 17. The Periyar Bridge leading from the Island; 18. S. Anantharamakrishnan of Simpson's; 19. Chennai Central and Erode; 20. 'Thiruthamizh'.

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