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MUSINGS

Vol. IV. No. 4

June 1 — 15, 1994

Rs. 3 only



HIT AND RUN

Not all the city's traffic cops are as lethargic as they appear to be, as the last issue of *Madras Musings* showed brilliantly. But I got a good one too, quite recently. These days I don't trust myself to drive in the totally chaotic and senseless traffic of our city, but I have an excellent driver and so I sit beside him in front and, as I have done for more years than I can remember, always have a camera — an automatic, motorised one — at the ready.

It was just as we were approaching a point near the TVS complex going towards the flyover on Mount Road when the scene you see here today happened before my eyes. The

traffic constable on right held up his hand halting up and down traffic on the main road so that pedestrians could cross safely. Among those pedestrians was a cyclist WHEELING his cycle. Defying the constable's signals, a motor-cyclist roaring down Mount Road, made a sharp U-turn in front of the officer and went back up Mount Road, colliding with the cycle and knocking it flying as it did so.

My picture shows the motor-cycle rider looking back to see what damage he had done. There was little except shock to the cyclist. And the motor-cyclist sped away....

.....But not before the very alert constable had noted the

two-wheeler's number — with a ball-point pen on the palm of his hand (don't they even give them notebooks any more?)

But the constable didn't stop at that. Hopping lightly down from his stand, he commanded the nearest auto and gave chase. Unfortunately, the auto he chose already had two passengers and was therefore much too slow to catch the speeding motor-cyclist, who could, in any case, have hidden in one of the innumerable little side-turnings or shops along the way. My driver, too, put on more speed than I normally allow, in the hope of catching the offender, but with as little luck as the constable.

Never mind, the constable did his best and is a credit to his service, an example to his somnolent colleagues, many of whom I have seen apparently ignoring much worse events.

Madras Police force could, in fact, be the wealthiest service in Tamil Nadu if only they would enforce their own rules. Some months ago, a great deal was made of the rule that all traffic halted by a red light or by a police officer's signal must stop on the broad white line or be subject to a penalty of Rs. 50. Large signs to that effect in English and Tamil were put up everywhere. No one — including the traffic police themselves — ever took the slightest notice of them. If they had, at fifty rupees a time, they'd have netted crores by now — as well as instilled a little more discipline in Madras road-users!

(Photograph and text by HARRY MILLER)

Will U.K. build new utilities for city?

(By The Editor)

When Britain's Minister of Construction, Baldrey, visited Madras recently, it was an interesting and shrewd challenge that Chief Minister Jayalalitha threw him. Will the UK now pick up the gauntlet and get involved again in developing what it had first nurtured as 'The First City of Empire'?

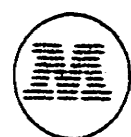
In this era of Indian liberalisation, the Chief Minister's suggestions on two long-delayed projects made eminent sense. With the first phase of the city's Metro likely to be operational by the end of next year, the second phase becomes even more crucial as the city expands south and west. To expect the Centre to fund that phase is to ensure its building takes as long as the first, a decade if anything. In such circumstances, allowing a British company — as suggested by the Chief Minister — to come forward and build the second phase makes sense. And if the Railways negotiate terms with such a company on the running of the first phase as well, there might be an even more willing British investor.

Similarly, the cleaning up of the waterways of the city — the Cooum,

the Adyar and the Buckingham Canal — has long been on the city's agenda with no action taking place. Britain's famed Thames Severn — who cleaned up the Thames — have for a decade or thereabouts been in residence in Madras drawing up plans for successive governments for just such a project. But the only thing that has come of those plans, even with partial British Government assistance, has been some progress on sewage being led away from the rivers to new, North Madras sewage farms. Now there's a concrete British proposal for the Cooum. Perhaps it is time for the British private sector to look at these plans and consider how it can make them a reality. Chief Minister Jayalalitha has certainly offered them the opportunity now. Will the heirs of Day and Cogan rise to the occasion?

With the Chief Minister's challenge made to the visiting British Minister recently, Britain has a glorious opportunity to make its presence felt in the city where it had first developed the institutions which are the legacy of India today. Will it now grab the opportunity and show the people of India that developing infrastructure is as important as, if not more important than, the American way that's linked to consumerism?

TAILPIECE: But as in the earliest days of John Company, the British attitude could well be 'what's in it for us'? Certainly, if the Tamil Nadu Government offers proposals and guarantees that would make the proposals commercially viable, British industrial interests would be willing to pick up the gauntlet. But then, even Indian interests would be willing to enter the lists. Unfortunately, trackside real estate development (like multi-storey stations), for instance, in exchange for fares controlled at the same level as bus fares, might not be the greatest of incentives for the descendants of John Company. Which is perhaps why the British government might think of teaming with British industry in a project that's semi-aid to a part of the world it first came to and whose unfettered growth, to an extent, made its war India's war and Madras Port the gateway to eastern battlefields.



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MANAALI RAMAN...



"Not for votes, Ma... I am a real beggar."

IN MAD MAD MADRAS



# Spitfires fire Agni dream

— In Dhanushkodi

(By A Staff Writer)

Former Defence Research Development Organisation (DRDO) chief Avul Pakir Jainulabdeen Abdul Kalam will not be coming to Madras. He will stay on in Delhi as Scientific Advisor to Prime Minister Narasimha Rao, it has been announced. As Delhi continues to gain from the scientist from Tamil Nadu the loss is entirely that of the University of Madras whose Vice-Chancellorship he had been offered. The Number One scientist in the country was born in a large family in the coastal village of Dhanushkodi, on Rameswaram island, where his father was involved in building and renting fishing craft. As a schoolboy, he used



Abdul Kalam

to sell newspapers in Dhanushkodi — actually only one newspaper, the *Dhanamani*, found its way there. But Kalam was no mere newspaper boy. He developed the habit of reading the paper before he started on his round. And it was that habit which brought him where he is today.

During World War II, when the Battle of Britain was at its height, Kalam happened to see in the paper a detailed page about the Spitfire fighter, the plane with which Britain won the Battle. This ignited his passion to 'reach for the skies' and Kalam single-mindedly followed the ambition till he achieved his dream with the launch of Agni, India's first indigenous ballistic missile system.

For Kalam, a post-graduate in aviation engineering from the Madras Institute of Technology, Chrompet, his first success, in the field with which he

has been associated ever since college, came with the launch of SLV-3 (Satellite Launch Vehicle) in 1980, for which he was the Project Director. In 1982, he was chosen to head the Defence Research Development Laboratory (DRDL), Hyderabad, which he thoroughly revamped after an intensive failure analysis. It was while at DRDL that Kalam anticipated the strictures powerful nations would impose on India and planned the country's missile programme accordingly. The result is that, with the launch of Agni, the sting has been taken out of the Missile Technology Control Regime (MTCR), which had banned export of critical technology to India.

Kalam's approach has always been simple — buy what you can and develop on your own what you can't. That is the practical side of a scientist who has not submitted many papers and has offered fewer lofty treatises; he has proved his mettle by the goods he delivers. This practicality has, indeed, been one of his greatest assets. The other is his innate leadership qualities.

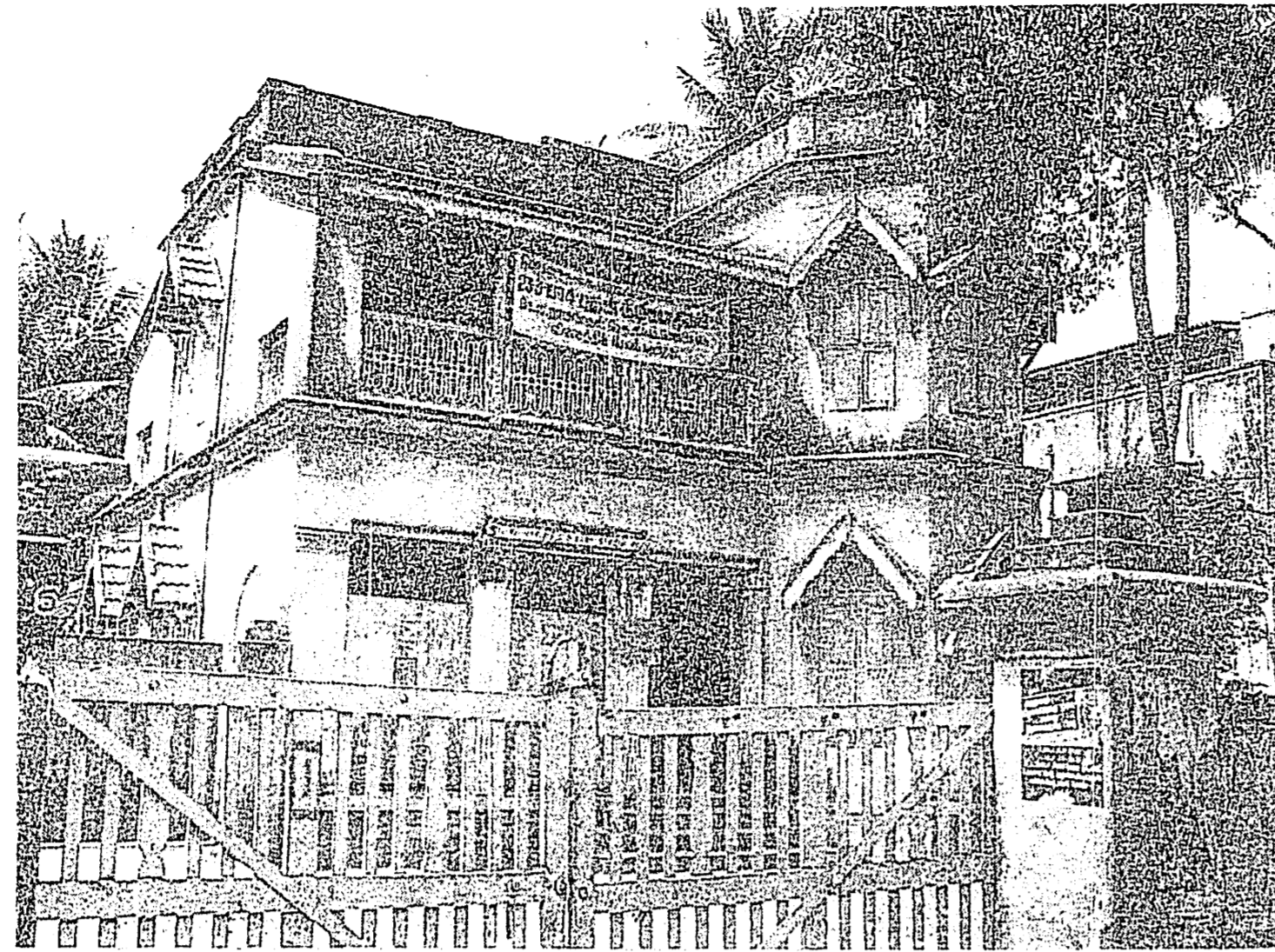
Mammoth tasks like missile programmes call for a great deal of co-operation between members of a team and a head who can get the best out of the team. This, Kalam has been able to orchestrate — and it is for this that he has got much publicity. But it is the team and Agni project director, P.N. Agarwal, who ought to get the credit, insists soft-spoken Kalam who is not a very outgoing person.

Kalam, a hands-on manager, has been an achiever, not merely leading a TEAM but by also getting the ultimate user involved in his projects from their initial stages. Military field officers are always present at review boards and are heard with the intention of their views being incorporated.

Even his hobbies are solitary ones — writing poetry, reading books which range from pulp to philosophy, playing the *veena*, listening to music etc. His lifestyle is also very simple. He lives in two small rooms of a government guesthouse despite a man of his position being entitled to larger accommodation. A book of his poetry, *My Journey*, in Tamil, has been published recently. But science and technology are the first love of this 58-year-old bachelor whose 'child' is Agni.

With Agni a success, and now that he is not coming to Madras, the silver-haired Kalam, a bachelor who works 18 hours a day, has set his sights on a Light Combat Aircraft (LCA) which he hopes will fly by 1996. It is this dedication which has been the hallmark of the eventful journey — from Dhanushkodi to Delhi — of the moving force behind India's missile programme. To Kalam, however, it has always been a dream. As he puts it in one of his poems:

*Dreams float on an impatient wind  
A wind that wants to create a new order  
An order of strength and thundering of fire.*



Two hallowed institutions in 'Mambalam' are the Thyagarayanagar Co-operative Bank and the Thyagarayanagar Co-operative Building Society. Both are at present next to each other on Doresamy Road, but present a striking contrast in architectural styles even if the NEW draws from the OLD.

**THE OLD...** In the OLD, the Society's building, that favoured feature of old colonial residential architecture, wooden gables with tiling over them, is clearly visible. Other features are the 'towered' look that used to be favoured and the squared adaptation of Doric pillars. In the NEW, we're back to adapting the Classical, not our own Indo-Saracenic. The pediment is back in fashion, even in window-shade adaptations, and the pillars are Corinthian in capitals even if they lack the fluting and the proportional solidity of the earlier age.

(Photographs by V S RAGHAVAN)

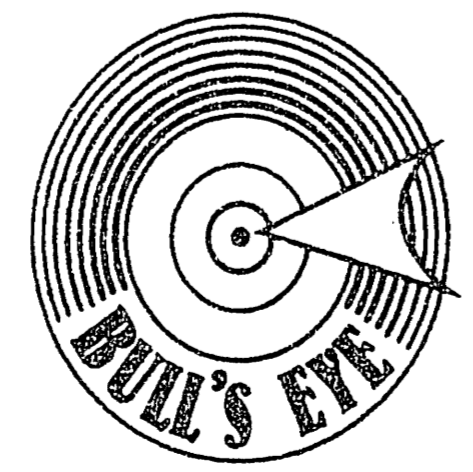


## Equity Research-II

We take up equity research where we left it last fortnight. While analysing a company, you'll, of course, do the routine check, i.e., verify that the share is listed, actively traded etc. before plunging into fundamental and technical considerations. A hybrid of both is crucial for minimising risks in the stock exchange. Fundamentally, you'll analyse a company by a detailed study of its sales, earnings, profit margins, composition of its expenses in terms of cost of materials, interest, wages etc, dividends, management proficiency and numerous other factors. Along with these, equity researchers dabble frequently in two crucial factors, Earnings Per Share (EPS) and the Price Earnings ratio (P/E).

The EPS is a direct function of the profits and size of the equity. A company with a high profit margin need not necessarily have a high EPS, for its capital base might be big. You should have this in mind while interpreting the EPS. Again, if this enhanced equity base is going to be translated into larger sales to maintain the same PAT margin

or an increased PAT margin due to economies of scale, such a company is worth a serious look. Normally, if EPS sees tremendous growth over the years and this trend is anticipated, it will be discounted high, irrespective of increase in equity.



Companies having a higher earnings-to-equity ratio and a higher EPS will generally command a higher market price. The P/E is the link between the EPS and the market price and indicates the extent to which the earnings of each share is covered by its price. If the P/E is 5, then the price of the share is five times its earnings,

or a company's earnings for a period of five years, when added together, will be equal to the price of its share. The P/E acts as a barometer of market opinion and is a useful tool for determining whether a share is overpriced or underpriced. If the P/E is very high, generally ascertained through comparisons with the industry P/E and other companies in the industry, it signals caution while making the future projection of prices. However, it ought to be remembered that companies which enjoy greater confidence among investors, those which form part of a successful group, turnaround companies, closely-held companies and FERA companies generally command a higher P/E than others. The investor should make due allowances for these while making his projections. Sometimes a company might be on the verge of a major growth phase, not reflected by its past performance record. So hike the P/E suitably for better projections, since the market discounts the future profit and not the past record.

(Continued on P6).

A chat with...

## Indian Advertising's father-figure

With over fifty years' experience in his chosen profession, R K Swamy is the father-figure of Indian advertising. It followed that he would be the first recipient of 'The Distinguished Service Award' that the Madras Advertising Club instituted earlier this year.

Starting as an assistant in the editorial department of J Walter Thompson Company (Eastern) Limited (JWT) in Bombay in 1940, Swamy's advertising career was shaped in Calcutta under stalwarts like Peter Peterson, Thomas Mason and Christopher Thomas. Ten years later, he made a study of the tobacco market in India and Pakistan, something which had never been attempted before. And he was on his way.

After working on various accounts, which included those of Tata Sons, TOMCO, Geoffrey Manners, Ponds, Parry's Confectionery and TI Cycles, RKS moved to Madras, where he developed typesetters, block-makers, printers and allied services. Elevation to the JWT Board as Director followed in 1960.

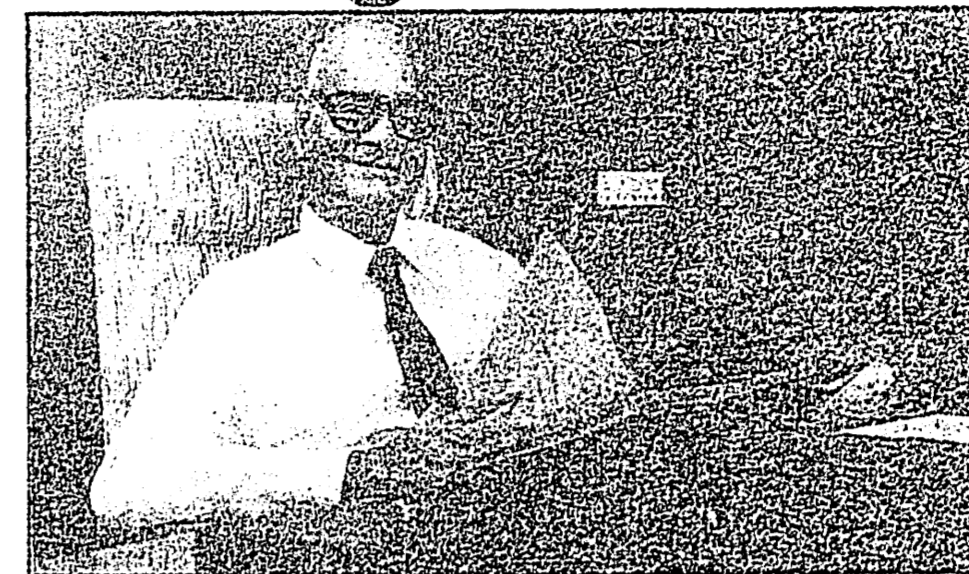
In 1968, when JWT became Hindustan Thompson Associates, RKS was one of the executives chosen to run the company. Swamy, however, preferred to branch out on his own and established R K Swamy Advertising Associates Pvt Ltd (RKSAA) in 1975. In 1990, after the BBDO Worldwide network took an equity stake in the Indian company, RKSAA became RKS BBDO Pvt Ltd., now one of the top ten advertising agencies in India.

In his time, Swamy has been the Chairman of the Advertising Standards Council of India, President of the All India Management Association and Chairman of the Audit Bureau of Circulation. In 1985, the Advertising Club of Calcutta elected RKS to its Hall of Fame. Deeply religious, he has contributed much to temple renovation. He runs a 50-year-old Oriental Educational Institution in Madurantakam and has published a book titled *A Dialogue on Hinduism*.

Dressed in a salari suit, RKS was in a reflective mood when I met him in his office just off Mount Road, behind the Film Chamber's theatre. Although he was slightly indisposed, he talked at length on a whole range of issues, showing an incredible grasp and memory of events and people.

**— How do you compare people of the present generation with those of yours?**  
My generation came up on its own steam, and, yes, with a lot of hard work. There was a lot more of original thinking. And competition was intense for the few jobs that were available; only the fittest survived.

**— What are the changes that strike you?**  
The quality of life has undergone a sea change and there is an internationalisation in our outlook now. Joint families have broken down and nuclear families have surfaced. Nearly 80 per cent of urban Indian families are nuclear. The modern housewife has a lot more decision-making power. With lifestyles changing rapidly all over the world,



R K Swamy — father-figure of Indian Advertising

people are only too eager to experiment. Most of the changes have transcended all class barriers.

**— Has the breakdown of the joint family system been a bitter pill to swallow?**

The joint family system was nourished during the early part of this century, when you put in all you could and took away very little. The very fact that we survived the 1950 world recession is, to my mind, a great salute to the cultural institutions that our elders had built. Everyone was contented then. It was after Independence that we started comparing ourselves with the rest of the world. And the quality of life changed.

### Sashi Nair

**— Achieving Independence was great, but it had its hard lessons too, didn't it?**

When the British ruled India, the entire country was a colony for them to exploit. After Independence, South India became one for the North Indians to exploit. Even now there is a lot of disparity in the distribution of wealth between the North and South. The biggest mistake after Independence was to pour enormous amounts of money into developing Delhi as the capital as well as a commercial centre, leading to concentration of capital in that area. As Kamaraj had suggested, Nagpur would have made the ideal capital.

**— Did we get our priorities right?**

We did not proceed logically to solve our problems in the light of what we learnt during the pre-Independence days. Economists in this country agree that, in 1977, we had become the seventh largest industrial nation in the world and that we also had the third largest pool of scientific personnel. Unfortunately, later politicians could not emulate the examples set by

## Boom ahead for Doctors of Business

Here are excerpts from R K Swamy's speech on the occasion of his acceptance of the Distinguished Service Award from the Advertising Club, Madras.

...The first half of this century was most certainly the era of America's marketing influence and dominance in advertising. Needless to add, other developed countries also had their legitimate share in promoting advertising, but were led by the American School. After the Second World War, advertising as an organised activity became dominant in all developed economies. And advertising had its golden era in those countries between 1950 and 1980.

...It must be said to the credit of Indian advertising practitioners that they saw an unconventional role for advertising in the prevalent licence-and-quota raj. They developed advertising into an organised professional activity to serve a situation that was contrary to what was obtaining in developed countries.

In an effort to understand our needs around this time, I studied the advertising that appeared in 1959, 1964, 1965, 1966 and 1971 — five years — in a leading national English newspaper. Throughout this period, the advertiser universe was around 5000. But the advertisers who consistently advertised throughout this period were only 55. The number was higher between 1966 and 1971 at 225. This showed that only 7 per cent of the advertisers who entered the news columns were really interested in advertising with a view to brand-building for their products or services...

...A new turn in India's political thinking was reflected in its budget for 1985-86. It contained some unexpected measures of economic liberalisation. These measures pushed up the imports of unclassified items from Rs. 2,542 crores in 1984-85 to Rs. 5,463 crs in 1989-90. This led to a phenomenon in which we found 915 new brands of products and services appearing on the Indian market in 1985-86 alone.

...There is very high hope that the coming in of MNCs will make a big difference to our advertising activity. Some of the names that are already with us are: Pepsi, Coca-Cola, Kellogg, BMW, IBM, Alcatel, GEC Alstom, AT&T, Hewlett-Packard, Gold Star, Du Pont, General Electric and Gillette.

It is well to bear in mind that multinational operations have not always been a runaway success. In recent years some of the great names failed to take off as expected. Examples: Tang and Ju-C of General Foods, Cadbury's Apella, Nestlé's Paloma, Lipton's Tree Top, Pepsi's Hostess, Carrier Airconditioning, ICIM, HMV cassettes, Philips TV.

All in all, there is no doubt that existing advertisers will continue to fight for their share of the market. New entrepreneurs will also want to ensure that their investments pay off. The new MNCs will bring to bear on their business their experience in other countries, and emerge as hefty spenders to rise above the existing advertising clutter. In the event, it is safe to assume that the total volume of advertising will grow enormously. Intelligent estimates from the advertising industry sources suggest that the volume may increase to around Rs. 10,000 crores by the turn of the century.

...Although the advertising volume has increased 11 times between 1980 and 1993, it is also conditioned by various levels of inflation that obtained over the years. The new economic initiative taken by the Government of India has thrown up an opportunity and a challenge for the advertising profession to be a dominant player in business globalisation.

Advertising in India is now a fairly well developed profession. There are many reliable research organisations, a large pool of creative talent, a good measure of appropriate media, and the expertise for using them.

Most of our entrepreneurs are world class visionaries in business, and they will not fail to take advantage of the new opportunities ahead. What we have to develop is a close relationship between our ability to produce, and our ability to market the goods and services successfully. This calls for a professional approach to the science and art of persuasion.

The paramount need is a close partnership between marketing personalities and advertising professionals. Both marketing people and advertising practitioners have all the means at their disposal, to understand in depth the anatomy of business in their hands. All that is necessary for the marketing executive is to function as a physician, and the advertising practitioner to function as a surgeon. Since both of them know the anatomy of the business in hand, an intelligent interaction should help them to work in tandem. In the process they will emerge as Doctors of Business.

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#### NOTABLE BOOKS OF THE MONTH

- Brown, Seyom  
*International Relations in a Changing Global System: Toward a Theory of the World Polity.*  
Westview Press, c1992. (327 BRO)
- Buying America Back: Economic Choices for the 1990s.  
Council Oak Books, c1992. (973.927 BUY)
- Clemmer, Jim  
*Firing on All Cylinders: The Service/Quality System for High-Powered Corporate Performance.*  
Business One Irwin, 1992. (658 CLE)
- Mercer, James L.  
*Strategic Planning for Public Managers.*  
Quorum Books, 1991. (352.0004 MER)

- Morrison, Ann M.  
*The New Leaders: Guidelines on Leadership Diversity in America.*  
Jossey-Bass Publishers, c1992. (658.4092 MOR)
- The Pushcart Prize, XVIII, 1993-1994: Best of the Small Presses.  
Edited by Bill Henderson with the Pushcart Prize Editors.  
Pushcart Press, c1993. (806.3 PUS)
- U.S. Congress, Office of Technology Assessment.  
*The Future of Remote Sensing from Space: Civilian Satellite Systems and Applications.*  
USGPO, Washington, DC, 1993. (621.3678 USC)
- Van Crevel, Martin  
*Nuclear Proliferation and the Future of Conflict.*  
The Free Press, c1993. (355.0217 VAN)

## NIDHIS AND BENEFIT SOCIETIES

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by S. RADHAKRISHNAN and M.S. GOPALAKRISHNAN

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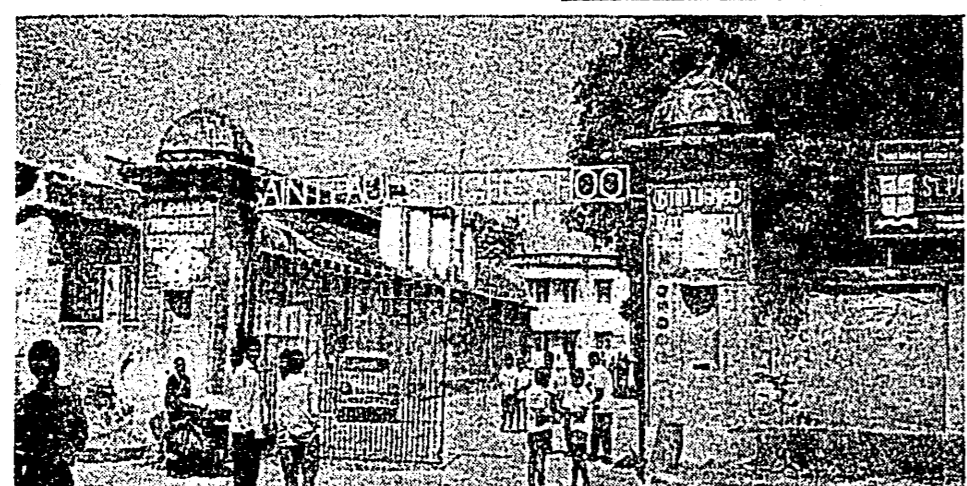
Published by BUSINESS EDUCATION CENTRE  
28/4 Krishnapuri, Srinivasa Ave.,  
Raja Annamalaiapuram  
Madras 600 028.

# St. Paul's

*From Tranquebar to Vepery*

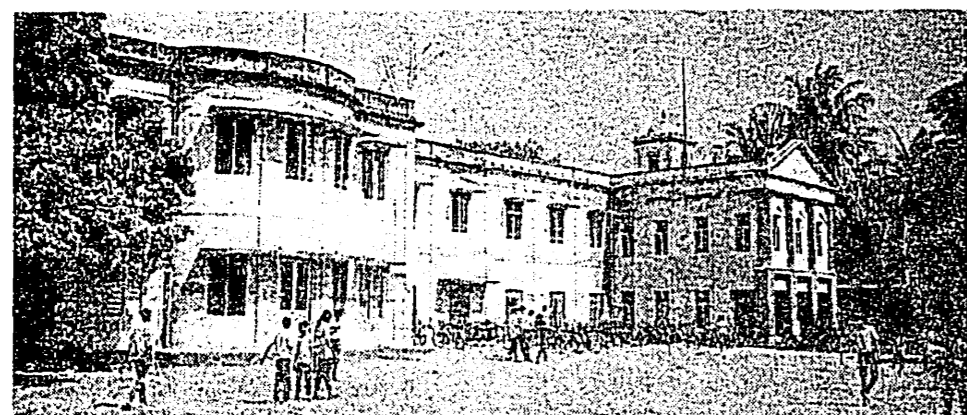
• This series is on Madras schools that are part of the City's heritage. These are not necessarily the better-known or more successful schools of today. These are the schools that helped the city to grow. Each of the schools featured is over 100 years old.

The first Protestant missionaries to arrive in India were Bartholomaeus Ziegenbalg, a Saxon, and Plutschau, a Dane. They arrived in 1706 and established their mission in Danish Tranquebar. The Danish mission — from Halle in Germany! — revived printing in India at what we now call Tarangambadi.



The entrance to St Paul's High School, Vepery.

Johann Grundler, a German and the third member of the Tranquebar mission, gained the favour of Joseph Collet, then Governor of Fort St. George, and Rev. William Stevenson, the founder of St. George's School (see MM, May 16) and Chaplain of Madras, and founded the Vepery Mission. He also started two charity schools in 1716, one for Eurasian and Portuguese children to learn Portuguese and the other for the poor Tamil children. The latter was called the 'Malabar Charity School'. Both schools were constantly hampered by lack of finance till the Society for the Promotion of Christian Knowledge London (S.P.C.K.) took the work of the Vepery Mission under its wings. The S.P.C.K. era came to a close in 1826 when the management of the Vepery Mission was transferred to a chartered society of the Church of England, the Society for the Promotion of the Gospel (SPG). The SPG drew its strength from the Universities of Oxford and Cambridge. A seminary was now added to the school. Ten years later, Bishop Corrie proposed that the seminary and the school be separated, and the school be named the Vepery Grammar School.



The main buildings of St Paul's.



Over the walls from St Paul's school is the C.L.S. (Diocesan) Press, the oldest surviving printing house in the country.

The Grammar School was renamed 'Vepery High School' in 1862. In 1881, it became a second grade College, but soon reverted to a High School. In 1905, the High School offered courses leading to the Matriculation. In 1911, the course of study was changed to the Secondary School Leaving Certificate. The 'house' system was instituted here long before adoption by other schools.

In 1912, the school was renamed St. Paul's High School. Today, the school, situated in a busy commercial area, has 2200 students and 73 qualified teachers. The present Headmaster, J. Jayaraj, is its 30th and has been head from 1982. The school is managed by the Church of South India.

## EQUITY RESEARCH

(Continued from P4)

So much for fundamental analysis and its financial aspects. Of its non-financial aspects, like promoters, project, funding pattern etc., we can but just make mention here.

Technical analysis tries to predict the future price of a share based on its price movements in the past. While fundamentals help an investor decide what to buy or sell, technicals aid in when to buy or sell. Suppose a scrip is bought at Rs. 200. It immediately moves up to Rs. 220, then plunges to Rs. 155, just above its previous well-established low of Rs. 150. Then, you'd be imprudent if you liquidate the

share before it goes below its stoploss at Rs. 150. However, if it does lose the Rs. 150 support, the loss will need to be accepted. On the other hand, if the scrip, after Rs. 200, moves up to Rs. 240 with an immediate dip to Rs. 215 and thereon exhibits an up-swing to Rs. 300, then it would be logical to hold the scrip till it reaches the fundamentally supported price of, say, Rs. 400. Again, if there is a positive four steps with an immediate five-step fall only to rise six steps again, the point at which the scrip crosses the previous high would be the prudent point of entry.

All said and done, equity research is more often eclipsed by a single, unpredictable force: human psychology. Addressing this too is a common market counsel: "Drink like the crowd, eat like it, talk like it, but don't buy and sell shares like it!" Easier said than done, considering that your mindset is driven by crowd instinct in the first place. But it's worth a try.

Now for three fundamentally and technically sound scrips:-

**Denmur Fax Roll Ltd.** (CMP Rs. 21): The country's first project to manufacture fax paper, set up near Coimbatore by Denmur Fax Roll, took off on schedule in April. Its public issue in Nov. 1993 to part-finance this was oversubscribed 2.38 times. The demand for fax paper is currently met entirely through imports and Denmur's products will act as an import-substitute. IBI projects a turnover of Rs. 24.75 cr for 1994-95, yielding an EPS of Rs. 3.27. Prices are moving sideways. Hold.

**Alpha Geo (India)** (CMP Rs. 60.00): The first company in the private sector to enter seismic data acquisition in the oil sector. It planned to acquire, through a public issue, equipment for conducting 3D surveys. The issue, at Rs. 20 premium, received an oversubscription of 24 times. For Mar. 1995, TDICI projects the income and PAT at Rs. 9.53 cr and Rs. 3.10 cr and an EPS of Rs. 7.05, supporting Rs. 110. A good buy even at current levels. (Oops! no technicals for this one, as it only just listed at Rs. 55.)

**Alacrity Housing** (CMP Rs. 30.00): Alacrity Housing has announced excellent results for Mar. 1994. The order book position for March 1994 is Rs. 175 cr. Its turnover has doubled, gross profit margin has shot up by 1260% over last year. The prospects are very enticing, as the expected income from various projects is Rs. 55 cr, with a PAT of Rs. 5.80 cr. The EPS for 1995 results is Rs. 7.25, supporting Rs. 60. The share, after moving sideways for five months, has now risen to an all-time high. Buy.

Text and photos by RAJIND N CHRISTY

## Quizzin' with Ramanan

(Quizmaster V.V. RAMANAN'S questions are from the fortnight May 1-16)

1. After the symbol controversy, what is the symbol allocated to the MDMK of V. Gopalswamy?
2. Which famous educational institution in Madras celebrated its sesquicentennial recently?
3. May 3rd was celebrated universally as...?
4. According to a survey by Freedom House, a human rights group at the UN, which country has the greatest press freedom?
5. Which footballer has been declared 'Footballer of the Decade' by the AIFF?
6. Why was Dr. Balvir Kapil, Chief Physician of the Department of Correction, Virginia, USA, in the news recently?
7. Who is the new World Professional Snooker Champion?
8. Who are the recipients of the prestigious B.D. Goenka Award for Excellence in Journalism for 1993?
9. At which F-1 Grand Prix did former world champion Ayrton Senna die in a crash?
10. What unique record did Norwegian Erling Kugse set on May 9th?
11. Name the first Indian to complete and win the famous Round-the-World Air Race covering 35,000 km.
12. What novel exercise was inaugurated on May 13th at the Meenambakkam airport by IAAI?
13. To manufacture which popular car has the auto giant General Motors tied up with Hindustan Motors?
14. What are two train terminals of the 'Chunnel' (Channel Tunnel) between UK and France, which was inaugurated on May 6th?
15. Who made this remark and when: 'Caravans are on the move. It's now time to plant roses in place of barbed wires and landmines'?
16. Name the prominent industrialist shot dead by unidentified youths in Bombay on May 7th.
17. The SROSS-C2 was put in orbit by ASLV-D4 on May 4th from SHAR. Expand SROSS.
18. The first woman speaker of the South African Parliament was sworn in on May 10 and is of Indian origin. Name her.
19. What was dedicated on May 15th, as a mark of the Brindhanavanam of the Paramacharya, at Kanchipuram?
20. A recently announced nationalist theme park, "Disney's America", has created controversy in the USA. Where was it to come up?

(Answers on p. 7)

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# The invisible editor

A crowded day in a Madras bookshop. The 'little legend' of Indian cricket, Sunil Gavaskar, was being mobbed by fans, all seeking his autograph in his book they'd just bought at a special release function. A bespectacled, mild-looking, not-so-young man pushed his way out of the crowd, emerging triumphantly with a signed copy held aloft like some kind of a trophy...

That was S.A.P. Annamalai, who passed away recently in America. Short of stature, but a giant in thought and deed, SAP built up Kumudam from a struggling publication in 1947 to a bestseller. There came a time when Kumudam sold 700,000 copies a week — incredible for an Indian magazine. He not only created

by Randor Guy

A man in a spotless white dhoti and shirt stood in a queue to buy a ticket for a movie. People behind him kept shouting, "Move on, old man!"

No one in either bookshop or ticket queue was aware that the elderly man was the editor and owner of what was then India's largest circulated weekly, Kumudam, S.A.P. Annamalai.

SAP's strength was his invisibility; even regular contributors to his magazine did not know him.

At a wedding reception some two decades ago, while I was having dinner, a lawyer friend kept staring at me right through the meal. Later, at the wash basin, the lawyer accused me of having become swollen-headed as a result of the little success I had had. When I was surprised by the accusation, the lawyer explained that the person seated next to me was none other than S.A.P. Annamalai, who had given me my first break.

I laughed as I replied that I had no idea my neighbour was SAP; I had never seen him! "That can't be true," said the lawyer. I pointed out that SAP

new trends in Tamil journalism, but moulded the reading tastes and habits of Tamils round the world.

"A man of minimum words and maximum action," his disciple Lena Tamizhvanan describes him. SAP was constantly on the look-out for fresh ideas. He was delightfully daring and did not bother if puritans and hypocrites criticised him; he was sure they too would read his magazine!

Born on December 12, 1924 in an affluent Nagarathar family, SAP grew up under the eye of his uncle, S.A.A. Annamalai Chettiar, a big name in the racing world of yesteryears. After finishing his master's, S.A.P. joined Law College with a classmate and friend. Their's was to prove a lasting friendship till death did them part. The friend was P. V. Parthasarathy, the publisher of Kumudam, who handled the marketing of the publication from the first issue. An aggressive salesman, he toured extensively, often carrying

## Indian Advertising...

(Continued from P5)

therefore, advertising will continue to be limited. Many of the bigger companies manufacture products which are of an intermediary nature, so advertising is not really required.

What would you have to say to the young joining the advertising profession now?

There has to be a lot of hard work and perseverance. You should be prepared to be self-made. I was

fortunate to have a wife who was willing to leave me to attend to my work for 18 to 20 hours every day.

Today, the situation is so different. One has to learn as one goes. Advertising is a combination of so many things, history, literature, politics, environment and talent as well. Above all, one has to understand human psychology, before concepts and ideas emerge and the storyboard takes shape.

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# Campus takes a look at serious cinema

Campus Film Society, a forum for the intelligent (sic) student, is shortly bringing out a souvenir to commemorate its second year of existence. It now has over 200 student members from around 15 colleges in the city.

Campus contends that students in Madras are generally unaware of serious cinema. It was started to introduce students to film classics and to generate interest in such cinema.

Ajit Hari, the man behind Campus, says students can learn much from cinema. Many perceptive film-makers have ad-

## THE VIEW FROM THE WINGS

dressed and resolved existential, ethical and political questions in their films from which growing minds can learn much, he says.

My question is why call it a forum for "the intelligent student"? Why not for everyone? After all, Campus is meant to encourage students to think for themselves and ask questions.

A few bright and enthusiastic students are involved in the organisation of Campus. They screen the classics on Sunday afternoons. Mini Hari, vice-president of Campus, says there are as many girls as boys among the membership. The membership fee is only Rs. 50/- a year.

A study of Campus by Hassath, as part of her Master's degree in Mass Communications, reveals many interesting facts about the society.

As a student aware of good cinema, Ajit Hari found few opportunities to view serious films in Madras. This was unlike in Kerala and Calcutta, where film societies have a long history. In Karnataka, K.V. Subbanna has even been able to show serious films in remote villages in the interior and his movement has been very popular. The Campus film movement was, surprisingly, resisted by the colleges. "This was a reflection of the general bias

against anything associated with films," says Ajit. "But there has been a change of attitude over the last two years." Stella Maris even had a six-day film appreciation course on campus in September '93 which was attended by sixty students!

The young members of Campus source their films from the National Film Archives in Pune, from the various consulates in Madras and even from the NFDC. Most screenings are at the Russian Cultural Centre, the Film Chamber or the Manorama preview theatre. Ajit Hari has great plans for the society.

He's hoping to be able to screen classics on the campuses, bring out a monthly newsletter, conduct film appreciation courses, film workshops and amateur film festivals, and build a library of film books.

"Cinema," says Hari "should be a part of the curriculum in all undergraduate courses, as literature is. Eighty per cent of the output of the publishing industry is dubious pulp writing. Literature is not identified with such writing. The term 'literature' is equated with the more serious work done by the best minds in various languages. But why is cinema always associated with the commercial cinema and the values represented by it, despite the fact that there is important and serious work done in the cinema around the world?" wonders Hari.

Since films have become a part of our lives, with the T.V. being a constant companion, the young should get to know what the film medium is all about. And in that context, the work of these young people needs to be appreciated.

V.R. Devika

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# Giving his life to sport

He's the unrecognised, little-known sponsor of sports talent in Madras. He virtually lives sport — in fact, Mayor Radhakrishnan Stadium is virtually his 'home', though he has got a house in Royapettah. And it is from his second home that he's made a considerable contribution to volleyball, basketball and athletics in the State.

There was a horde of children at the Stadium when I went to meet P John. Many of them seemed to come from homes that were far from affluent. In fact, what John's doing here is keeping many such children off the streets. But that's just another achievement of John's that's also not recognised.

John was seated on a cement bench in the Stadium as I watched a group of children walk up to him and bow respectfully. He reeled off instructions and they walked quietly on to the ground. With kids and games, the ideal combination to drive you mad with noise, you would expect chaos at the stadium. But it was so quiet that I was tempted to think that the children were writing an exam, not playing! But that is all part of the strict discipline that John



insists on. A carry-over of his 37 years as a policeman.

John was an inspector in the Law and Order wing, but suddenly one day he was transferred to Traffic. "I wouldn't ignore a case I was asked to," he alleges. It was from Traffic he retired to bring discipline — and sport — into the lives of children.

Today, he trains children in basketball, volleyball and athletics throughout the year and also runs special summer camps to spot talent. Apart from discip-

line, what John emphasises are strenuous work-outs every morning at these camps. Quite a few drop out of his camps, unable to withstand their rigours, but for those who hang on, it is worth the effort as John has produced many national and international stars — volleyball players like Dinakaran, Chitrapandian, Venkatarama Reddy, Veeravel, Anbalagan, Dhanapal and Jayadeep, basketball player Gopal, women internationals Asha and Kamala (who were in the gold medal winning Indian team at the recent SAF Games) have all been groomed by John at the Nellai Friends Club.

The Nellai Friends Club that John founded has been on the Madras sports scene from 1961. He had been a player who had participated in tournaments upto district level. To pass on to the younger generation the experience he had gained, he started the NFC. It was a part of the urge to be in touch with sport in some way or the other after his playing days were over. He had observed a foreigner who was training sportsmen at Egmore at that time and modelled his approach on him.

John was a footballer at the village school in Suviseshapuram near Tirunelveli. But volleyball and basketball are the games NFC specialises in today. That's because when John came to Madras, there was no football ground — where he lived, and, to satisfy the



John and his wards at Mayor Radhakrishnan Stadium.

sportsman in him, he switched to volleyball. He recalls that in those days there was little organised activity as far as sport was concerned. Even the rules of the games were not taught the players. They had to learn them in the course of play. If they played, it was simply because they loved playing.

Contrasting that with today's scene, he laments that sport, nowadays, is only a means to get a job or a promotion. In those days, he says, "when we lost a match, we would literally cry and go without food, but today a win or

more work to spot raw talent in the right places and ensure its development, he explains. For example, in places like Kanniyakumari and Tuticorin there are little boys who can swim for hours in the sea. Some do it for a living, diving for coins thrown from the boats by visitors and staying under water for a long time. Good swimmers can be developed from this group, he feels.

When the dismal performance of whatever talent is available in international competition is pointed out to him, he responds that "the periodical spurt of interest before a major tournament gets us nowhere". "If we want medals like other countries, we must give full time attention to sport like they do," urges this seasoned instructor.

As we talk, a boy comes up to him with a request for a break from practice as he has to attend a typewriting class. "Change that class. Not this one," John tells him firmly. John's response is endorsement of what he had been saying.

But then, this insistence on whole-time involvement with sport is only natural for a man who does so much for his wards, even providing food and shelter for the less fortunate ones and charging no one for the training, except expecting them to match his earnestness. Funds for John's wide range of activities come from his better-off friends, philanthropists etc., but it is John's total involvement which keeps NFC and his camps going. "So you continue to contribute in a big way to sport even after you have stopped playing," I compliment him. "No, I can still play. It's just that I don't, so as to give others a chance," this khadi-clad 65-years-old corrects me with a smile that doesn't find its way to the cover of glossy sports magazines.

## Magnanimous Anonymous

— Honouring the unsung

Volleyball in Madras, and in the rest of the country as well, has miles and miles to go to gain the popularity and status of disciplines like cricket and tennis, for instance. Its comparatively low profile is perhaps mainly due to the lukewarm treatment meted out to it by the public as well as the media. In spite of this, the 'fistball' game has improved the overall image of Tamil Nadu sport, and enhanced its status, as no other discipline, it is mainly due to the pioneering work put in by B. Sivanthi Adityan, the Indian Olympic Association President. As President of the Tamil Nadu State Volleyball Association for over a decade, Adityan had, along with such dedicated officials as K. Murugan and M. Gopaul, sown the seeds for the game's growth, and seen to it that it grew to take the country's top spot.

In no other discipline indeed has Tamil Nadu dominated the national scene as in volleyball. The fact that Ernest Amir Babu and his Tamil Nadu team recently made history by winning the National championship for the FOURTH successive year speaks for itself. The record-shattering feat, unfortunately, did not receive the notice it deserved even in the record-breakers' State. Fortunately for the

players, the TNSVA rose to the occasion. It arranged a colourful function at the University Union grounds the other day to felicitate and honour not only the record-makers but also the Tamil Nadu women's, girls' and boys' teams who had also distinguished themselves in their respective national championships in recent years.

After complimenting the victorious teams, especially the men's squad on "its unique feat which no other Tamil Nadu team could achieve", the IOA President, who was the chief guest, emphasised the need for the TNSVA to have its own indoor stadium, and hoped it would come up sooner than later.

Came the final act, the presentation of cash awards to the victorious teams. The prize money, including Rs. 5,000/- each to five men who had played for the State during the last four title-winning years, totalled Rs. 95,000/-. Where it came from was anybody's guess. There was no sponsor. At least, no names were announced. It was left to the gathering to come to its own conclusion. Did it come out of the pocket of the maker of modern Tamil Nadu volleyball?

— AJAX

## TN cricket in the headlines

The Tamil Nadu Cricket Association has of late achieved hardly anything to write home about. Even so, on the eve of its annual general body meeting in June, it has twice hit the headlines in less than a month. It did so for the first time by suspending the dashing left-handed batsman Robin Singh for having criticised its selection committee. It did so again, the other day, when the Madras High Court restricted it and its executive committee from giving effect to a communication by which one of the TNCA members, R.V. Radhakrishnan, was barred from entering the Association premises for four months.

It was not known at the time of writing what prompted the TNCA to shut the doors on Radhakrishnan of the Booksellers Club. But he lost no time in dragging the TNCA to court and getting the ban stayed. It only remains to be seen if Robin Singh, the first Tamil Nadu cricketer, to be suspended, will follow suit on his return from

Scotland, where he is playing league cricket.

Robin Singh was 'accused of making "derogatory and baseless" allegations in an interview given to a Madras journalist who had sought his views on the reasons for Tamil Nadu's fall in status in the national scene despite the game's great popularity in the State,

by  
JAICI

particularly in Madras. Indeed, more tournaments, league championships, coaching camps, summer camps and winter camps are held in Madras than in any other city in the world. The game has no season as such in Madras, where it goes on round the year, even in the worst of heat-waves, as when

a league championship decider was on the other day with the mercury past the 108 degree mark. Yet, Tamil Nadu's record in the National championship, which it has won but twice, and its contribution to the National teams, in the last two of which it drew blank, have not at all been in keeping with the game's popularity in the State.

Robin Singh's allegations, as quoted by the reporter in print, were to the effect that business houses played more than a sponsorship role in Tamil Nadu cricket. Very few of the players chosen to represent the state deserved a place in the team. Fighting words indeed!

Business houses' investment in Indian sport, particularly cricket are huge and the employment opportunities they provide talented youngsters are many. In the circumstances, perhaps, Robin Singh could have been more circumspect. But having opened his mouth, he and Radhakrishnan have paved the way for a fiery general body meeting by June-end.