

WE CARE FOR MADRAS

MADRAS



MUSINGS

U-RENT
REAL ESTATE DIVISION
helps you buy and sell your property in a profitable manner
Call: 414222/411838
35, 11 Main Road,
Ganathi Nagar, Adyar,
Madras - 600 020.
Also manage the properties of absentee landlords.

IV. No. 7

July 16 — 31, 1994

Rs. 3 only

The 'quake danger

(By a Special Correspondent)

the unexpected Latur earthquake which occurred in what was to be one of the least earthquake-

quake-threatened areas in India — being in Zone 3 on a 1 to 5 scale — there has been a relook at the earthquake map of India. And the reports from the experts are not very heartening.

Anticipating the big 'un

that the possibility of more earthquakes south of the Ghats — and possibly even in Tamil Nadu and Madras — is being taken seriously would appear to be indicated by an invitation Madras Musings recently received. The invitation, for a workshop in Madras, read:

Looking at the metros, a recent study states that Delhi is "the most quake-prone among all the metros" and Madras is the least with Calcutta and Bombay in an inbetween zone. Looking at Madras, the report in *Gentleman* magazine says, amongst other things:

● Madras... is probably the least prepared to withstand a major quake among all the metros. The devastation will be compounded by the fact that Madras is a coastal city, prey to the debilitating effects of corrosion and water seeping into foundations, swelling the supporting soil.

"The scale of destruction can be of epic proportions, like in the earthquake Chile experienced in 1960," says Dr. A.R. Santanakumar, Professor, Structures Division, Anna University.

Like all other metros, Madras has a distressingly high density of population,

with slums occupying large sections of the city.

The average house in Madras is a brick structure with reinforced concrete slabs on the outside, the kind of construction especially under threat during quakes...

... North Madras is the most vulnerable chunk since the structures in that area are known to have been poorly designed. However, one saving grace for the Tamil Nadu capital is that there are not too many high-rise buildings...

But whatever the figure in human casualties... Madras has no paucity of space to house relief camps. A phenomenal 11 per cent of the land within the metropolitan area and 3.5 per cent inside the city proper is vacant.

While the report points to Madras and Tamil Nadu being among the less quakeprone parts of the country, it also states that any region which has a past history of earthquakes has the potential to be affected in the future also. And history has it that there have been fairly strong earthquakes in this area in the past. Villupuram suffered from an earthquake on July 8, 1867, and Coimbatore was shaken by an even stronger earthquake on February 7, 1900. An earthquake of similar epicentral intensity was the one in the Gulf of Mannar on September 10, 1938.

The only way to tackle this natural hazard is by "preparedness", this report says. Has anyone in Tamil Nadu thought of 'preparedness'?



Venkataraman recalls his presidential years

(By A Staff Reporter)

President R Venkataraman was not very keen on dismissing the Karunanidhi Government. He was not very certain how authentic the reports of a DMK-LTTE nexus were. But when Prime Minister Chandra Shekar recommended the imposition of President's Rule, he was left with no option but to act constitutionally. Details about this decision of the President and of several other controversial ones during that hectic period November 1990-June 1991 are revealed by the former President in a memoir entitled *My Presidential Years* to be released later this month by HarperCollins India.

Rajiv Gandhi, H.K.L. Bhagat, Devi Lal and Chief Election Commissioner T.N. Seshan are others who are not flattered by Venkataraman's revelations. But at the same time, Venkataraman has not been particularly harsh on them or any others; he and his 'Boswell', Dr. Venkatasubramaniam, former Vice-Chancellor of Pondicherry University, have stated the facts as the former President saw them and allow the reader to draw his conclusions.

Publishing rights for the 500-page book, which promises to be the first part of a multipart autobiography, were won by R.K. Mehra of Rupa-HarperCollins in what at that time was a hectic race for the title that, to mix metaphors, featured some aggressive bidding and hard negotiating. Helping Mehra make the winning bid in Madras after Venkataraman had laid down office was K.S. Padmanabhan of Affiliated East-West Press who are Rupa's distributors in South India. Our picture shows the former President with Padmanabhan (second from right) at the British Book Fair last year, which was about when the negotiations were coming to a climax.

Tourism operators want East Coast Highway

(By a Staff Reporter)

Urging that the work on the controversial 737 km East Cost Highway move into top gear were several participants in a seminar on 'Tourism' held in Madras recently. The seminar was presided over by Mr. J.M. Lyngdoh, Secretary of Tourism.

Citing how bad and crowded the Madras-Mamallapuram road now is and pointing out the need for proper road access to other parts of this coast, several tour operators wanted the East Coast Road to be taken up on a priority basis. Work had been stalled after environmentalists had taken the World Bank-funded project to court on environmental grounds.

The courts have now given the 'go-ahead' for the work already started and ordered that work on the rest should be based on Environment Department guidelines.

Along with the development of the coastal highway, another proposal made at the seminar to attract tourism to the South is a coast-hugging cruise from Madras to Kanniyakumari with stops at Cuddalore, Pondicherry and Nagapattinam. The cruise and a well-developed highway could really then open up the Tamil Nadu coast as a 'tourist attraction'.

Success of any such tourist scheme

ordination between government departments. And at present, there was little of that, many participants pointed out, giving examples of the difficulties in getting an MMDA or Environment Department clearance for any project, gas connections, telephone connections etc., and the varying rates of permits for tourist cars etc.

South India, especially rural South India, could emerge as a tourist attraction, the Tourism Secretary felt, adding that the Centre had never discriminated the South in promoting tourism.



MELTRACK
Audio Cassettes

The Japanese cassette born in India

Meltrack. Brand leaders in the Indian Audio Cassette Industry. Made with genuine Japanese technology. High quality audio tapes that give you a whole new experience in sound.



ARTIG/1239

The vision at times is blinkered Little 'respect' for the South

A recent spate of advertising on the Javalitha Government's achievements during the last three years draws attention to what Madras Vision 2000 promises. *The Man From Madras Musings* is not only delighted that the total outlay has gone up from Rs. 1250 cr to Rs. 4000 cr but also that some of the spending has been visible.

Certainly street lighting is improved and long stretches of major roads have been almost turned into day by night. Street cleaning and garbage collection have also improved considerably, now that a way has been found for both to pay for themselves. Parks and playgrounds are getting facelifts, sidewalks are being paved, trees are being planted and beautification has been going on apace in certain very visible localities. But at the same time, old habits seem to die hard and things that strike *MMM* as curious occur even as Vision 2000 work gets underway.

Take road improvements for instance. *MMM* understands the allocation has increased from Rs. 36 cr to Rs. 175 cr of which about Rs. 92 cr has already been spent and at least Rs. 55 cr more is to be spent on roads alone. *The Man From Madras Musings* regrets to record that he hasn't seen much of these improvements on the roads he travels.

One major road from Kilpauk to Mount Road via Egmore and Nungambakkam, at least half of which was ruined by water lorries, is very little better

than when the water tankers plied it more regularly. Bylanes off it, all victims of the tankers and the subsequent rains, are in even worse condition. In both instances, a bit of jelly and tar is scattered in patches to fill the worst of the potholes and this seems to be the Corporation's concept of road improvement.

On the other hand, one long residential road in an upmarket locality has had one half of it superbly relaid. Captains of industry, consul-generals and honorary consuls live on this stretch and, naturally, they must see the vision of Madras 2000! The rest of the stretch, where the ordinary middle class live, is as bad if not worse than that earlier stretch *MMM* has described in the paragraph above.

There's only about 100 days left before the Monsoon. *The Man From Madras Musings* wonders whether that's enough time to get all the city's roads done as immaculately as that VIP stretch — and as PROMISED four months and more ago.

Then there's all this talk of slum improvement and beach embellishments. Go past any slum with an eye-catching Sulabh toilet and what catches your eye is all the human shit on both sides of the road leading to the toilet. Or take the beautification of Elliot's Beach. Ask the morning keep-fit enthusiasts how the fisherfolk in the nearby *kuppams* keep fit all along the beach every morning.

And how about those bridges built without approach roads or bridges and other public infrastructure awaiting the convenience of VIPs?

The Man From Madras Musings can go on and on in this vein. But will it change the restricted vision — or should we say blinkered vision? — that at times obscures what Madras 2000 should be really all about?

Whose neck?

He was a hardworking salesman returning home after a long day. He was also a careful motorcyclist, who watched the road and refused to join the rat race on it.

Minding his business, riding sedately along Mount Road in Guindy, he least expected what befell him. Suddenly he felt something strangling him, then pulling him off his bike. And as he crashed, he was lucky there was nothing nearby to run him over. He was also lucky he was not strangled. But his neck was badly cut and bruised. And he's still getting over how lucky he was.

If only he had been travelling faster, the political party's bunting that had been released from

the lamp post by a worker clearing up after a rally would have either strangled him or pulled him off the bike with such force that he would have suffered a serious head injury. As it was, he got away with bruises and a scare.

The Man From Madras Musings wonders what ALL political parties think of this incident? Do they realise how dangerous those strings that bear their paper flags can be?

Opera on Gandhi

The Man From Madras Musings is not a music fan; certainly not of classical music. But he occasionally notices a name. And one such name was Philip Glass who gave a piano

SHORT 'N' SNAPPY

concert at the Music Academy some years ago. In a recent interview he said that he continued to visit Madras frequently and was "very supportive of the Madras Music Academy and the programmes they have there".

He now plans to stage in India his 1981 opera *Satyagraha* based on the early life of Mahatma Gandhi. The plans call for American opera singers and an Indian director. Does the Music Academy figure in these plans?

Glass, who has also written an opera about physicist Albert Einstein, says Gandhi and Einstein were two people who, in a certain way, created the conditions of the 20th century. Gandhi did it socially and politically, and Einstein did it "in terms of science and theoretical physics".

The composer, whose works range from opera and dance to film music, immersed himself in the techniques of Indian music in the 70s and began applying them to his own compositions.

He went on to collaborate with Ravi Shankar on the work called *Passages*. He now plans to collaborate on a composition with violinist L. Subramaniam.

Glass says he draws on southern and north Indian musical notations for his own compositions.

Not for visitors

In Britain, visiting stately homes is big business from the tourism point of view, not to mention ensuring the upkeep of these heritage buildings. Even Buckingham Palace was thrown open for a few weeks last year! And why shouldn't it have been, considering that "country house visiting" has been going on in Britain from at least 1635, according to popular British ravel writer Louise Nicholson in a column in which she laments that South India is missing out on a grand opportunity.

When she got down to planning a tour of South India with 15 British tourists a few months ago, a visit to the splendidly maintained, but usually totally empty Ooty Club was uppermost in her mind. *The Man From Madras Musings* reads. And so, getting down to organising the tour, she visited the Club in advance but found the Secretary not available. Then she goes on:

A month later, on arrival in Ooty, I asked the hotel manager to help me contact this elusive man. The reply came through: no, no, no, absolutely no, and don't even mention the subject again. The inference was that riff-raff like us could not sully the pristine doors of the fossil of an institution.

It was a red rag to my eyes. After a quick phone call, off we went to visit Jodhpur's cool Ooty retreat, *Aranmore*, full of glorious stained glass, teak panelling, sprung ballroom floor and, down a long, dark descending corridor, a complete *zenana*. A splendidly neat example of showing British loyalty at the front door while keeping Rajput traditions safe round the back.

And mightily more interesting than Ooty's Club.

We went on from *Aranmore*. A quiet back-lane lined with old Ooty houses on one side and yellow-blossoming gorse on the other led to the charming Ooty Gymkhana founded in 1895, where we enjoyed a memorable sunset overlooking Wenlock Downs...

The Secretary of Ooty Club has clearly inherited the widely held British attitude that "my home is my castle" — and the drawbridge will remain firmly pulled up to all but my chosen few.

But, if this elitist snob had paused for one second to consider the interests of his financially stretched Club, he might have seen that by letting us visit it, he could improve his status no end. Firstly, we would have been happy to pay for a traditional English tea to be served; and secondly, in showing off the building and its history, he would have associated himself with the conservation and perpetuation of a drop of India's heritage...

Nicholson certainly has a point and *MMM* agrees that the equivalent of 'stately homes' could be opened up with benefit to all concerned. But the Secretary has his own side too. A nasty experience — featured in *MM* Dec. 16, 1992.

In brief

* A professional organisation, the chief aim of whose membership should be the maintenance of good relations with the public, recently gave a sad display of this profession by it, at its annual general meeting. But then it was only following what is now happening almost naturally in the most august bodies in the land in the name of allegedly upholding the law, the rule book and uprightiness. Curiously, all the shouting and slanging at this meeting, *The Man From Madras Musings* understands, was by members who do not belong to this profession but whose membership has been accepted by the organisation's need to raise sufficient funds to run year-long activities. But once you begin to bend the interpretation of what your membership should be, then you are asking for trouble. Will the new leadership now be able to sort out matters and pour oil on troubled waters? *MMM* fervently hopes they will be able

* Shobana, niece of the late Travancore dancer-sister Lalitha, Padmini and Ragini, this year's national Best Actress award winner for the Malayalam movie, *Manichithrathazha*, not exactly have had a stupendous run in the Madras movie world. In fact, apart from *Thirupathi*, she has hardly any hits to her credit. So she's shifting base to Kerala and Andhra Pradesh. But she has quite given up Madras. *The Man From Madras Musings* stands that she will continue to give dance performances in Madras. All said and done there's no place like Madras for a dancer, is there?

* Neither Madras nor any of the other Metros is going to be among the first cities in the country to benefit from the paging service to be introduced in India before the year is out. But two cities in Tamil Nadu ARE among the six cities in the country that will get the service — and that, too, before the Metros. They are Coimbatore and Madurai. Usha Martin Telekom has been licensed to provide this service in these two cities, as well as in Rajkot, Indore, Visakhapatnam and Ernakulam. Rs. 6 cr equipment has been ordered by UTM from Motorola for this initial venture and transmitters are planned in Coimbatore and one for Madurai by the service operator. But even if the service eventually arrives in Madras, *The Man From Madras Musings* will be happy to do without it. He has enough troubles as it is with telephoning at home and office without wishing to add to them in his car and while on his morning walk.

Business briefs

* For the life of me, *The Man From Madras Musings* cannot understand why this unseemly squabble between the Bank of Madurai and interests allegedly linked to SPIC has to go on.

* Benami share-buying and Company Law Board rulings are them are all well and good, but what is really needed is a demonstration of goodwill on the part of the leading actors before the play turns into a tragedy. Would someone say "we're not interested in you and we'll rein in those associated with us" and would someone else say "if that indeed the case, let bygones be bygones and let's be friends again"?

* The Defence Ministry's Ordnance Factories manufacturing clothing, of which Avadi unit is one — the other three are in Kanpur — has obtained an export quota of 202,000 pieces against 65,000 pieces last year and 13,000 pieces the year previous. The quota, to be completed in a year is worth Rs. 4.5 cr, but having a capacity of 4.8 million pieces the factories are chasing an export target of Rs. 35 cr. The factories produce cotton, synthetic, knitted and leather apparel.

* Coimbatore expects to have its first five-star hotel by August 1995. Siruvani Hotels hope to start work by the end of the month on the Rs. 40 cr project on a five-acre plot near the airport in Peelamedu. A feature of the hotel will be a hall that will seat 3000. Four international chains are negotiating with Siruvani Hotels for a tie-

(By a Staff Reporter)

up that is of little cheer to Tamil Nadu's industrial sector. In a recent *World-MARG* poll to identify Most Respected Companies, there were, among the 200 companies ranked, just 18* companies which were based in Tamil Nadu or have their presence in the state. Not a Tamil Nadu company figures in the top Ten. (Titan was seventh in

the closest Tamil Nadu companies come to the top is getting the 14th position — Madras and India Cements, respectively. In fact, it is the cement companies that have dominated the poll of business executives with at least 10 years' experience and most of over 25 and graduates. The top company is ACC and the 4th is Gujarat. The good performance of the cement companies is attributed to the fact that the cement industry is coming out of a recession.

The parameters used in the poll to determine the ranking of the companies were 'quality of products', 'innovativeness', 'quality of service', 'community responsibility', 'company to work for'. The only Tamil Nadu companies to figure in the top 10 under these heads are Madras Cements, India Cements and Titan. The cement companies figure in the top 10 under 'community responsibility' (5th, 6th and 7th respectively), and company to work for (9th and 10th respectively). Titan is seventh in 'innovativeness'.

The industries surveyed were categorized as Metal Manufacturing and Chemicals, Electronics and Electricals, Petroleum and Energy, Textiles and

Fabrics, General Engineering, Chemicals, Automotive Vehicles, Foods, Automotive Ancillaries, Consumer Durables, Consumer Products, Office Automation, Fertilisers, Agrochem and Pesticides, Services, Construction and Cement, Pharmaceuticals, and Diversified. In most of these categories again, few Tamil Nadu companies or companies with a strong presence in Tamil Nadu were anywhere among the top ten.

The few were Lakshmi Machines 4th in General Engineering, BHEL 6th and GEC Alstom 10th in Electricals and Electronics, Coats Viyella 3rd in Textiles and Fabrics, Ashok Leyland 5th in Automotive Vehicles, MRF 1st, Sundaram Fasteners 7th, Dunlop 9th and Tube Investments 10th in Automotive Ancillaries, Titan 1st in Consumer Durables, Pond's 7th in Consumer Products, TVS Electronics 9th in Office Automation, SPIC 6th and EID Parry 10th in Fertilisers and Madras Cements 3rd and India Cements 4th in Construction and Cement.

This lack of recognition is noticed not only among the Tamil Nadu industries but in most other companies in the South, which emphasise the need for COLLECTIVE rethinking on the industrial scene in the South, something V. Narayanan, formerly of Pond's and now the moving force behind the still-to-get-going Madras-based Academy of Management Excellence, has been advocating. However, the assessment for 2000 A.D. is that the Southern Companies will not fare as dismally, which is something to cheer about.

* 13 Madras Cement, 14 India Cement, 21 Titan, 24 Coats Viyella, 25

HAVE YOU SENT IN YOUR SUBSCRIPTION?

With Volume IV, No. 1, our April 16-30 issue, we will be pricing *Madras Musings*. The annual subscription for 24 copies a year) will be Rs. 60/-. *Madras Musings* will also be available at selected outlets — bookshops, department stores, restaurants — at Rs. 3/- a copy.

If you care for Madras, *Madras Musings* is the journal for you to support. And to keep *Madras Musings* alive, fill in the form below in BLOCK LETTERS and send it to us together with your cheque.

COUPON

M/s. Lokavani Hall Mark Press Pvt. Ltd.,

22/63, Greaves Road, MADRAS - 600 006.

Dear Sirs,

I would like to subscribe to *Madras Musings*, the journal which CARES for Madras. I enclose my subscription of Rs. 60/- (Rupees Sixty only) for 24 issues of *Madras Musings* for April 16, 1994 to April 1, 1995.

Name :

Address :

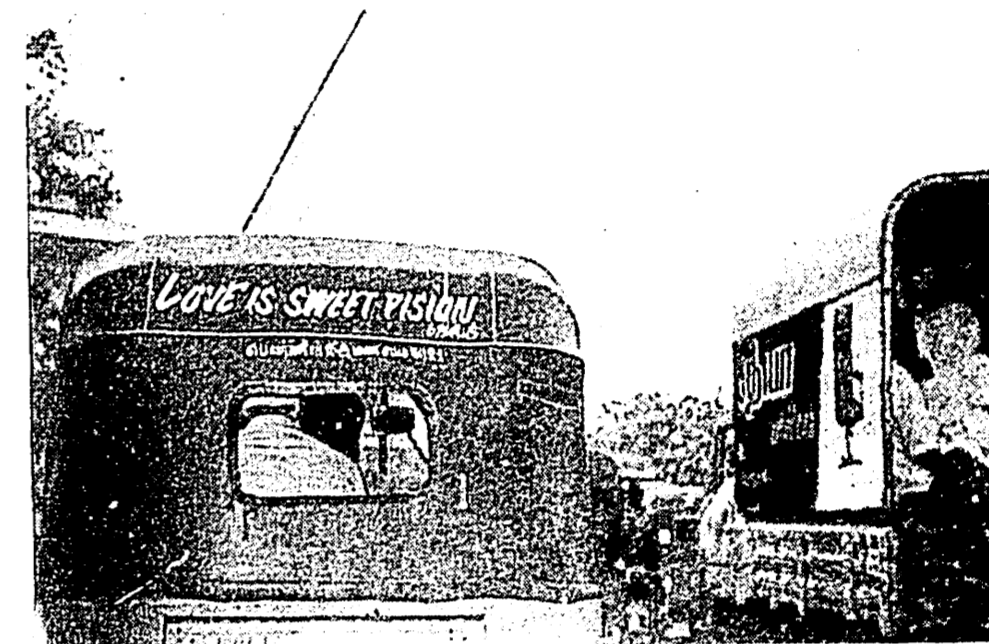
(In block letters)

Profession:

All cheques to be made out to M/s. Lokavani Hall Mark Press Pvt. Ltd. Cash subscriptions will be accepted at the discretion of the Editor.

MRF, 31 Pond's, 75 SPIC, 100 Lakshmi Machines, 102 BHEL, 120 EID Parry, 123 Ashok Leyland, 125 Sundaram Fasteners, 164 Tube Investments, 174 Sumeet, 179 GEC Alstom, 197 TVS Electronics and 200 SRF.

Editor's Note: What strikes us as curious is *Business World's* attitude to South Indian companies. We can think of at least three or four major groups



V.R. Devika writes: "A picture I took from my car. I liked the caption on the auto." The caption reads LOVE IS SWEET PISON. Passionate poison or poisonous passion?

OUR READERS WRITE

On plain paper

Propos the reference by *The Man From Madras Musings* on May 16th about the slanging match at the YVCA. We have received a letter signed by 17 persons. The letter suggests that free expression of opinion does not mean that the Christian spirit does not prevail in the organisation.

All well and good, but this letter reached us as a carbon copy on plain foolscap paper with nary an address anywhere on it. Only seven of the signatures are decipherable and the others are scrawls that might well raise questions.

Be that as it may, two of the decipherable names are of well-known leaders of the YVCA. If only one of these 'young women' would write the same letter on her letter-head, sign it and send it to us in the original, we'd be glad to publish it in these columns.

— The Editor

Harry wonders

I was intrigued by *Madras Musings'* reference to Tamil Labour being taken to Ceylon for work on the tea estates. When I lived near Avadi, I was told by S. Parthasarathy, my father-in-law, that the indentured labour scheme was centred at Avadi and that the very beautiful old mansion there, occupied then (as now, I suppose) by the manager of Tube Investments, was built for the Manager of the indentured labour scheme. It was an assembly point for Tamil coolies from all over to sign their indentures before being sent off to places as far apart as British Guyana in South America, South and East Africa, Malaysia and, of course, Ceylon.

My wife's old nurse — a wonderful character of whom I have tales to tell — was one of them. She and her husband were sent to South Africa and she told me that they had to sign contracts for five years, renewable at the will of their employers! I've always thought that here is one of the darkest chapters in British history, a form of latter-day slavery, no less! No one has written

in Tamil Nadu, with several blue chip companies in their stables, who do not figure in the 200 companies selected for assessment by the journal. In fact, one of the largest groups in the South, a major and respected player in the country's industrial sector long before today's mushrooming new groups, appears not to be even recognised by the magazine! That, we presume, is the price it pays for insisting on keeping the lowest of low profiles and not going public in a big way or teaming with Government and its institutions to grow.

Fun for the family

'Berjaya' means success in Bahasa Malaysia. And success has been a consistent feature in the track record of the Berjaya Group Berhad, Malaysia. The \$737 million group, with over 160 companies in its fold, is joining hands with Navodaya Mass Entertainments Ltd in their maiden venture in India — KISHKINTA — India's first theme park.

Navodaya, whose brainchild is now taking final shape in Madras, will benefit from Berjaya's experience worldwide in the leisure and tourism industry. Berjaya will find constructive use for Navodaya's half century of expertise in cinematic entertainment.

KISHKINTA, a purpose-built theme park in 110 acres of specially landscaped hills and lakes, is being located near Tambaram. This leisure centre, offering new and wholesome family entertainment, will have 25 acres of specially turfed lawns and over 2500 trees to provide green cover. Two man-made lakes of 12 acres extent will be scene of some of the first-ever water rides in Asia. There will be 25 other exciting rides and more than 60 state-of-the-art attractions.

KISHKINTA is the creation of Navodaya Mass Entertainment Ltd., which is a sister concern of Navodaya Films. M.C Punnoose (Appachan) is the creator/architect of this Dream City. His passion for innovation and excellence has been a great success story. Appachan has produced more than 100 films and his life story is largely the history of Malayalam cinema. Jijo Punnoose, his eldest son, is a film director and he has received the President's Award for the best children's movie in 1984. He will be the main force behind KISHKINTA, along with his brother Jose Punnoose who is the Executive Producer of all Navodaya's movies.

Joining hands with Navodaya are two of South India's movie moguls — Ilayaraja, the musical genius, and Kothandaramiah (Kayavar) producer and director of many hit Tamil and Telugu films.

Discovering Nature

Sterling Tree Magnum (India) Ltd. (STM) has, during the past few months, been organising nature camps for children in Madras. Called STEM, the nature camps are on the theme 'Together let's discover nature'. The first was in December for 60 children in the age group 8-12 years, the second was in April for ninety 12-16-year-old children. Both camps were held at the Children's Garden Society School Campsite in Sholinganallur on the Old Mahabalipuram Road.

The Asian Elephant, the 'Body and the Environment', nature games and preserving Madras heritage featured in the first camp, while 'Ethics and Values', protecting, preserving and conserving our natural resources, discovering latent talent and a series of games to make the children understand what constitutes society and the role of the individual in it were part of the second camp. Campfires and Treasure Hunts were also organised.

Certificates of merit were given to all the children, along with STEM T-shirts. STEM camps are to be held regularly and STM plans — take the idea to other cities and towns as well.

M. Balasubramaniam

MADRAS MUSINGS SMALLS

ACCOMMODATION

Residential guest house available in Kilpauk on daily basis. Spacious bungalow with extensive open space (near Krishnaidhas Gardens). Ideal for marriage or tour groups of 30 to 50 persons. All amenities available (e.g. telephone, A/C room, colour TV, refrigerator, gas stove etc.) Tel: 6412996, 6411436.

CONSULTANCY

Children above ten! Students! Discover your hidden potential! Parents can help their children in selecting courses and suggest options leading to lucrative careers. Register your name for Consultancy Sessions. Write to: Kasi-Vishnu Educational Management Consultancy Services, 21 MIG-13, Madras: 600 085. Tel: 415039.

FOR SALE

Available for sale KCI registered Doberman Pups, with 6 generation champion. Contact Col. G. G. Rajam, Tel. 686140. Address: 1360, Golden Colony, Mugappair Road, Madras 600 050.

TRANSLATION

Translation: Indian/Foreign Languages: Tel: 569461.

British Deputy High Commission

British Council Division, Madras

(Tel: phone: 8525002, 8525412-22-32)

Recent Additions

Author	Title
ANDERSON, V	Energy efficiency policies
BAVERSTOCK, A	Are books different?
BIRD, D	Commonsense direct marketing
BOUCHIER, I A D	Gastroenterology, 2 vols.
BURRINGTON, G	Equally good
CLARKE, D	Women at work
EGAN, J I	Writing a UNIX device driver, 2nd ed.
FALLON, I	The paper chase
FLEMING, R	Scotland Yard
GASH, J	Paid and loving eyes
LAMBERT, J	Banking the legal environment
LEWIS, J E (ed.)	The Mammoth book of modern war stories
MARKS, R	Roxburgh's common skin diseases, 16th ed.
MILLAR, D	Cinema secrets: Special effects
MILLER, R B	Strategic selling
RENDELL, R	The crocodile bird
SHAKESPEARE, N	The high flyer
THOMPSON, P	Sell your way to the top

OTC comes to Madras

The Over The Counter Exchange of India (OTCI) has arrived in Madras. And, for the first time, I realised what Robert Browning meant when he said, "less is more". Less din, less delays is certainly more efficiency. OTC is more than trading. It is the monitoring of trading, dissemination of information and solution to many capital market and investor-related grievances.

OTC was first conceived in 1992 as an exchange catering for the financial needs of small and medium-sized companies which could not meet the requirements for listing in exchanges. Since members of the OTC are expected to act as sponsors (for at least 18 months), a company can effectively do away with high costs of marketing and investors can rest assured that their investments will flow into sound

This is not to say that all is smooth sailing. OTC is currently plagued by inadequate liquidity, as sponsors offer only paltry lots of shares. Large investors are reluctant to purchase huge lots for fear of not being able to offload them at a later date. Moreover, companies allege that they have to subject themselves to a thorough screening by the sponsor, which is time consuming. However, these are only teething problems. The OTC has recently extended the list of permitted securities to 500, including those listed on regional stock exchanges such as Delhi and Madras. It has also been announced that futures trading would be introduced. Given that clearance and settlement systems need to be simple when capital crosses borders and that, in most developed countries, most of the large exchanges are screen based, OTC seems to be truly the way to go. Considering that many of the scrips listed on the OTC have already offered 500% appreciation and that there are no complaints of bad deliveries or non-deliveries as yet, investors in Madras can whip up the opportunity at the earliest instance. For volumes are sure to pick up once more companies join the bandwagon, when allotment chances could stand reduced.

Our recommendations for this fortnight:

Bombay Drugs and Pharmas (CMP Rs. 20.00) The company manufactures antibacterial and antibiotic drugs. Its public issue at par in March 1994 was oversubscribed 2.50 times. The project for the manufacture of bulk drugs in the fields of antifungal, anticancer, anti-ulcer and other speciality chemicals will commence operation in Nov. 1994. Although the share is fully priced for 1994-95, as the new project will contribute only partly, the 1995-96 performance justifies a price of Rs. 50 for the share. Buy on every reaction.

Weldflux India (CMP Rs. 69.00) This manufacturer of special process welding equipment, welding consumables and welding systems has announced encouraging results for the year ending March 1994. Turnover increased four-fold to Rs. 20.15 cr and profit after tax jumped to Rs. 4.15 cr from Rs. 0.75 cr. EPS is attractive at Rs. 9. The order book is good at Rs. 82.38 cr and the company has diversified into the LPG bottling business. We expect Rs. 100 for 1994-95 results. Buy for handsome gains.

Vidiani Agrotech (CMP Rs. 11.00) Vidiani Agrotech's public issue of Rs. 26.45 cr to manufacture Wheat Gluten, Starch A and Starch B near Mathura, UP, in March 1994 was fully subscribed. The project, the first of its kind in India, will commence commercial production by March 1995. Gluten, the protein content of wheat, is preferred to animal protein around the world. The company has a technical collaboration with M/s. Barr and Murphy Overseas Ltd. (which has successfully commissioned 18 such plants) and a 100% marketing tie-up for export of Gluten with M/s. Carboeshire, UK. In the first year of operations, i.e. March 1996, a turnover of Rs. 46.40 cr and a PAT of Rs. 13.08 cr are expected. An EPS of Rs. 5.2 should support over Rs. 30. The prospects of setting up a distillery, which is now bright, should give an even better discounting. Buy for an annual appreciation of over 100%.

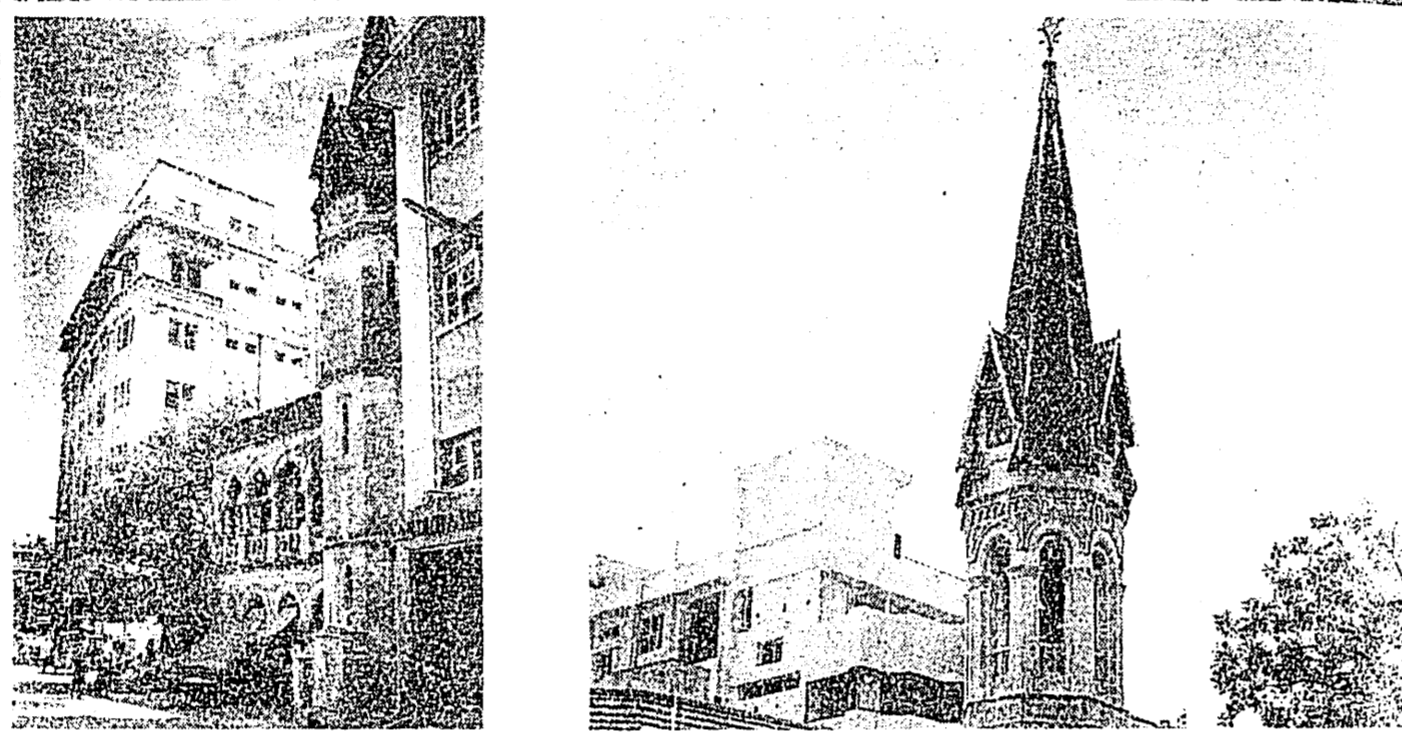
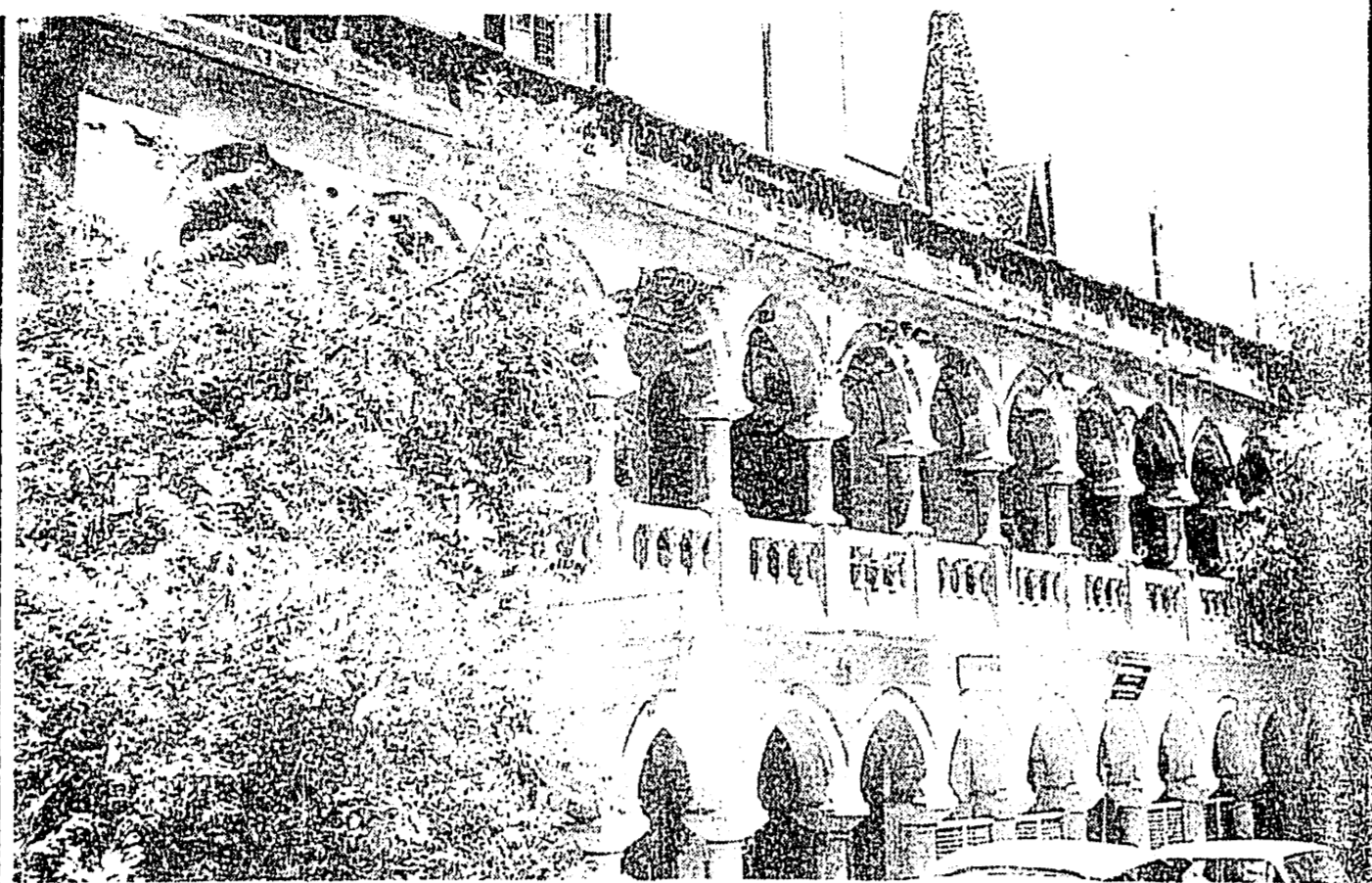
K. Gopalakrishnan



companies only. The market-making activities of sponsors and dealers will effectively prevent parallel trading outside the exchanges. The investor is today at the mercy of a system which is characterised by unduly long delays for transfer proceedings and return of share certificates, bad deliveries and illiquidity. OTCI, with its compulsory nationwide listing and trading in securities and at least two market-makers for a scrip, is the key to such problems. Since OTCI is "quote-driven" (i.e. market-maker continuously and compulsorily provides two-way quotes), the jobbing spread is limited and the shares are liquid. Though the system does away with arbitrage, multiple membership will allow brokers to take advantage of the various markets on behalf of their clients.

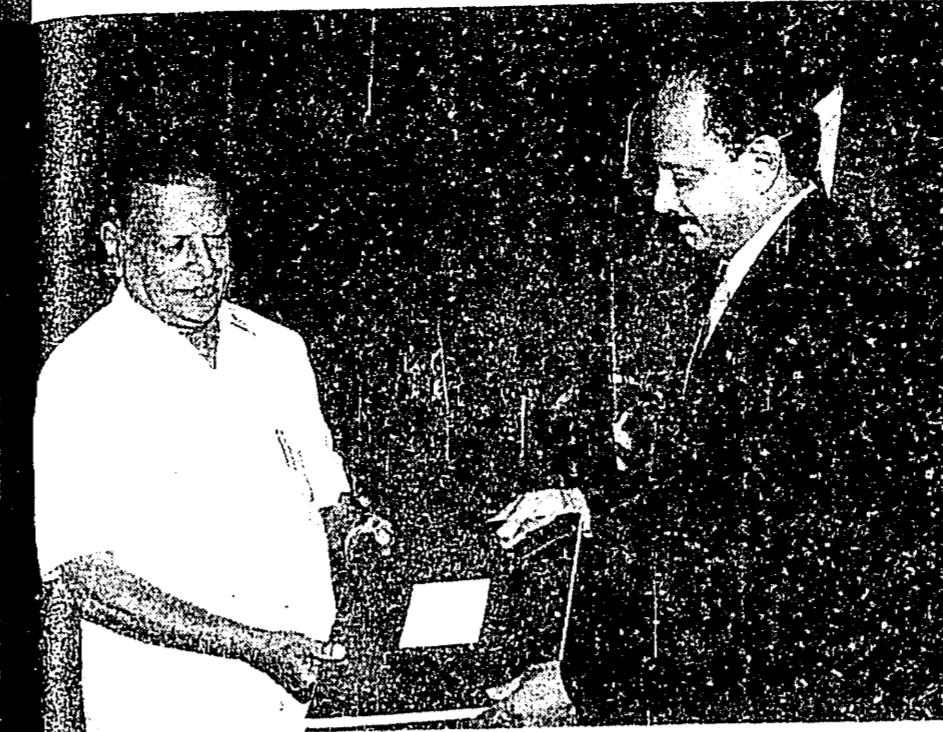
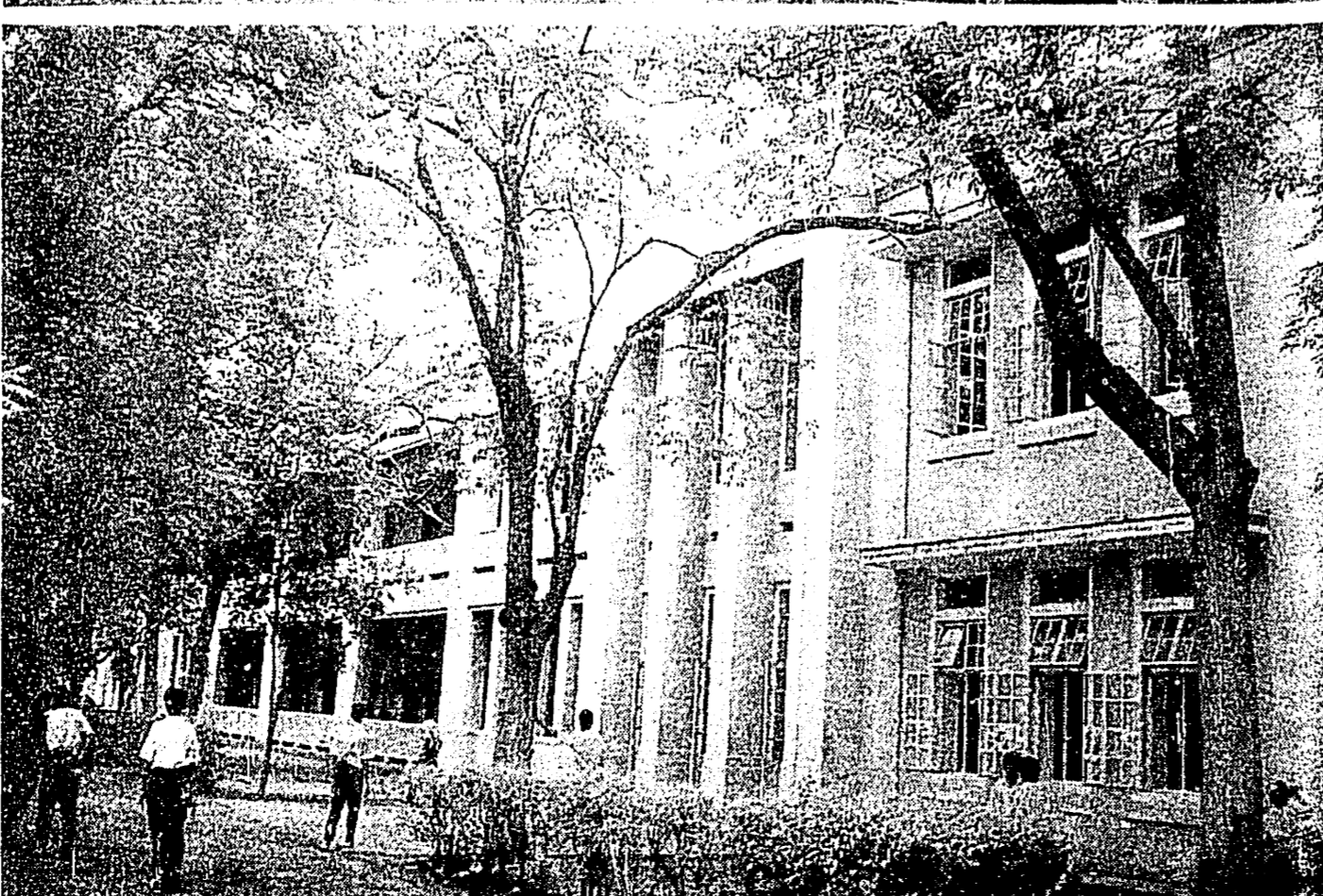
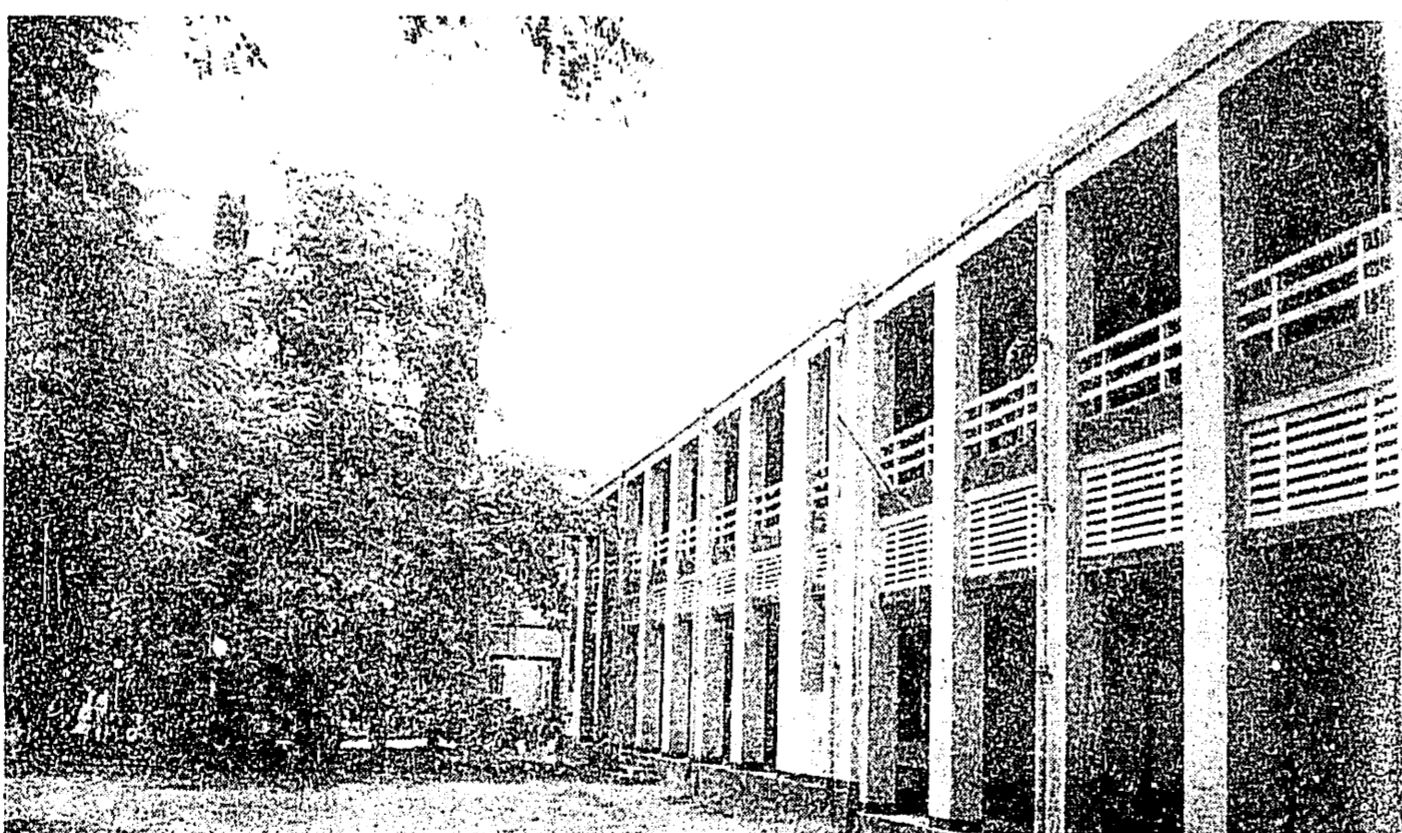
For your beloved daughter and I.T. Relief for you

JEEVAN SUKANYA



Elsewhere in this issue (Page 6) we talk about one of the city's oldest and best-known educational institutions, Madras Christian College School. Vestiges of its early buildings are featured as our OLD this fortnight. It was in the Erabalu Chetty - Linghi Chetty Street 'L', off NSC Bose Road, that the school flourished from 1846 and grew into a college. As the institution grew, its premises were further developed, development going on till 1910-11. Some of these (shown above) still remain, hidden by the Bombay Mutual building which was built on the site of the school's main buildings. The school buildings had a characteristic style, with Gothic arches, arched wooden windows and doors. Its steeple is echoed by that of nearby Anderson Church (1859). The entry to the first floor was through a spiral staircase. What's left of the grand old building are eight rooms with good ventilation, each room of about 250 sq feet and floored with Madras Terrace. The property is owned by the Life Insurance Corporation of India. The rooms have been rented to advocates and businessmen. The NEW are the main buildings of the College in Tambaram, to which it moved in 1936, and of the school in Chetput, to which it moved in 1950.

(Text and photographs by RAJIND N CHRI...



D.V. Pathy, Manager India, WGC (right) releasing the Gold Trend Book 1995-96 India to Santilal Mehta, President, Indian Jewellers Association (left) receiving the first copy.

Going for gold

India may be the single largest market for gold jewellery in the world, but it is still a huge untapped market in the country, as only 8 per cent of the adult population wear gold jewellery, according to the World Gold Council (WGC). The overall demand for gold in the country was 424 tonnes last year. The WGC estimates that much more of the Indian population is the wherewithal to buy gold jewellery and the annual requirements of gold by the country could be much greater.

With the abolition of the Gold Control Act, the number of jewellery shops in the country also rose between nearly thousand to two hundred thousand to meet the growing demand for jewellery. The WGC, however, feels there has been a reduced demand for the precious metal because of the competition from the consumer durable industry for the disposable income of the growing middle class. Further, people now tend to buy jewellery for the pleasure of adornment, not for the security and investment it offers. Which is why the WGC plans to launch an advertising campaign, from the Diwali season, to promote the consumption of gold. And the campaign's theme will be 'Gold - For Women'.

The WGC is a non-profit organisation based in Geneva and funded by the gold mining companies. It opened its first Indian chapter in Bombay and recently opened a branch in Madras. The WGC was introduced to city jewellers and industrialists by D.V. Pathy, Manager India, WGC.

According to Pathy, in the present liberalised atmosphere, imports of jewellery are likely to be permitted in line with Government's decision to allow the import of watches. If that happens, Indian jewellers would find it difficult to compete with foreign manufacturers of jewellery. And that is where the WGC will come in handy.

The WGC, Pathy says, will be able to help Indian jewellers modernise their fabrication units, with no cost for the service. It will also be able to assist them in (a) improving their production technologies, to improve the quality and quantity of gold, (b) introducing newer

abroad, without breaking the link with tradition, and (c) in designing advertising campaigns for gold jewellery. The WGC has already released a book titled Gold Trend Book 1995-1996 India which contains about 300 designs. Another book released is exclusively for gold jewellery exporters.

According to the Council, the regulatory and institutional barriers to gold ownership in several countries, the limited range of gold products, restricting the product appeal and insufficient information for gold fabricators, customers and other users are some of the ills affecting the gold industry. The WGC was formed to vigorously promote gold consumption in the face of such constrictions.

Some golden facts

- World gold mine production for 1993 was 2281 t, a 2 percent increase over 1992's level of 2237 t.
- India's gold production for 1993 remained at the same level as the previous year - 1.9 t
- 300 tonnes of gold jewellery is made annually in India.
- In 1993, 33 per cent of jewellery buyers in India brought gold rings, 32 per cent bought earrings and 21 per cent bought neckwear items.
- Exports of gold jewellery from India during the year ended March 1994 reached \$ 350 million, a 22.8 per cent growth over 1992-93 exports. If the trend continues exports are likely to surpass \$ 400 million in the current year.
- About 125,000 t of gold have been accumulated since early times, equal to around 55 years of global mine production at current levels. The official sector was still holding a little over 36,000 t at the end of 1993.

The man behind the glitter

For over 50 years he's been working with the diamonds adorning the affluent families in Madras. Today, Surendra Mehta does not sit in surroundings reflecting opulence. Instead, he continues to do what he is best at, while sitting in a large house typical of the 1930s Madras.

Surendra Mehta came to Madras in 1941, a time when the 'Madras diamond' meant the best quality you could get. He came to help his uncle Bapalal Mehta's jewellery firm after his uncle died that year. "My uncle had told me even earlier of his failing health and had repeatedly asked me if I really wanted to continue my studies. I had asked him to wait until my exams were over, but unfortunately he died before that", recalls Surendra. Apart from a short period in 1942, when the family had to go back to their native Palanpur in Gujarat on account of the war scare, Surendra has spent the best part of his

past, feels Surendra, but they are still a favourite. For example, nose-rings used to be worn as *besaris* or with a *thongattan*, but the trend now is a simple nose-ring with a small stone, diamond, of course. Again, the huge *addigais*, diamond and otherwise, have competition from long *haarams* with smaller stones, he says. "And it has the same class but at a lower cost," he adds.

The way people spend on jewellery has also changed over the years, feels Surendra Mehta. "Where people used to spend all their money on a single 'solid' set, i.e. with a necklace or chain, ring and earrings, today they go in for three or four sets, at the same cost. The trend is to wear lighter, softer, classier (spell that designer-made)," explains

that is an important aspect of the business. How do they come up with new designs and how sure is he that it will sell?" Just by all of us keeping our eyes and ears open," smiles Surendra. "We see people all around us, we see those coming to the shop every day, we note their preferences, their way of selecting etc., and with the experience that we already have, evolve new designs".

It is two years since Surendra Mehta, his brother Naresh, and sons Tushaar and Abhay started Mehta Jewellery after they broke with Bapalal's son. "It is hard to sever connections with an organisation to which you have practically given your whole life, but then there are times when even close relatives have to each go their own ways," philosophises Surendra, a soft spoken man in typical Gujarati all-white costume and cap, who is also president of the World Vegetarian Congress.



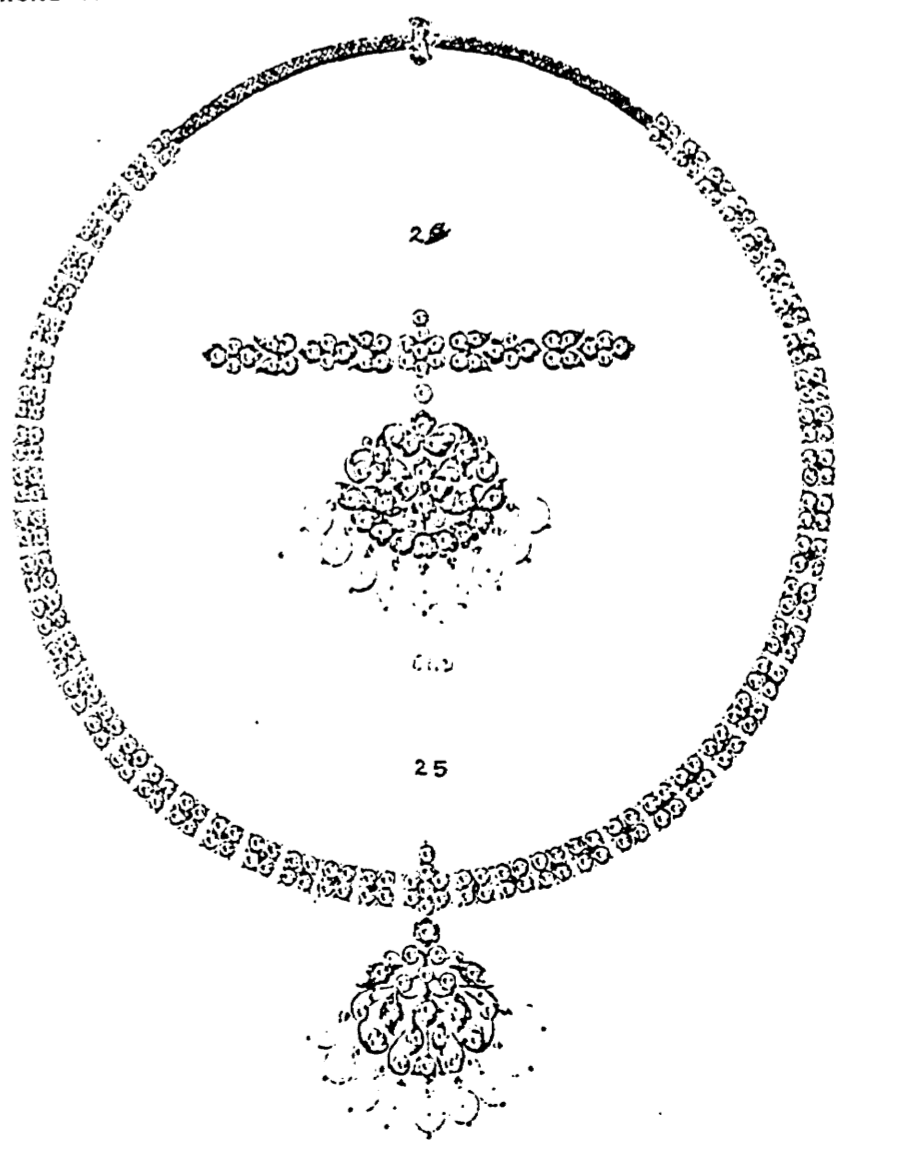
Surendra Mehta (above) and one of the traditional designs for modern wear, the Rani maalai (below).



life in Madras helping Bapalal's to grow and training the members of the family in the diamond and jewellery business.

One habit he inculcated in them all was not to hand over the selection of diamonds to assistants. "It is I or my brother or my sons who examine every diamond and take care of it till it

Surendra Mehta. No rows of bangles for today's girls, only a bracelet to go with the watch and, of course, no earrings the size of the ear lobes, only a small *lolakku*.



The stone addigan, by Surendra Mehta. An alternate pendant is shown in the centre.

reaches the customer," says Surendra. They buy the diamonds in lots, separate them, check them for *dosham*, *maanga malai* etc., and regular silver items like plates etc., but it is in trying to evolve new

Of course, there are perennial favourites in jewellery, like the 'close set' diamond earrings, *maanga malai* etc., and regular silver items like plates etc., but it is in trying to evolve new

Keeping up with the times, the Mehtas have also begun manufacturing special gift items like silver cutlery sets, small tumblers and other small items that lend dignity to your gift without drilling a hole in your pocket. They even have a 'buy back' scheme for their diamonds at a 15 per cent reduction in price, but as Surendra Mehta puts it, "There aren't many in the jewellery-conscious and jewellery-proud Madras who would want to part with their diamonds anyway!" And so he pursues his passion for diamonds with as much zest as ever.

R. Jaisri

Cash at intervals, increasing risk cover and I.T. Relief

JEEVAN SURABHI



The Miller School Anderson built

The Church of Scotland played an important role in education in Madras. Two chaplains of the church who came to serve at St. Andrew's Kirk opened a school on Rundall's Road in June 1835 and named it St. Andrew's School. When the need for a full-time missionary was felt to make the new venture more effective and successful, the Rev. John Anderson was sent out to Madras in 1837. When he got here, he got down to evolving a pattern of education that is still followed in the majority of the educational institutions in the South.

Anderson shifted the school from Egmore to a house on the eastern side of Armenian Street, in Black Town (now George Town), and renamed it the Madras General Assembly's School, to commemorate the name of its patron, the General Assembly of the Church of Scotland.

The school started with 59 children and offered subjects like English (including reading, grammar and composition), Accounts, History, Geography, Arithmetic, Mathematics, Algebra, Astronomy, Political Economy, Philosophy, and Natural Theology.

When the school admitted two lower caste boys for the first time, most of the parents withdrew their children from the school, jeopardising its very existence, but Anderson did not give in and, soon, the pupils returned. Anderson was the lone teacher in the school and he created an instructional staff comprising of monitors, who were the senior pupils of the school.

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 statue of Rev. William Miller, which was erected in 1901, opposite the High Court, facing the MCC School's first home. It is now on the new campus of the School in Chetput.

As the strength of the school kept increasing, more spacious premises became necessary. In 1838, it, therefore, moved to Erabalu Chetty Street. When two other missionaries joined Anderson, branch schools were opened, in Kanchipuram in 1839, in Chengalpattu in 1840, and in Triplicane in 1841 (the last mentioned proved difficult to manage and closed down). The other two still survive.

In 1843, a part of the Scottish Church freed itself from the state and came to be known as the Free Church of Scotland. The Church of Scotland remained associated with the state. Those connected with the school belonged to the former group, but fortunately the school was spared a property dispute over its rented premises. To keep the school going, subscriptions were sought in India and Scotland. In 1845, the Church of Scotland started a rival school in Madras called The Church of Scotland Missionary Institution and, so, the older school took the name The Free Church of Scotland Central Institution.

In 1846, the Free Church Central School moved into a renovated old Sailors' House off Linghi Chetty Street, bought by the Financial Board. And there it grew from school to college. The school went through a lean patch in the second half of the 1850s, following the death of Rev. Anderson in 1855. There were even proposals to close the school. It was at this unhappy juncture that the Rev. William Miller arrived (in 1862) as the sole European Representative in India of the

Free Church of Scotland. He reorganised the declining school, establishing a division of labour between the missionaries involved in religious activities and those involved in education. The reorganisation enabled the school to grow steadily. In 1867, the first junior B.A. class was started and the school became the Madras Christian College School, popularly known as Miller School. From 1876, when it also became known as Madras Christian College, till the turn of the century there was much building activity for the expanding institution.

The College moved to Tambaram in 1936 and, in 1950, the School, which was without a playground, moved into its present spacious 24-acre site at Chetput. Kuruville Jacob, head master from 1931, and the Rev. A.J. Boyd, principal of the College, were instrumental in shifting the School to the present site.

The school at present has about 1800 students in classes VI to XII. There are about 70 teachers and the head is A Jefferson Christopher, headmaster and correspondent.

Besides its good academic record, the school has a fine sports record in sports ranging from cricket to football, squash to swimming. It is one of the few schools in the country with its own swimming pool. Today, it offers a home and educational facilities to the professionally-run Brihannia Amritraj Tennis Trust and the MRF Pace Academy.

The school has a beautiful auditorium with a seating capacity of 1200. Opposite the auditorium stands the statue of Rev. Miller, which had once stood by the side of the High Court, facing the school.

The school is now managed by the Madras Christian College Council.

— Photographs and text by Rajind N Christy

During the Renaissance America began...

(Continued from last fortnight)

During the Renaissance America began. Christopher Columbus was a great navigator who discovered America while cursing about the Atlantic. His ships were called the Nina, the Pinta, and the Santa Fe. Later, the Pilgrims crossed the Ocean, and this was known as Pilgrims Progress. When they landed at Plymouth Rock, they were greeted by the Indians, who came down the hill rolling their war hoops before them. The Indians squabs carried porpoises on their back. Many of the Indian heroes were killed, along with their cabooses, which proved very fatal to them. The winter of 1620 was a hard one for the settlers. Many people died and many babies were born. Captain John Smith was responsible for all this.

One of the causes of the Revolutionary Wars was the English put tacks in their tea. Also, the colonists would send their parcels through the post without stamps. During the War, the Red Coats and Paul Bunyan were

throwing balls over stone walls. The dogs were barking and the peacocks crowing. Finally, the colonists won the War and no longer had to pay for taxis.

Delegates from the original thirteen states formed the Contented Congress. Thomas Jefferson, a Virgin, and Benjamin Franklin were two singers of the Declaration of Independence.

STUDENT BLOOPERS

Franklin had gone to Boston carrying all his clothes in his pocket and a loaf of bread under each arm. He invented electricity by rubbing cal's backwards and declared, "A horse divided against itself cannot stand". Franklin died in 1790 and is still dead.

George Washington married Martha Curtis and in due time became the Father of Our Country. Then the Constitution of the United States was adopted to secure domestic hostility

Under the Constitution the people enjoyed the right to keep bare arms.

Abraham Lincoln became America's greatest President. Lincoln's mother died in infancy, and he was born in a log cabin which he built with his own hands. When Lincoln was President, he wore only a tall silk hat. He said, "In onion there is strength". Abraham Lincoln wrote the Gettysburg Address while traveling from Washington to Gettysburg on the back of an envelope. He also freed the slaves by signing the Emancipation Proclamation, and the Fourteenth Amendment gave the ex-Negroes citizenship. But the Clue Clux Clan would torcher and lynch the ex-Negroes and other innocent victims. It claimed it represented law and order. On the night of April 14, 1865, Lincoln went to the theater and got shot in his seat by one of the actors in a moving picture show. The believed assassin was John Wilkes Booth, a supposedly insane actor. This ruined Booth's career.

Richard Lederer

Quizzin' with Ramanathan

(Quizmaster V.V. RAMANATHAN questions are from the fortnight June 16-30).

1. June 26 was observed all over the world as...?
2. Why has the latest Bennetton advertisement sparked off a controversy worldwide?
3. What popular 'privilege' has the civil aviation ministry withdrawn from all domestic flights?
4. Name the firebrand Telugu Desam M.P., who was expelled from dissenting with the president N.T. Rama Rao.
5. What piece of World Cup history did Oleg Salenko of Russia author?
6. Name the Maharashtra officer who was suspended for accusing Sharad Pawar of having links with the underworld.
7. The city school begun with the idea of shaping 'true Indians' observed its diamond jubilee recently. Name the school.
8. The doyen of Indian cinema, who featured in the first talkies made in Tamil, Telugu and Hindi, passed away on June 22. Name the thespian.
9. Who upset Steffi Graf to star Wimbledon on a dramatic note?
10. What does the number 19 inform?
11. According to the World Bank annual development report, India has the fifth largest economy. Which are the top four?
12. Which soccer legend and group received the 'Fair Play' award from FIFA at its 49th congress held recently?
13. Which adult magazine's editor was arrested for publishing obscene photographs and articles recently?
14. Name the respected religious figurehead of South Kashmir whose killing started a fresh bout of unrest in the troubled state.
15. For using which banned stimulant drug was Diego Maradona suspended from the World Cup?
16. Who is the newly elected president of the Indian Hockey Federation?
17. Name the only Indian (and Asian) film that has been nominated for this year's Wildscreen awards, also known as the 'Green Oscars'.
18. What cricketing feat was set by Alex Kelly of Durham county to enter the Guinness Book of World Records?
19. What unique four day mass experiment, the first of its kind in the world, was held in Baden-Wuerttemberg state in Germany from June 24?
20. The centenary of which famous movement was celebrated on June 23rd?

(Answers on p. 8)

The path to a Grammy

(continued from last fortnight)

by Randor Guy

When they returned to India, Vikku had great plans for JG Laya, but Joel Almeida left for England to pursue his medical studies and the trio turned silent!



Vikku with his students.

Vikku then joined L Sankar and Zakir Hussain on a tour of America. There he came to the notice of Mickey Hart, a drummer with 'Grateful Dead'. Hart had a dream of bringing together drummers from various nations in a troupe. With drummers and percussionists from South Africa, Nigeria and the US and with Zakir Hussain and Vikku representing India, Hart got together the group he wanted and named it Planet Drum. Their first disc was an instant best-seller and stayed on top of the *Billboard* chart for several weeks. The Grammy Award was their reward.

Despite the group's continued success, Vikku longed for home. Back in Madras, he organised a troupe of his own and named it the Maha Periyaval Group in honour of the Kanchi Kamakoti Peeta Sankaracharya. The 18-member group features nine instruments — *ghatam*, *midangam*, violin, *morsing*, drums, *tabla*, *konnakkol*, and

mandolin — and there are at least two persons in the group who can play each instrument.

Carnatic music *ragas*, like *Amrithavashini*, are taken up and a melody-rhythm-mix is composed and played by the group. Classical compositions are regularly being experimented with and added to the group's repertoire with creative contributions not only by Vikku but by all the members. Not all of them are professionals. Indeed, most of them are young, non-professionals.

A new innings began when he got teaching assignment at the Centre for World Music, Berkley, California, and discovered another world of music. He joined his old friend, the innovative violinist L Sankar, John McCloughlin and the celebrated *tabla* player Zakir Hussain to form a group which came to be known as Shakti. McCloughlin was a fine guitar player who had learnt the *veena* under the famous musicologist Dr S Ramanathan under Hariharan. Initially, the group had consisted of Zakir Hussain on *tabla* and Ramnadhavan (Ramnad Krishnan's brother) on *midangam*. McCloughlin had the *tabla* and *midangam*, both leather-based percussion instruments, produced sounds not distinctive enough. And so he was on the look out for a different percussion instrument. That was when Sankar suggested the *ghatam*. And that was how Vikku joined Shakti.

Shakti, with its innovative fusion music on a Carnatic base, became a hit in the US and Vikku spent three years away from home with the group. He was married by now and had a young son. The long-distance telephone was the only link with wife and child in Triplicane! Essentially a simple, orthodox Brahmin with old world values and strong family links, Vikku found it trying to be so far from home, but his father kept advising him to think of new goals. However, after three years, performing thrice a week and travelling around the world, Vikku had had enough and returned home.

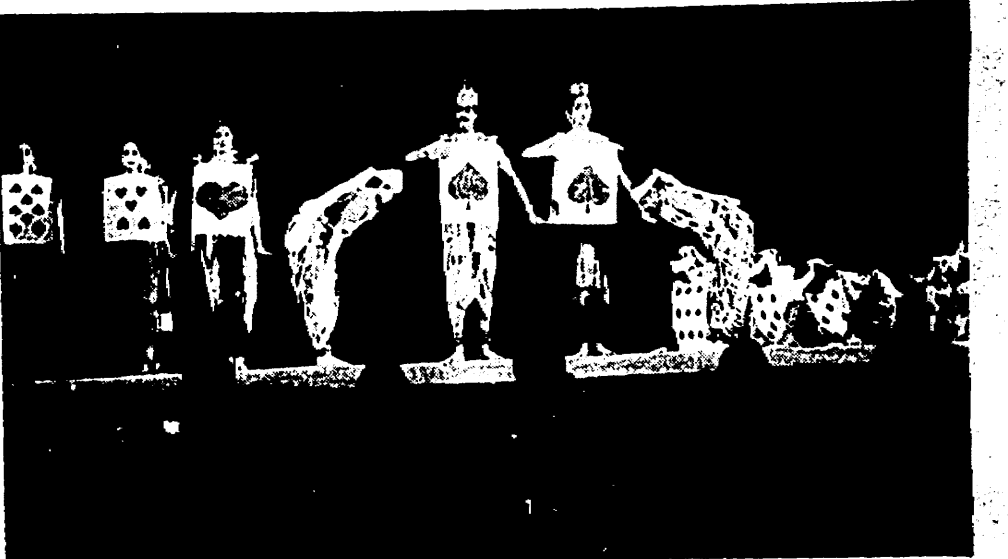
In Madras, Vikku met a young oboe doctor, Joel Almeida, a fine piano player who was also interested in Carnatic music. It wasn't long before Almeida, who had learnt music in Madras, Vikku and his brother Subashchandra, talented *midangist*, formed JG Laya. JG stood for Jai Ganesh, the name of the music school founded by Hariharan Sarma and his son. Subashchandra was also an expert in *Konnakkol*, in which its exponent speaks the rhythm patterns. This music form is sadly neglected today. The three worked on a synthesis of the *piano*, *ghatam* and *konnakkol*, built around a Carnatic music theme, and made a non-professional, experimental recording which Vikku sent to the Jazz Festival Committee in Amsterdam. It was accepted and JG Laya was invited to perform at the Festival. Their per-

Dates For Your Diary

- July: 'Artist of the Month': Rama Narayanan, who is at present teaching 'Visual Art' at Stella Maris College.
- Till July 22: Film Festival: *Open-Wall Germany*. Documentary films by East and West German film makers. At Max Mueller Bhavan lawns in cooperation with Campus Film Society and Federation of Film Societies of India (Southern Region). 7 p.m. all days.
- Till July 30: R. Giridhar Gowd's first solo exhibition on his glass paintings. At the Sakshi Gallery.
- July 20: Silver anniversary commemoration of a 'giant step for mankind' — Neil Armstrong and Edwin Aldrin landing spaceship *Eagle* on the Moon. Besides a photo exhibit and video shows at the American Center, Prof. E.V. Gangadharan will speak on 'Man Lands on Moon' — 25 Years Later: Impact on Science & Society' at the American Center.
- July 21-30: 'The Ritualistic Pathway', an exhibition of paintings by S. S. S. S.



in collaboration with Indian Institute of Architects, Tamil Nadu Chapter. The exhibition will feature five selected projects, all recently completed, by architect and planner Charles Correa — The National Crafts Museum, Delhi; The British Council Division, Delhi; The Vidhan Bhawan, Bhopal; The Jawahar Kala Kendra, Jaipur; and The Inter-University Centre for Astronomy and Astrophysics, Pune.



A scene from Panchatantra.

The drama of dance

Two interesting dance dramas were staged in Madras last fortnight. One was Rabinranath Tagore's *Tasher Desh*, produced as a silver jubilee tribute to the Dhananjayans by their students and the other was *Panchatantra* by the Angahara academy of performing arts, California, U.S.A.

THE VIEW FROM THE WINGS



Tasher Desh, co-ordinated by Preeti Vasudevan, a young dancer, and produced entirely by the students—the cast consisting largely of very young

of cards and creates quite a ruffle there. An interesting theme dance with sophistication, imagination, poise and restraint.



A scene from Tasher Desh.

children—was a show of marvellous management and co-operation. Brilliant moments of Kalari use and the boat dance compensated for lack of imagi-

Ramaa Bhardwaj's *Panchatantra* impressed with its well thought out choreography and excellent dancing. But Ramaa tried to bring in an ecological message too far-fetched to go with the political *Panchatantra*. *Panchatantra*, a *niishashtra*, the laying of codes of conduct according to one's own *Dharma* is to Ramaa an attempt to answer how to gain joy from life, the message presented through wise and witty animal stories. Ramaa, who has spent time studying the movements of animals through videos intelligently incorporated animal movements into the dance vocabulary. She has also spent time with R.S. Manohar for making the masks and trick moves. Rajkumar Bharati has composed the music with lulling tunes.

Ramaa and her daughter Sweta brought the animals to life with their dance, the most spectacular of them being the Crocodile and the Monkey story, with clever use of Bharatha Natyam and Kuchipudi movements for the Lion. A commendable display of acting and dancing talents.

MANAALI RAMAN...

"I've come to see the post upstairs-portion"

IN MAD, MAD MADRAS

NEW ADVERTISEMENT RATES

Display Advertising (Column Width 4.25 cms)

Corporate - Rs. 80/col. cm.

Retail outlets - Rs. 60/col. cm.

Classified (Small) Rs. 40 for every four lines or part thereof for one issue OR Rs. 100 for every four lines or part thereof for three issues.

Display Small 4 cms x 1 column. Text only. Rs. 200 for one issue OR Rs. 500 for three issues.

All enquiries to be made out to: M/s. Lokavani Hall Mark Press Pvt. Ltd.

Like father, like son

MA Chidambaram, the eminent Madras industrialist, and his only son, A C Muthiah, the SPIC Chairman, have made Indian history. They are the first father and son to be unanimously elected presidents of one of the country's major and senior sports bodies, in this instance the Tamil Nadu Cricket Association (TNCA). The father-son double was completed on June 26th last, when Muthiah took over

from N. Sankar, the Chemplast Chairman.

Chidambaram, who had already made history by being TNCA's president for a record 30 years, was no mere presiding deity. He played the star role in the TNCA, gaining the distinction of being the country's first cricket body to have its own stadium. Fittingly enough, the TNCA named its infrastructure at historic Chempauk,

the M.A. Chidambaram Stadium. The Secretary during that period, the late S. Sriraman, put in monumental work to raise the necessary funds. It now remains to be seen what Chidambaram's son has in store for the TNCA and its stadium, for both are sorely in need of a new look.

While the TNCA has of late been languishing in mediocrity by drawing a blank in National squads, its stadium has been left way behind by the modern Nehru Stadium in Peoples Park. At a time when Tamil Nadu cricket is at a low ebb, the Chidambaram Stadium too is no longer the city sport's pride.

Whatever plans he may have for the rejuvenation of Tamil Nadu cricket and giving Chempauk stadium a new look, Muthiah can count on the assistance of two former Test cricketers, Bharath Reddy and T.A. Sekhar, the TNCA secretary and joint secretary, respectively.

Centenary celebration

Lifebuoy recently celebrated its centenary by teaming with the Madras Cricket Club for its annual all-India hockey tournament.

This is the second successive year Hindustan Lever Ltd. has sponsored the Lifebuoy-MCC tournament, and this year as many as 11 outstation teams of repute entered.

Hindustan Lever enhanced their sponsorship of the 1994 tourney from Rs. 4 lakhs to Rs. 4.25 lakhs, enabling the prize money for the winners and runners-up to be substantially raised. They did more, by instituting three new trophies — for the best goal-keeper, best centre-half and most promising player.

Ajax

The auto-driver's

An angel in the Devil's seat is what you immediately think on seeing R Vasanthi (24) driving her auto-rickshaw in the midst of a maddening rush of vehicles in Madras. The first woman auto-driver in the State, Vasanthi has been at the wheel for the past one year and passengers are surprised by her continued presence at the wheel — and her attitudes. Any

a lady

woman to take her to Aminjikarai urgently. With the intention of helping a woman in distress and unable to find another vehicle, Vasanthi accepted her as her first passenger. Emboldened by that first 'trip', she made several short trips while practising and her earnings helped to meet the fuel bill for the vehicle.

Vasanthi's big day came when she was asked one afternoon to ply to Purasawalkam. From there she took passengers to Mint and Parry's and Adyar. She did not know the roads in these areas, but took it as a challenge and agreed to be guided by her passengers. On reaching home an excited Vasanthi counted her day's earnings with her husband. They counted Rs. 110! The couple then seriously thought about Vasanthi becoming a professional driver.

Obtaining the necessary licence within a few weeks, Vasanthi joined the auto world. She starts her day at 9.30 am, after dropping her sons at school. She takes her lunch box with

her and returns home at 5.30 pm with the children. At 6.30 pm, Ramamurthy takes the vehicle to go on the night shift. The couple do not have any other alternative, except to work in shifts. "No one is ready to rent me an auto as I am a woman," Vasanthi regrets.

A considerate driver, Vasanthi never refuses to ply short distances. She feels the vehicle should not be kept idle for long. Another aspect which differentiates her from other drivers is that she does not demand anything extra. The only rule which she enforces with passengers is 'pay and alight; no waiting business'. This is because she was once taken for a ride by a well-dressed man who vanished after asking her to wait outside a bank. She lost Rs. 69 as fare on that trip. And though she knows the city roads well now and is confident enough to tackle tough guys, Vasanthi

ANSWERS TO QUIZ

1. World Drug Awareness Day; 2. It shows a touched up picture of former US President Ronald Reagan, as an AIDS victim, for his indifferent attitude towards the disease; 3. Serving and consumption of liquor; 4. Renuka Choudhry; 5. He set a new record by scoring 5 goals against Canteroon; 6. C.R. Khaimar; 7. The Besant Theosophical High School at Tiruvanniyur; 8. L.V. Prasad; 9. Lori McNeill of USA; 10. It is a new automated, non-metered system to inform changed numbers; 11. USA, China, Japan and Germany; 12. Nandor Hidegkuti (Hungary), one of the 'Magical Magyars', and the Zambia Soccer Federation for its courage; 13. Mr. Vicky Bhargava of 'Fantasy'; 14. Qazi Nissar Ahmed; 15. Ephedrine; 16. The DGP of Punjab Police, K.P.S. Gill; 17. "The Last Migration: Wild elephants capture in Sarguja" by Mike Pandey; 18. The 17-year-old took all 10 wickets in an innings for no runs. (4-3-4-0-10). All ten were clean bowled!; 19. To try and check the summer ozone buildup by using only catalytic convertor vehicles, low speed limits and cutbacks in industry; 20. The Olympic movement which in 1894 led to the birth



Madras corporate appreciation at

Kapil D

A thousand a wicket

The heads of four Madras industrial establishments, N. Srinivasan (India Cements), K.M. Mammen (MRF), A. Vellayan (TI Cycles) and N. Kumar (Chemplast) recently decided to honour Kapil Dev, the pride of Indian sport — and so, at short notice, they arranged a colourful function in the Ballroom of the Hotel Connemara and presented him with a Rs. 4,32,000 purse. The world's leading wicket-taker was in Madras to be felicitated and honoured by the Tamil Nadu Cricket Association at its annual day celebrations.

Cricketers and cricket officials, both past and present, readily responded to

the industrialist's invitation and packed the hall. Kapil wore the mantle of greatness with modesty by moving about freely, chatting with one and all. Nothing will remain in mind longer than the sight of him embracing 86-year-old M.J. Gopalan, India's first double international (cricket and hockey), as he arrived to felicitate the country's first world beater.

Came the speech-making session. Unfortunately, hardly anything remained in mind, for the bar had opened over an hour earlier.

Jai

by Venkatachari Jagannathan

child in and around Annai Sathya Nagar, in Anna Nagar, will happily take you to her home, she has become that well-known now because of her unusual profession.

Born in Veilambalpatti village near Salem, Vasanthi migrated to Madras soon after her marriage to G Ramamurthy, also a city auto-driver. The joy and thrill of riding mopeds in her village prompted Vasanthi to learn driving an auto and her husband encouraged her.

She began practising in Anna Nagar every day after her husband came home. It was during one such practice ride that Vasanthi was asked by a



Vasanthi, auto driver.

does not accept long-distance trips; her city limits end at Adyar and Parry's.

Vasanthi is also considerate to the handicapped and never charges anything from the blind who board her vehicle. People, she has found, have been responsive. "They are kind to me. Even policemen do not harass me and whenever my vehicle develops trouble, other auto drivers help out," she says.

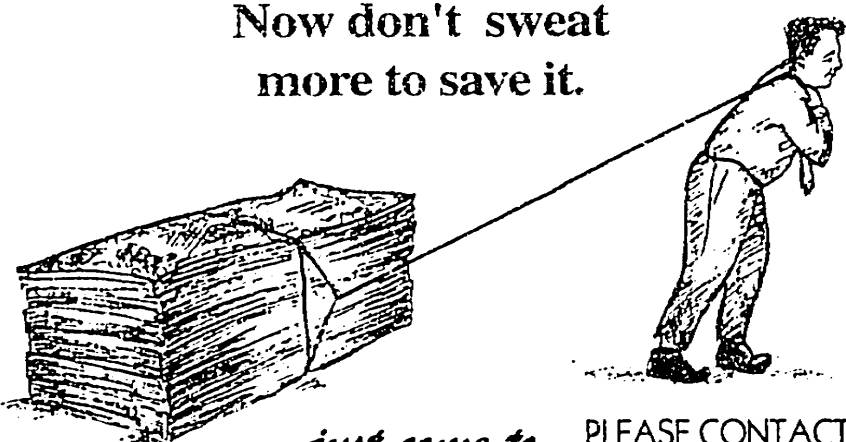
The only sad part in Vasanthi's life is her parents' refusal to accept her marriage. Pointing to her husband, she says, "I love him and married him. It is five years since I have seen and spoken to my mother. Even when I was pregnant, she didn't visit me." But then she quickly adds, "My mother is a stubborn woman and that quality of hers is what has enabled me to succeed in this tough, challenging profession." Tough going, challenge, competition have always attracted Vasanthi; she had wanted to join the police force while she was doing her Plus Two. She had also excelled in school athletics and once stood second in the Salem District in the discus throw.

Vasanthi may be determined and stubborn. But she's also vivacious and has a pleasing personality. Her courteous attitude makes every journey a pleasant one. So watch out for a auto with registration number TCX-7731.

MONEY

You've sweat
enough to make it!

Now don't sweat
more to save it.



just come to

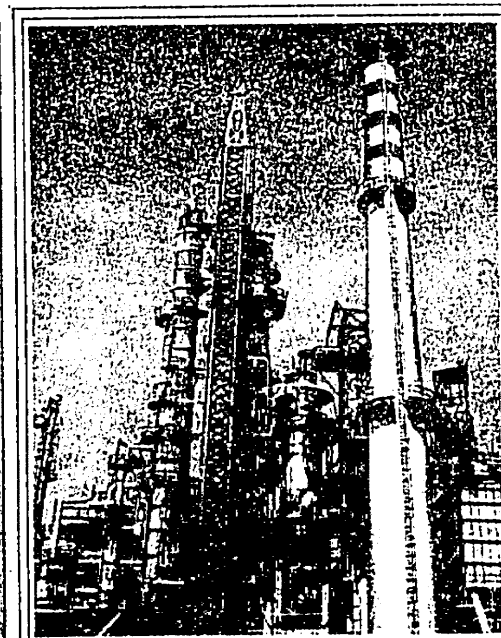
PLEASE CONTACT
OUR NEARBY BRANCH
FOR PERSONALISED
SERVICE.



Bank of Madras Ltd

In the service of the nation for 25 years

Every 8th barrel
of petroleum
in the country comes from
India's largest integrated
petroleum refinery.
MADRAS REFINERIES.



MADRAS REFINERIES LIMITED
552, Anna Salai, Chennai, Madras 600 010

The Star Performer

13 refineries producing 50 million tonnes of refined products for India's petroleum map, covering industry, agriculture and transport system.

Madras Refineries Limited (MRL) refining 7 million tonnes of crude oil, contributes 12% of the nation's needs of petroleum products.

MRL is India's largest integrated petroleum refinery, having under one roof a whole range of petroleum products including petrol, diesel, kerosene, LPG, lubricating oil, base stock, gasifier wastes and petrochemical feedstocks.

The refinery nurtures nine downstream petrochemical industries.

MRL's proven capability to plan and execute large projects on schedule spurred it on to new projects.

expansion of base stock capacity, increase in crude oil refining capacity at Mannar and a new gas root refinery in the Cauvery basin. An LPG separation facility from associated gas in Cauvery basin and augmentation of power generation at Mannar are also under construction at a cost of Rs. 700 crores.

With a current turnover of Rs. 1627 crores, MRL is among the most profitable public sector corporations in the country and has been rated 'Excellent' by the Government of India for the past three years. If you look at MRL's solid performance, you'll know why.

Right from its third year of operation, MRL has paid dividends for 22 years in a row. What's more 21% dividend continuously for four years upto 1991-92 and 25% for the year 1992-93.

And since inception, MRL has not lost a single man hour, thanks to its excellent labour relations.

Yes, 'Excellent' is the word for MRL!