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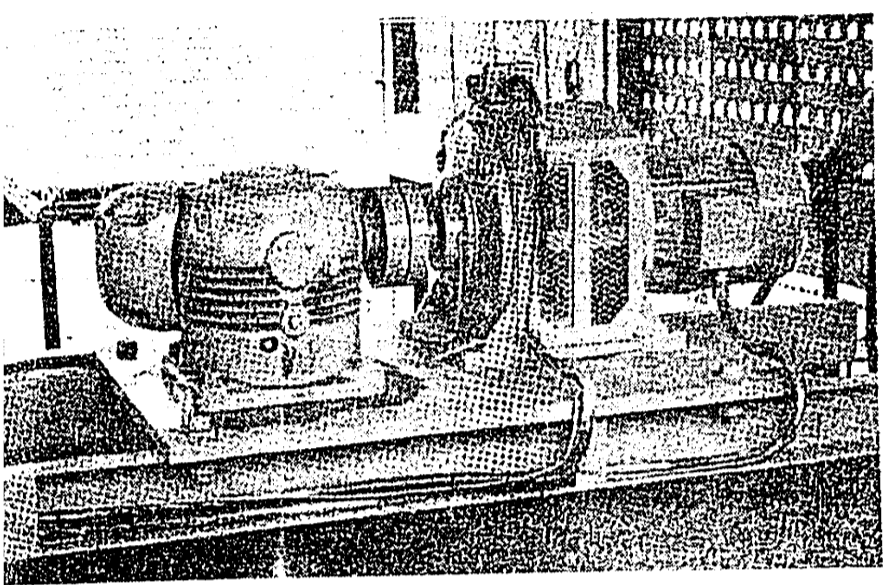


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IV. No. 19

Jan. 16 — 31, 1995

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chrome-recovery plant at the Arafat Tannery near Madras. (Photo by Anirudh Bhattacharyya — Courtesy: CSE-Down To Earth Features.)

As Leather Fair readies for its opening...

CLRI advises tan it green

(By Anirudh Bhattacharyya)
 As yet another Leather Fair gets underway in the 'Leather Capital of India', Madras, the city-based Central Leather Research Institute (CLRI) has

announced plans to introduce clean, green technologies in Tamil Nadu's tanneries which account for about 70 per cent of India's leather exports (Rs. 4140 crore in 1993-94).

There has been pressure to phase out the use of ammonium chloride in the 'de-liming' process. Ammonium chloride increases nitrogen levels in the air and water, not only causing respiratory problems for humans, but also increasing water toxicity through increased nitrification. A possible solution to this threat may be found in a pilot plant at Tejoomall's Tannery, in Pernampet near Ambur. The plant, which uses carbon dioxide (CO₂), instead of ammonia, has been funded by the United Nations Industrial Development Organisation (UNIDO) and trials with it commenced last September.

Agreeing that "we have to adjust and eliminate or reduce the use of certain chemicals which are found to be environmentally harmful," P Prabhakaran, Executive Director of the Council for Leather Exports, adds that a few CLRI clean technology projects had already been inaugurated and others are about to become operational. According to K Parthasarathi, Assistant Director and Chief of Tannery at CLRI, these projects "will curb environmental pollution caused during the tanning process".

The slow progress, it is stated, is due to opposition from small tanners on grounds of economic non-viability as well as to the problems in identifying the harmful chemicals involved in leather processing. Says M Mariappan, Deputy Director and Head of the Environmental Technology Department of CLRI, "Chemicals used in the leather manufacturing process vary in range and quality. They come from several sources and there are no fixed parameters for input chemicals. We need regulations to precisely spell out the constituents for leather chemicals."

Austrian UNIDO expert Karl Heinz Munz, who is overseeing the project, says, "CO₂ removes the lime efficiently and the grain is cleaner". But J K Khanna, advisor to several prominent tanneries, says, "The small man does not have the money to put into such technologies". While ammonium chloride costs Rs. 3 to Rs. 3.50 per kg, CO₂ costs four times as much.

There are several other problem areas in the leather manufacturing process. They start with the soaking or curing process, where salt is used to preserve the raw material. When this salt is discharged, it leads to salinity. However, steps have been taken to

(Continued on P6)

Swamy's only Madras HQ'd agency in Top Ten

(By A Staff Reporter)
 R Swamy/BBDO is the only Madras-headquartered advertising agency among the top Ten Indian agencies ranked by A & M in its fifth annual Agency Report. In fact, there are other 'Tamil Nadu' agencies in the top FORTY! Ranking the agencies by gross income (more or less the 15 per cent they earn from clients on each service), A & M ranks Swamy's 6th, one up from last year, with a gross income of Rs. 10.4 cr, a splendid achievement by an agency led by a man who began his career as a clerical assistant in one of the country's oldest agencies, Hindustan Thompson's. Swamy's growth was 7.7% over 1992-93.

case of international agencies) and their gross incomes are: Hindustan Thompson Associates (1929) Rs. 43.9 cr; Lintas India (1939) Rs. 36.6 cr.; Mudra (1980) Rs. 24 cr; O & M (1928) Rs. 18.2 cr; and Ulka (1961) Rs. 16.5 cr. Total billings of each agency would be approximately 6.67 times its gross income.

While Madras has recorded a greater growth than Bangalore, it is way below Hyderabad on this count, though it is way ahead of Hyderabad in total billing (Rs. 96.5 cr, 36.4%; Rs. 109.4 cr, 21.3%; and Rs. 22.7 cr, 52.4%)

Significantly, three among the top five agencies are among the oldest agencies in the country. The top five, their year of establishment (in India, in the

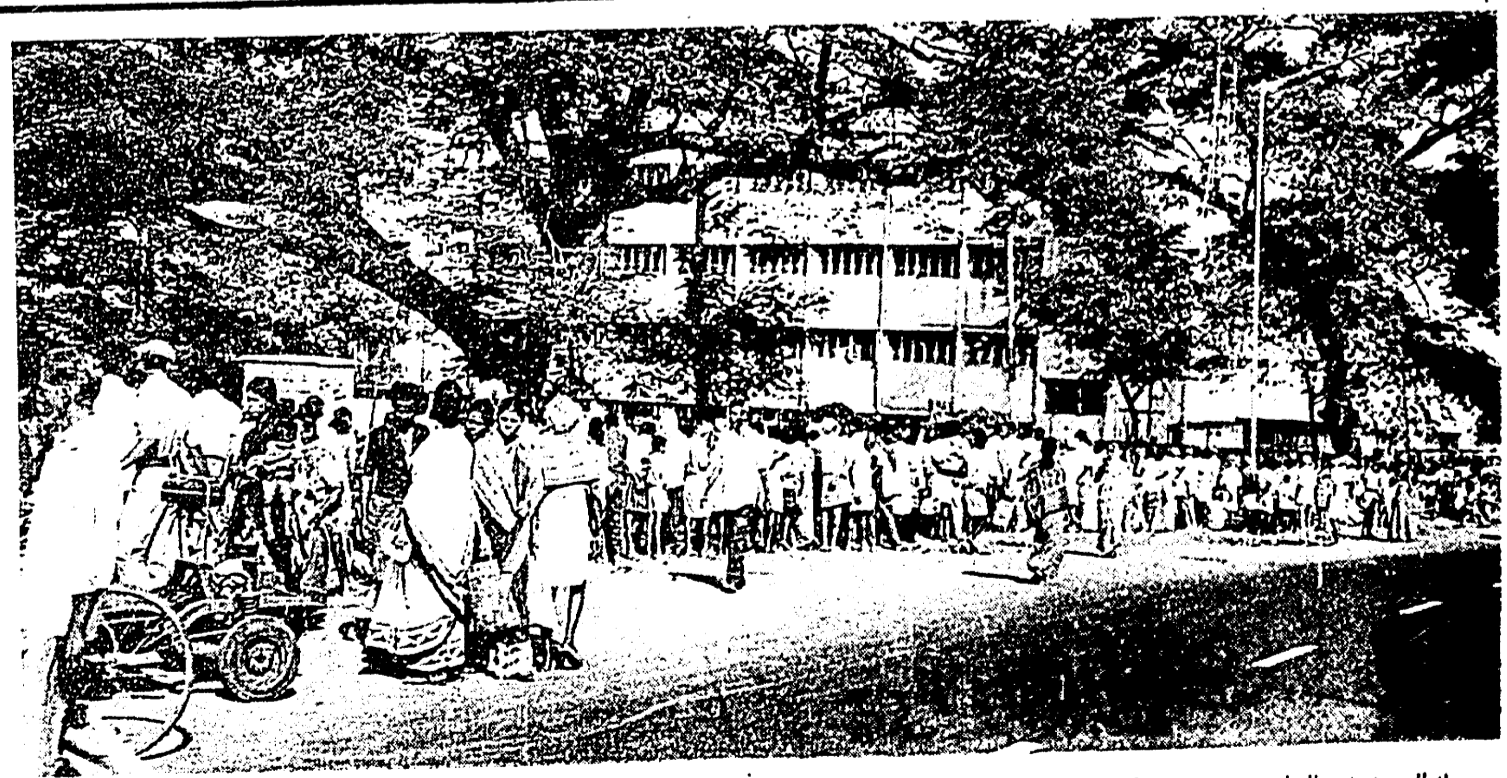
million. There is, however, another agency which takes second spot among Tamil Nadu headquartered agencies, Sasi, founded in 1979 in Coimbatore, and now nationally 41st with a gross income of Rs. 13.6 million. The only other Madras headquartered agency in the top fifty is Efficient, which is 50th, with a gross income of Rs. 8.8 million.

Other Madras-headquartered agencies which provided their information and were among the 132 listed are (with gross income): 52nd Fountainhead (Rs. 7.7 mn); 62nd Insight (Rs. 5.4 mn); 63rd Kanara (Rs. 5.4 mn); 69th Madras Advertising (Rs. 4.8 mn); 80th Anugrah (Rs. 3.7 mn); 88th Take Wing (Rs. 3 mn); 115th Calibre (Rs. 1.1 mn); and 122nd MCS Communications (Rs. 1 mn).



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The Government of Tamil Nadu started celebrating Pongal from December 28th by distributing free sarees and dhotis to all those whose incomes were less than Rs. 600 a month and who held family ration cards. Distribution of the gifts would continue till Pongal Day, it was announced, but many distribution centres ran out of stocks within a couple of days. No wonder, to judge by this crowd on the very first day at the Commercial Taxes Office on Greenway's Road at the Sai Baba Temple end! This crowd stretched in a disorderly queue up to almost C P Ramasamy Iyer Road! According to the Government, the gifts were meant for the "rural, landless agricultural labourers and those below the poverty line in slums in urban areas". The criteria mentioned above might have been fine for the urban poor, but did it apply to the rural areas too? Be that as it may, Government's gifts made for a happier Pongal for many, and Madras Musings also takes this occasion, belated though it be, to wish all its readers:

A Very Happy Pongal Season and May the Year Ahead be a Prosperous One for You

History, Geography and Heritage Towns

The Man From Madras Musings was delighted to read just the other day a headline that said, 'Towards a renaissance of heritage towns'. Reading further he discovered that the State Government had decided to declare 37 towns (increased from 23) as "historically and culturally important", that these towns would be improved and developed and that various departments and NGOs like INTACH would be consulted in the plans being drawn up for each heritage town. As this is what *Madras Musings* has been talking of for several years now, *MMM* is naturally delighted that things are beginning to move at last.

The towns identified as heritage towns are as follows: Kancheepuram, Chidambaram, Rameswaram, Srirangam, Srivilliputhur, Mallapuram, Thanjavur, Kumbakonam, Poompuhar, Madurai, Palani, Tiruthani, Kanniyakumari, Tiruvannamalai, Courtallam, Tranquebar, Gangaikondacholapuram, Tiruchendur, Gingee, Chettinad, Vallinokkam, Nagore, Velankanni, Colachel, Padmanabhapuram, Karaikkudi, Bhavani, Tiruchengodu, Tirunelveli, Sriperumbudur, Tirumayam, Perur, Pichavaram, Marudur, Avudayarcoil, Sittannavasal and Marakanam.

And it is that list that strikes *MMM* as curious. The other day,

speaking on a public occasion, the Editor of *Madras Musings* had reason to ruefully mention, one, the lack of attention being paid to History and Geography in education in India, particularly in Tamil Nadu, and, two, the fact that Madras, the town whose contribution to the development of Modern India was immense, is now a forgotten city. Much of what he sadly stated on that occasion only appears to be emphasised not only by the newspaper report but by the policy reported on, without questions asked, *MMM* feels.

The most striking omission in the list of 37 is MADRAS. Has it suddenly been decided that it is no longer a town of historical importance? *Madras Musings*' Editor in his talk stressed that heritage is not religion and culture, myth and legend alone, and that heritage, especially in these terms, is only a fraction of history. History's scope is much wider and much of it concerns what the rulers and the RULED, the men and the women of the past have contributed to the present. In this context, the omission of Madras from this list is especially astounding. If Madras is tainted with its history of an imperial presence, then why Tarangambadi? And if Tarangambadi is there because it is DANISH (the non-imperial Danes!) Tranquebar, then why not Dutch Pulicat, with its bonus of a unique ecosystem, or Dutch Sadras, with its bonus of a beach? If Tranquebar has been chosen because of its religious significance (the first Protestant mission to arrive in India established itself here), or if Velanganni has been chosen for its more recent religious 'miracles', why not Madras (or even Mylapore-San Thome) with its Trail of Thomas, an article of faith for millions of all faiths for centuries?

seem destined to dwindle further. Traditionally, there has been no town called Chettinad, but in the early 1930s a whistle stop railway station was established between Karaikkudi and Pudukkottai and called Chettinad. This railway station can hardly qualify as a 'heritage town', but if it does because it is considered an entry point to a cultural hinterland, then why Karaikkudi, which by virtue of being the largest town in Chettinad (though Devakkottai has many more Chettiars) has

Government to develop a permanent fair site in Madras. ITPO says it does not have the Rs. 40 cr needed for such an exhibition ground and the leather industry is not very keen to invest that kind of money in such a scheme. The Tamil Nadu Government, however, is prepared to put up part of the money if it can find a partner. And, *MMM* hears, the Federation of Indian Export Organisations is willing to respond to that interest, provided the Hong Kong Trade Fair Group

around are the stalls, and many of which run the hose of the firefighters, all kept at the ready. Another feature of the year's Fair is the preponderance of Tamil publishers and booksellers, their stalls for the time outnumbering the English language stalls. This year's Fair has also limited each stallholder to no more than TWO stalls, there are no dominant stalls attract customer attention.

★ She's a Maharashtrian who speaks fluent Tamil, she's a Ph.D. in Economics from the University of Southern California. She is the executive director of the Tamil Nadu Industrial Development Corporation. She's an officer married to a fellow officer. But she came to the notice of *The Man From Madras Musings* because she's had her first book, a piece of children's literature, published. *Undir The Mouse Family*, a collection of children's stories, has been published by HarperCollins who, *MMM* hears, think they have Anuradha Khaki Rajivan a real find in children's fiction. As Rajivan, who is married to the Collector of Madurai, Krishna swamy Rajivan, she thinks the book "reveals a frivolous side to my nature". But though the book is fun, the *undir* ('mouse' in Marathi) stories have a serious side to them, dealing as they do with today's happenings and contemporary concerns of today's children. Rajivan, who first started writing when contributing stories to the Madras children's magazine *Gokulam* while Collector of Pudukkottai, feels that writing for children "is a good form of escape from official work; it helps me retain some sanity in the maze that bureaucratic world can be". In the rat-race of that world, Rajivan has managed very well, thank you, *MMM* hears. When she moved to Pudukkottai she found that it was the first Tamil Nadu district to attain 100 per cent literacy but the literacy achieved was not helping the womenfolk of the district. The several schemes she launched for the poorer but literate women of Pudukkottai District have brought greater prosperity to many of the homes in the district. Perhaps Rajivan, who also writes academic articles for newspapers, will one day write of that experience.

SHORT 'N' SNAPPY

developed merely as a commercial centre?

The Man From Madras Musings is very happy that Government has begun to look at heritage towns in terms of environmental contribution too. That could be the only reason for choosing Pichavaram with its backwaters and mangrove forests and Courtallam with its waterfalls in sylvan surroundings. Certainly there's nothing "historical and cultural" about either. But if environment is the reason for these two choices, why not Kodai and Ooty, Tiruvakkarai and Mudumalai and Valparai?

Indeed, this is a most curious list, a mix of historical towns and pilgrim centres, cultural destinations and places of environmental tourist interest. Many more, many of them more significant, have been left out. Why not call such a mixed bag plain 'tourist centres' instead of glorifying them with the title 'heritage towns', to do so is to devalue the true heritage towns of Tamil Nadu, of which there are scores. Could political compulsions have had more to do with the list than evaluation by persons competent in Archaeology, History, Geography etc., *MMM* wonders.

OR the Singapore Trade Development Board come in, thus assuring that the exhibition site will be used for many more international exhibitions than the only annual big one, the Leather Fair. FIEO has looked at three possible sites which the Tamil Nadu Government might offer it and all three sites will easily accommodate the 20,000 sq m of airconditioned space FIEO would like to put up. But its plans depend entirely on the interest shown by Hong Kong or Singapore. Closer home, *MMM* is afraid that, if the annual Leather Fair in Madras keeps growing at the present rate, ITPO's permanent Delhi site, *Pragati Maidan*, will grab it before long.

In brief

★ The British Overseas Development Authority (ODA), working through the British Council on an AIDS information dissemination project in India, has pointed out that a recent survey in Tamil Nadu has shown that 25 per cent of the State's long distance lorry drivers are HIV positive! Lorry drivers in India and their families are a growing AIDS problem in India, according to what ODA sources tell *The Man From Madras Musings*. They say, "Driving immense distances on India's notoriously slow roads, drivers are often away from home for weeks at a time. Long hours at the wheel mean relaxation — and sex — are often the first impulse on arrival at their destination". And many a roadside 'meals' halt provides what they want.

★ K Krishnamurthy, honoured by the Booksellers' and Publishers' Association of South India for his sterling role in book-selling in Madras, is indeed the doyen of booksellers in Madras, perhaps even in South India. The honour couldn't have come at a more appropriate time than 1995, for Krishnamurthy this year celebrates both his 80th birthday as well as his 50th year as a bookseller. This would indeed be the ideal time for him to turn from book-selling to book-writing, a field he is not entirely unfamiliar with. It was Krishnamurthy who translated Sardar K M Pannikar's classic autobiography from the Malayalam to the English. Here is a field to which he still has an enormous contribution to make and *The Man From Madras Musings*, while wishing him many more fruitful years ahead, looks forward to that contribution.

★ The Madras Book Fair, after its sad experience last year when much of it went up in flames, this year features a fire engine as its star attraction. Smack in the centre of the ground is the temporary fire station and all

People's movement to preserve original Calcutta

India and subsequently came to be known as 'the city of palaces'. The sobriquet, however, was not derived from the exquisite edifices erected by the British but these native settlements of North Calcutta.

The area was originally a weavers' village called Sutanuti (*suta* in Bengali means thread) which flourished under the patronage of the East India Company. With growing trade and commerce, buildings began springing up sporadically.

Spreading was then not in vogue and as newer thoroughfares cropped up, the real Calcutta was buried in its intricate maze of lanes and by-lanes. It was in this concrete jungle that the idea behind CRUTA was conceived about eight years ago when Nayak mapped around 4,000 'palaces'. He discovered that the best and most elegant specimens of architectural splendour still stand where the city was born more than 300 years ago.

The starting point of CRUTA was one such palace — the Shovabazar Rajbari house of Naba Krishna Deb, which witnessed many intellectual discussions eventually leading to the

people's movement is fast developing in Calcutta to preserve and restore the rich architectural heritage of the city, states a Press Trust of India report.

Leading this search for renewal is the foundation for Conservation and search of Urban Traditional Architecture which is making those who live in the crowded, congested and long-gotten quarters of North Calcutta feel that their's is the original Calcutta and that it needs urgently to be preserved.

"Architectural splendour is any citizen's pride in preserving this heritage can be a new direction for urban renewal," says Debashis Nayak, a 35-year old architect behind CRUTA. "The conventional approaches are usually cosmetic and serve little practical purpose. Without involvement at the grassroots level nothing can be achieved," he says.

"Getting cities back to their people" is this motto and Nayak believes that an urban renewal project should begin with the basic idea of finding a 'trail' intrinsic to the particular town. A building, Nayak says, is an expression of an individual shaped by economic conditions and contemporary social thought. The cluster of individual buildings make a street and a combination of streets builds up an area which collectively reflects the pattern of social behaviour.

CRUTA's founder traces the social ethos behind these structures to the building boom of 1778 when Calcutta was officially declared the capital of

Another in our series on how Indian cities are beginning to look at their heritage

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Bengal Renaissance and birth of nationalism.

The Shovabazar Rajbari episode proved to be a watershed and local inhabitants started realising that renovating old houses paid more in the long run than pulling these down and building new ones in their place.

Awareness started growing and the aspect that sky-rocketed this was a bit of ingenuity on Nayak's part. He called it 'The Walk', which, in essence, was nothing but a short peregrination through the web of roads with occasional visits to some grand houses en route.

Designed to show tourists a glimpse of a dazzling fusion of contrasting building styles, Nayak says it made people realise that the city's architectural heritage was comparable to European towns like Geneva and Florence.

His 'Walk' worked wonders, says Nayak. Each day brought discoveries of beauty and tradition that people had lived with but never learned to notice. Septuagenarian Chandra Babu provides an interesting anecdote. "Some time back a foreigner came to sketch the wrought-iron work above my door. Only then it occurred to me that the grill was European and more than 200 years old. It is good to see others cherish what I was born with."

EDITOR'S NOTE: Will those who call George Town home take time to consider their part of the city in this way and consider its restoration? *Madras Musings* knows several architects who will gladly help.



Atrium Delight at the Park Sheraton Towers

That personal touch

In a season of plenty at least as far as greeting cards went, the most noteworthy thing your Editor noticed was the plethora of charitable organisations now offering greeting cards to the public. From UNICEF to Udamum Karangal, the number was a score or thereabouts. More newsworthy, however, were a couple of personalised cards he received.

Truly personalised was the card from photographer K K Genesh, who specialises in architectural photography and who has 'invented' his own equipment for panoramic work. For your Editor he chose a photograph, the wide angle view on top of Poonamallee H.R., or Periyar Salai From right to left are Southern Railway Headquarters, Central Station, the main Railways' Booking Office

and, rather faintly, Victoria Public Hall and Ripon Buildings.

Personalised in a different way was the Park Sheraton card from chef Praveen Anand. The card above is apparently one of a series the Welcomgroup's philosophy of providing 'food for all the senses for a complete guest experience' and reflect the lighter moments experienced by the discerning traveller. In this card the focus is on the adventures of a maami in a capsule lift in the Park Sheraton Towers' atrium, watched by a Laxman-lookalike (with hands behind head). Thank you both for making the Season more enjoyable and thank you all who sent us cards wishing Madras Musings a bright future.

— THE EDITOR

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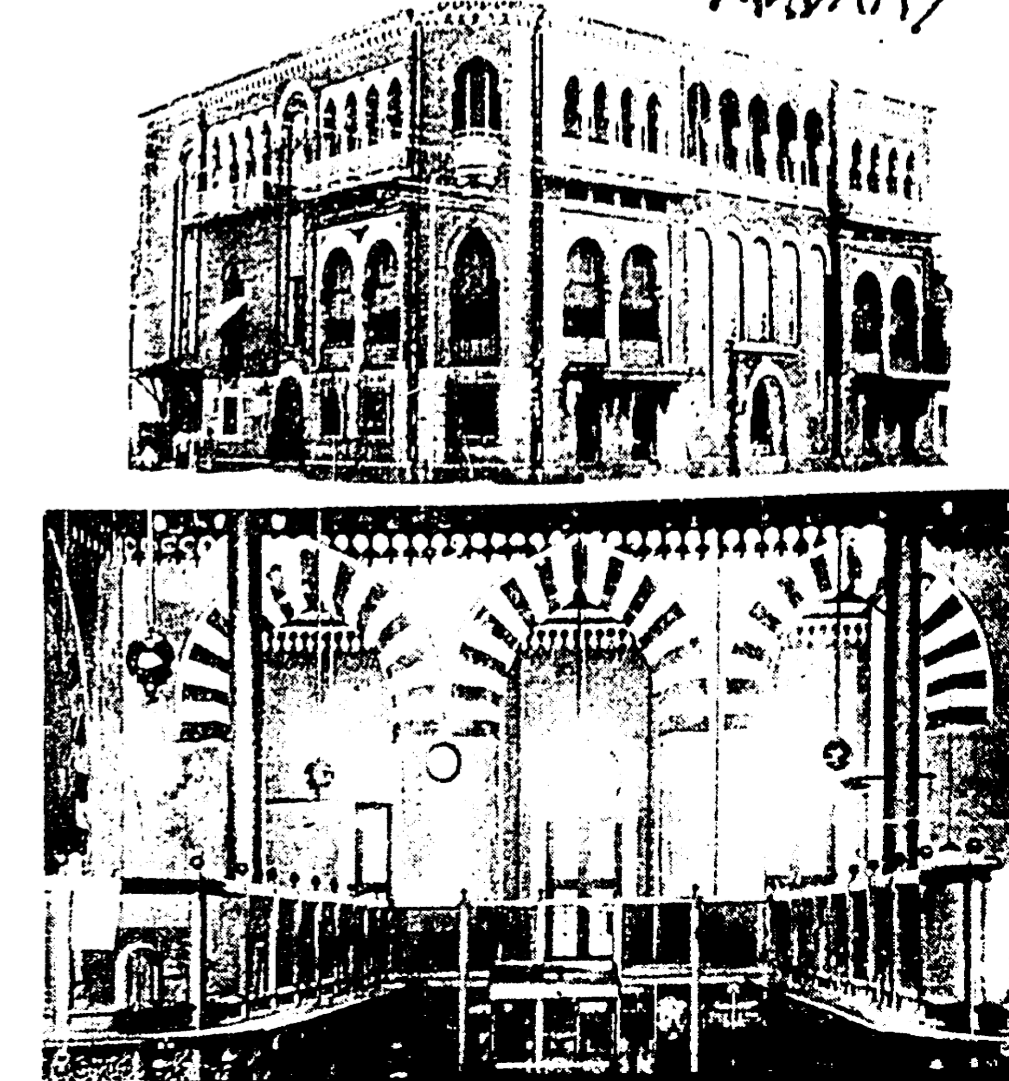
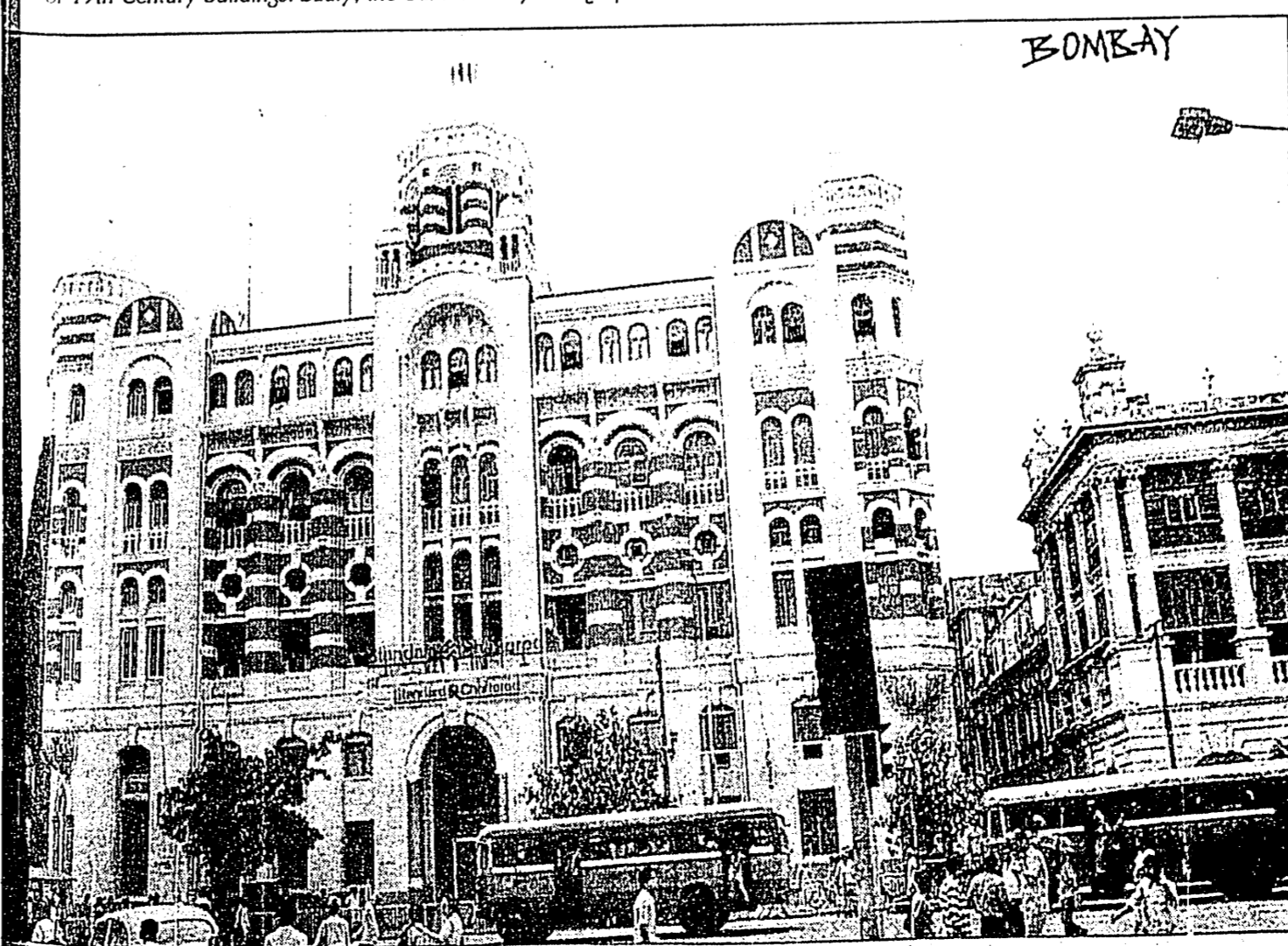
A Select List of Recent Additions

Author	Title
ALLEN, S. (ed.)	Women in business: Perspectives on women entrepreneurs
BARRRETT, J. K. (ed.)	Encyclopedia of women's associations worldwide
BURRINGTON, G.	Equally good: Women in British librarianship
COCKBURN, C.	Gender and technology in the making
FOGENSEN, E. A. (ed.)	Women in management: Trends, issues and challenges in managerial diversity
GENOVESE, M. A. (ed.)	Women as national leaders
GREEN, E. (ed.)	Gendered by design? Information technology and office systems
HERBERT, C.	Eliminating sexual harassment at work
JOSE, A. V.	Limited options: Women workers in rural India
LARKIN, G. A.	Women to women: Street smarts for women entrepreneurs
LIE, S. S. (ed.)	World yearbook of education 1994: The gender gap in higher education
MOSSE, J. C.	Half the world, half a chance
OUSTON, J. (ed.)	Women in education management
PERRY, J.	Counselling for women
WETZEL, J. W.	The world of women: In pursuit of human rights
YOUNG, K.	Planning development with women: Making a world of difference

Splendidly restored in Bombay ... Sadly no more in Madras

Standard Chartered Bank, image-building after the scam of 1992, has handsomely refurbished its splendid Indo-Saracenic Indian headquarters building in Bombay. The restoration work that has been done on this building is a model for the conservation of 19th Century buildings. Sadly, the Bank a few years ago pulled down the Madras

branch building which had been built in 1871 but occupied only in 1900. That building, with its magnificent banking hall (seen in copies of a couple of old photographs), has been replaced by functionally modern premises.



The Madras Anglo-Indian in Australia

I was visiting Australia after 22 years and was keen to meet a lot of old friends, particularly the Anglo-Indians who had begun arriving there over three decades ago. Australia being a vast country, I spent most of my time in Victoria State and its capital, Melbourne, in particular.

Harold Dimaatt, one of the earliest immigrants, is now 86 years old. He and his family left Roxaparam almost 27 years ago after his retirement from a commercial house in Madras. He got a job with a week of his arrival and worked until a few years ago. He purchased a 4-bedroom house in St. Albans, where he spends his declining years in peace and comfort, surrounded by his children, grand children and great grandchildren.

Similarly, Eric Owen and Bobby, a married couple from a family that was well-to-do in Roxaparam, Eric's wife being a doctor with a flourishing practice and his a teacher in a mission school. Neville, a retired Railway official, was the last to emigrate, arriving only a couple of years ago. Owen works for a printing company in a senior position and his wife is a travel agency.

Backward Class benefits sought

(By A Staff Reporter)

Backward Class benefits are being sought by the Anglo-Indian community. And promising to continue her efforts to this end was Dr (Mrs) Beatrice D'Souza, M.A., at a function recently organised by the Forum of Anglo-Indian Women.

The sad state of the community was pointed out by its former representative, D V D'Monte, who said that "the larger section of Anglo-Indians in Madras suffered from lack of food, shelter and clothing".

The occasion for these remarks was a celebration of Family Day organised by the forum for 'Senior Members'. It was sponsorship by Anglo-Indians in Australia that had made possible the monetary gifts distributed at the Christmas Season lunch.

Dr D'Souza is a senior executive in a multinational firm based in the Philippines. Her husband, D'Souza, is perhaps the longest-paid Anglo-Indian in Australia.

Dr D'Souza is a shipping department manager at a multinational. Ruseel, his son, an MBBS from Madras, is a consultant and his wife Joan, a former teacher in a Madras convent, works in a bank. Nigel's father, Dr. Bertie D'Souza, who retired from the Madras Police Department, stays with them.

Dr D'Souza and his wife Joan are both working in a leading bank and their son, Mark, is doing medicine.

George D'Brass, who retired from the I.C.F., Madras, emigrated with his family almost 20 years ago. George leased a petrol pump and ran an automobile service till he retired.

George and Sheila Lopez were probably amongst the earliest immigrants, leaving Madras almost 30 years

ago. George was a Mail driver in the Railways and was resident in "Trichy". It so happened that the Australian High Commissioner once travelled on one of his trains to Secunderabad. He introduced himself to George and asked him if he was interested in emigrating to Australia. And so it came about that George and Sheila got their clearance almost across the counter. He works with the Post Trust in Melbourne and amongst his children are a chartered accountant, a doctor and a nurse.

Loretta Bostan from a poor family in Perambur. She emigrated with her husband and four children over ten years ago. Loretta does THREE jobs, her husband is well-employed and all the children are working. Loretta has been able to help her widowed mother in London and has helped several poor relations to emigrate.

Overall, emigration has given a new lease of life to the community, many of whom were in dire circumstances in Madras. Bank loans for purchase of houses are freely available in Australia — instalments running to 10 to 15 years. And practically every Anglo-Indian owns his home. Within two years of arrival, most Anglo-Indians opt for Aussie citizenship.

Many are employed in Government service and the Prime Minister has given a record appreciation to this minority's contribution to the country.

In most cases, husband and wife are employed. D-brothers, the average Anglo-Indian husband and wife earn around 40,000 A \$ a year. This certainly allows a family to live well, pay its bills and save a portion for a rainy day. Many of the older generation also help their families in Madras.

Every house has at least one car, a not more. Cars are a necessity to attend work or visit friends and relatives. Work and leisure time for a long sleep, cleaning the house, sleeping and cooking. Cooking is done over the cooker and stored in the fridge for the week.

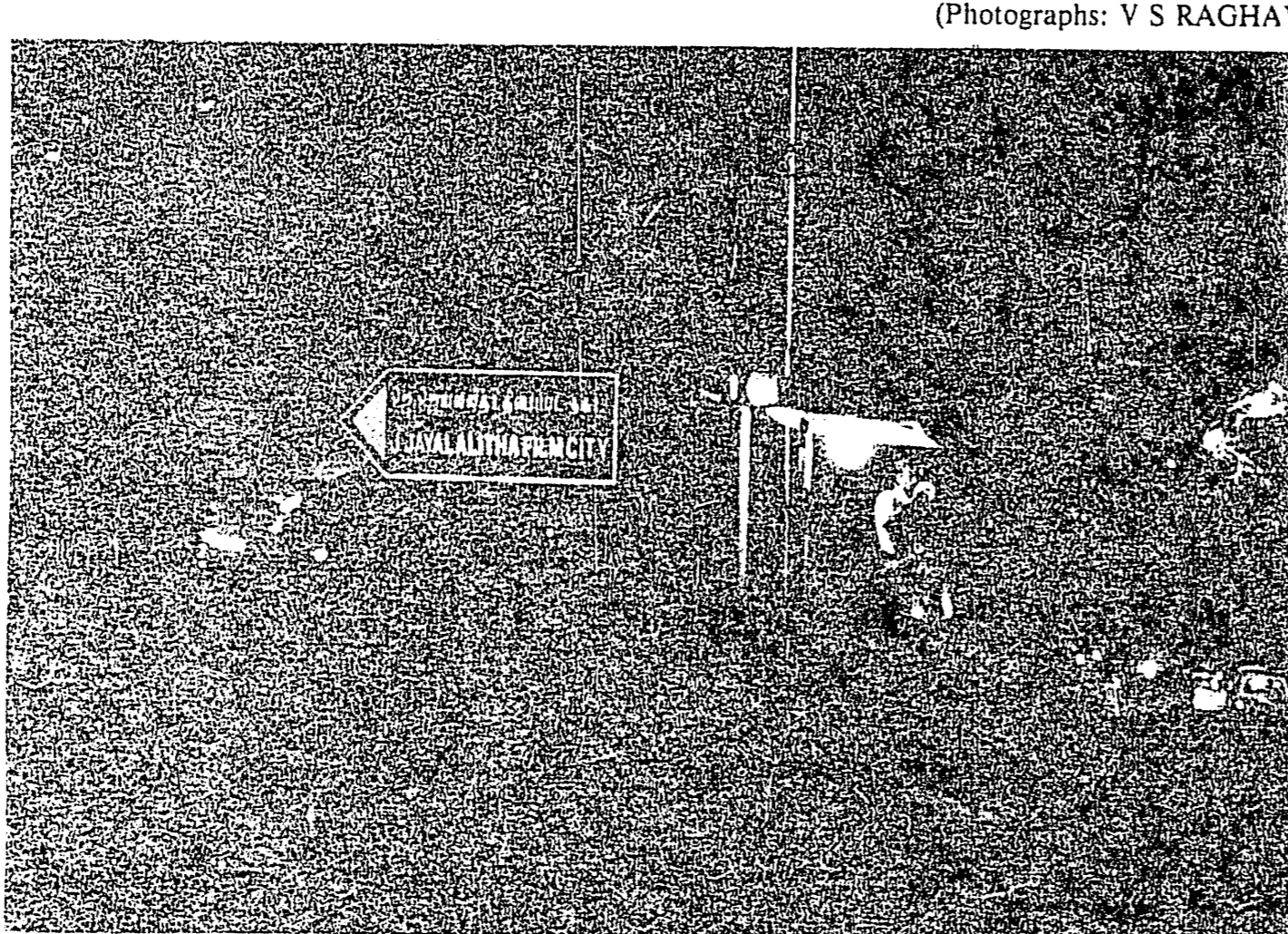
Anglo-Indian food has always been a specialty in India and this tradition continues in Australia with regular curry and rice meals and, of course, *dosas*, *idlis*, *curries* and other Madras specialties. Indian condiments, spices and vegetables are freely available in Indian and Sri Lankan shops. *Dirivani*, *meat vindalhos*, *steaks* and *cutlets* continue to be favourites.

The community is to be found in all the major cities in Australia. About 100,000 emigrated from all over India and with the second and third generations may now number about 1.5 lakhs. The community meets regularly at functions, festive occasions and balls. There are several Anglo-Indian associations active in social, civic and cultural activities. In one case, the local Council has given the Association a generous grant to build an Old Age Home.

Anglo-Indians, although they are inevitably becoming absorbed into wider Australian society through inter-marriages — many of the second and third generations are happily married to Australians, Italians, Greeks and other emigrants — are still identified as a distinct group with its own cultural and social patterns. The Anglo-Indian's close family ties is still an exemplary



What an eyesore the OLD concrete road signs in yellow and black are! Worse, they cannot be read at night. What an improvement the NEW reflective metal signs are! You cannot miss them at night. These new signs are beginning to make a small presence in the City, 'small' because it would seem that in most cases they've come up only when there's a sponsor... & THE OLD... Mills Group has signposted every little lane leading off the bigger road with these signs. Elsewhere we'll have to wait... But why can't the Corporation fund its own signposting waiting for sponsorship? It's got the City better lit these days; these new road signs will only make getting at the City at night easier. Even if such signs are expensive, surely they aren't prohibitive? (Photographs: V S RAGHAVAN)



White Goods coming out of the red

Who would have thought that the age-old staple of Indian villages — the *dreshi shat* — would be replaced by washing machines? Or that the vacuum cleaner would take over from the hand and contidante of every housewife — the maidservant? Unfathomable though this scenario was a few years ago, it is fast becoming a reality.

A recent study done by Francis Kanoji Marketing Research estimates that the seven major metros in India would, in 1994-95, have only a 45 per cent share in washing machines. The report assigns 14 per cent to cities with a population of one million or more and 26 per cent to Grade 1 cities. It gives a remarkable 15 per cent chunk to the 'others' category.

Rapid electrification of villages and all pervasive urbanisation have, apart from altering lifestyles wrought these changes in the White Goods sector which is part of the Consumer Electronics segment. Though the future looks rosy today, the very existence of this sector had been threatened by the recession a short while ago. Poor sales

feature of life. The strong unified family remains a source of strength as it has always been for Anglo-Indians facing the hazards of lost roots, the family proving to be the best support in facing the hazards of immigrant life. Those are Indian roots they have not lost.

— D V D'Monte

in turn brought about a bad case of under-utilisation of capacities and, thus, thrust A.C.s, refrigerators, washing machines, vacuum cleaners and mixers into a downward spiralling vicious circle.

Apart from mixers, this entire sector was hit by the recession and adversely impacted upon by Government moves to curb inflation. Higher excise duties,

however, saw smiles breaking out in the sector. The fiscal policies of Dr Manmohan Singh started to pay off. Last year's Budget contained moves to revive the depressed industry. New technology, such as frost-free refrigerators and more efficient A.C.s, have the entire industry anticipating a growth rate of 6-8 per cent, with washing machines alone projected to touch the 2.5 million mark in the current year.

The entry of international players has also brought about upgradation of technology and access to global markets. IFB-Bosch are planning offices in Singapore and Moscow to add to their presence in Dubai. All major players are banking on the burgeoning middle class and the rising paycheques. In their rush to establish beachheads in these virgin markets, these companies are trusting to the vast untapped hinterland.

They are courting the Indian bride, dreaming of the rich dowry she has let them peek at. Ever-confident of success, they predict that the coming boom will make the one in the Eighties look minor in comparison. I only hope that in their rush they do not trip over themselves and find that they are in an over-saturated market.

Here are our recommendations for this fortnight: SIP Resins (CMP: Rs. 55.00): SIP Resins has been marketing its products, i.e. epoxy resins, under the brand name EPOXITE. Epoxy resins are employed in

precision, red-coconut palms seemed to stand at attention. The relaxed country-variety of green coconut palms growing as they pleased I finally discovered at the Rama temple in Changi.

In a strange way, Singapore combines Madras and England. So strong has been the colonial influence that it could well pass for a Little England, down to its rainy weather. A thoroughly British sense of cleanliness, courtesy and orderliness permeates the isle, with bus stops and shop counters showing such orderly queuing that would be the envy of Londoners! And if in Britain the

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Driving out from Changi, something about the local vegetation struck me; not a single tree seemed to have routed at random on its own. Their symmetry and spacing were typical of the man-made perfection that is Singapore; every tree was a hand-planted one — every single tree! Later, Changi Airport reinforces that feeling as grand banner apply says Nalvaravu in Tamil besides 'Welcome' in English, Chinese and Malay.

(Continued on P5)

Singapore lessons

Go abroad and feel at home" — this couldn't be truer for anyone than a Madras visiting Singapore. The home feel begins the minute you step onto the Singapore Airlines aircraft; in-flight music includes layaraja numbers and the menu comes complete with pongal, kootu and paayasam amid d'oeuvres and choice wines.

Written all in Tamil on the menu card! Changi Airport reinforces that feeling as grand banner apply says Nalvaravu in Tamil besides 'Welcome' in English, Chinese and Malay.

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BOYS ON A BIKE

At various times, the State Government has decreed that bicycles, in accordance with the design and manufacture of such machines, must carry only one person — the rider. Then, at other times, after second thoughts, it has decided to legalise the practice (which had been in vogue all the time anyway) for bicycles to carry an additional person besides the rider, sometimes on the rear carrier, sometimes on the passenger seat. In this instance, however, youthful residents of Triplicane have clearly determined to push the concession to its limits. Five boys on a single bike is the most HARRY MILLER'S camera has ever recorded! Do they, by any chance, give a thought to these poor rubber bicycle tyres?

OUR READERS WRITE

Under 12? Our report states that "The authorities, however, did not enforce the rules as they felt it would defeat the main purpose of the tournament" (MM Dec 1994).

(Continued on P5)

We saw raintrees, *gul mohurs*, well-led, as we sped to the city. But, most surprisingly, no coconut trees though we were just one degree above the equator and on the ocean as it were. My search for a coconut tree finally ended when we visited Sentosa Isle (corrupted version of the Sanskrit *Santhoshha*); there, with military

• by Hiramalini Seshadri

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Power is from thermal stations which, most thoughtfully, are tucked away on nearby uninhabited isles to minimise pollution. However, man can only propose: God disposes. While we were there, Singapore was reeling under the worst-ever smog thanks to forest fires raging in nearby Indonesia.

The TNHB engineers should be sent to Singapore to learn how to build flats; Madam Chief Minister, I hope you are reading this. Eighty-five per cent of housing is provided by the Government. Design makes maximum practical use of space in a pleasing and aesthetic manner, taking into account the needs of children, the elderly and so on. The ground floor is never built up; the space is used for community functions, recreation, for children to play and for little corner shops. Inside the flats, sliding doors minimise dead-space, bathroom floors slope and there is no water-logging, the drainage is excellent and the centralised garbage chute and disposal system is worth emulating.

Dress styles of Singaporeans are decided in Paris. The Chinese and Malays have gone the whole-hog Western, Indians still cling to sarees and *salwar-khameezes* and Nalli's, Haneefa's and those who have opened shop there keep them up-to-date with the latest Bombay and Madras fashions. Next to eating, shopping is the national hobby. And Singaporeans hope the bug bites tourists too. To make sure of that, incentives, such as tax back if you buy more than \$500 worth of stuff, are thrown in.

Mohammed Mustafa's — a huge complex on Serangoon Road — and Kalyana Sundaram's just next door are where all Madras head. Both places buzz like beehives till ten at night and you "can get to buy anything there

charwoman and monarch may share a cuppa tea, in Singapore, the yard cleaner and minister could be on first-name intimacy. You just have to substitute the Caucasian faces of the UK with oriental ones and the 'Asian' ones with Tamils and Malays — and, presto, you have Singapore! The main language is English with a quaint 'Singapo' twang to it; all the R's are 'silen' (!) Names of British generals grace most roads. But most of the Whites have left and, unlike Hong Kong, which still hasn't got out of the colonial past, Singapore reverberates with a multi-ethnic Asian resilience.

Everyone is busy in Singapore. Employment is 100 per cent and, what is more, worker shortage is being met by Indonesians, Indians, Bangladeshis, Filipinos.

Next to work, eating is the national pastime. I was fascinated to discover that most Singaporeans do NOT cook at home; they simply eat at the EATING HOUSES found in every nook and cranny. Pork, chicken, noodles and rice are most popular, but every kind of food is available in plenty — nothing home-grown, of course; everything has to come from abroad. Even water comes from Malaysia; smart Singapore 'treats' the water, takes enough for herself and sells it back to Malaysia!

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Palani? No, Singapore!

locals. I picked up some nice, plastic tablemats and table clothes. Children's wear is good too; for just \$25, you can pick up a readymade suit complete with bow-tie and silk 'n' lace shirt for

Junior: never mind that the shirt is backless! Who sees the shirt under the coat anyway; so innovative are Chinese tailors! (To be concluded next fortnight)

White Goods...

(Continued from P4) corrosion and chemical-resistant linings, surface coatings and paint formulations. Its half-year performance has been encouraging, with turnover up by 37 per cent. It is entering in an aggressive way into value added products, with special emphasis on the consumer segment of adhesive and waterproofing systems in ready-to-use domestic packs. The company proposes to diversify into floriculture as well as into spinning, knitting, dyeing and processing and plans to come out with a 1:2 rights issue. A turnover of Rs. 18 cr for 1994-95 is achievable. The PAT is estimated at Rs. 1.44 cr. Buy. Autolec Industries (CMP: Rs. 130.00): This Madras-based automotive ancillaries manufacturing company is the leading manufacturer of water and oil pumps in India. This company has come out with commendable half-yearly results for the first time ended September 1994, which showed an increase of 54 per cent in turnover and 39.8 per cent in PAT. Exports are expected to grow substantially as it has opened offices in Singapore and Europe for marketing its products and has entered into a joint venture with a US firm to market and distribute its products. It has recently received orders from General Motors worth Rs. 28 lakh. We expect a turnover of Rs. 45 cr for 1994-95 and PAT of Rs. 5.65 cr. The EPS of Rs. 11 on the enhanced equity of Rs. 5.06 cr will support Rs. 190-200. Buy.

Iggi Resorts International (CMP: Rs. 73.00): Iggi Resorts International Ltd sells holiday resorts using the concept of Property Time Share (PTS). Iggi is the only one in the industry which gives registered title deeds to PTS buyers and also assures 'Rental Return' of 20 per cent of the amount invested if the PTS is unutilised for the first five years. Besides the four existing holiday resorts, two new resorts are nearing completion in Mudumalai and Kodaikanal. The company has an association with the Tamil Nadu Tourism Development Corporation (TTDC) called 'Iggi Highways Motels'. It is launching an innovative project for the first time anywhere named 'Iggi Metro Residence', which is aimed at business travellers and provides them facilities for a one-time payment. To part finance this, the company has proposed a rights-cum-public issue of zero interest fully convertible bonds. Also on the anvil is the issue of equity shares to FIs on private placement basis at appropriate premium. Partially fresh positions are recommended when prices rise above the immediate resistance at Rs.80, with a stop loss at Rs. 65.

— K GOPALAKRISHNAN

TRUST 50 YEARS OLD BANK FOR SECURITY

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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.

When two schools joined, two more were born

When Captain John Doveton of the Nizam of Hyderabad's Army died in London on 15.10.1853, his last will and testament required that his legacy be used for the advancement of Anglo-Indian education through two Parental Academy Institutions to be set up in Calcutta and Madras.

The Madras Parental Academic Institution, aka Doveton College, was, accordingly, established in Vepery on March 1, 1855, as a boys' school. A year later, the girls' school was started. And both schools have been functioning in the same premises at Vepery ever since.

The names of the two schools have been modified over the years. The schools became known as the Doveton Boys' and Girls' Schools. In 1928, when the Bishop Corrie School joined

the Doveton schools, the names were changed to Doveton Corrie Boys' High School and Doveton Corrie Girls' High School. In 1958, a Bishop Corrie School began to function on its own again in Broadway, but the two schools in Vepery have continued to retain the Doveton Corrie name. They are managed by the Madras Doveton Protestant College Trust.

At present there are about 1500 boys and 1200 girls in the two schools, with about 35 teachers in each of the schools. Both schools are on the same big campus, but run as separate institutions. The academic performance of the schools has been impressive and several of their students enter professional colleges. The schools excel in athletics, with several students regularly representing the State in the schools'

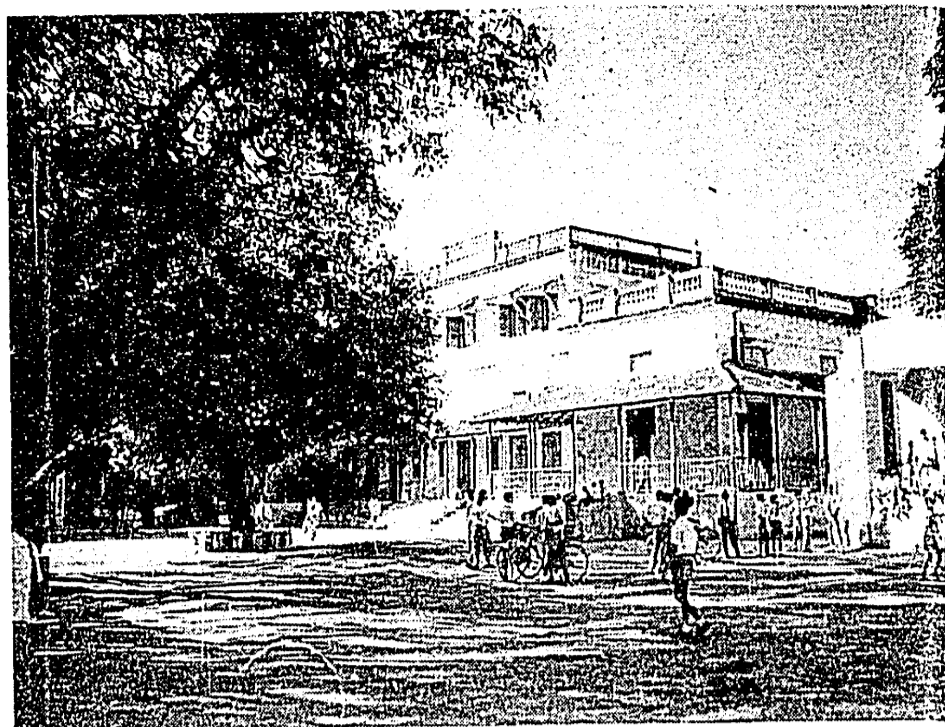
Nationals. The huge campus has a lush green playground that would be the envy of most schools in Madras.

During World War II, the school campus was taken over by the military and the few children who attended classes during those years joined classes in St. Paul's School where the Doveton Teacher Training Institution was functioning. The teacher training institution was later transferred to Pune.

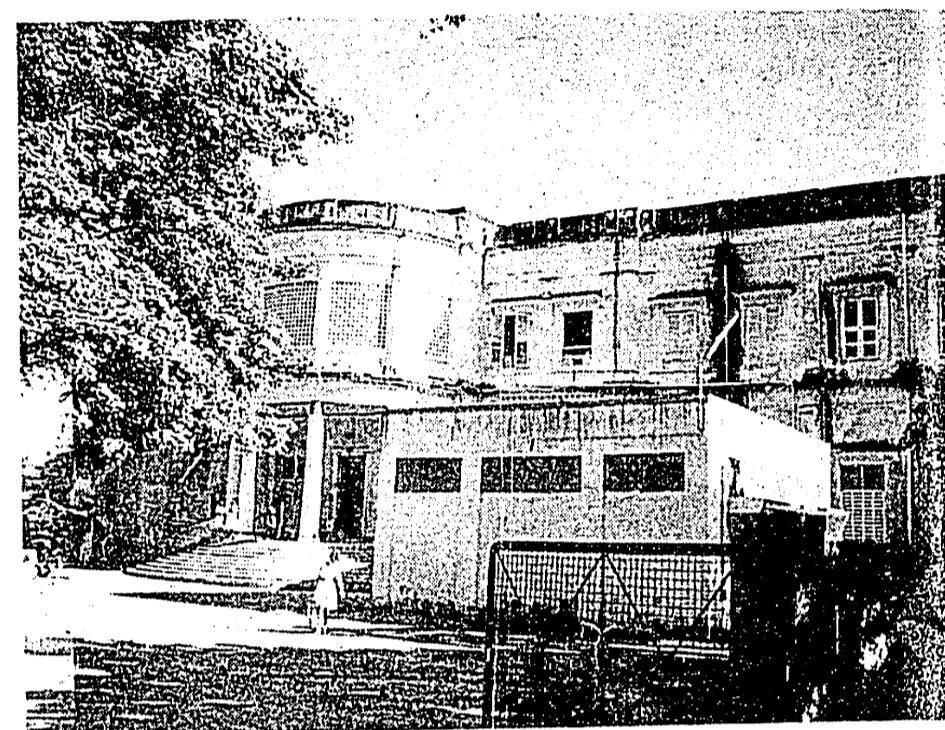
Originally founded for Anglo-Indians, the school still gives preference in admittance to those of Anglo-Indian origin. But its strength is now increasingly from other communities.

There are several new buildings on the campus, but most striking are its beautiful old buildings which are well maintained.

Text and Pictures
RAJIND N CHRISTY



Doveton Corrie Boys' School and Doveton Corrie Girls' School... both buildings out of the two schools' earliest days.



Doveton Corrie Girls' School building.

Thanjavur — viewed from the wings

A sea of people kept walking... they kept coming, like waves... none of them knew where they were going... They had been brought from the Thanjavur hinterland in buses that charged them no fee. They were dropped at a particular spot and asked to come back later. So they walked aimlessly till then. Most areas were out of the bounds to them anyway. When they were too tired, they sat under some shade. Many had no idea of what was going on. But like Tamils everywhere, they saw their Puratchi Thalaivi everywhere and listened to minister after minister and poet after poet singing her praises. She is a greater empress than Raja Raja Chola, a greater painter than Ravi Varma, a greater dancer than, Manimekhalai, they were told, and many a listening villager agreed.

At the Police Parade Grounds, the venue of sessions on art, culture and literature, the crowd remained in their seats long after the day's sessions were over. During the sessions, they seemed not to have been listening at all. To them, there was no difference between one session and the next. Some clapped each time reference was made to the

Chief Minister and that was at least three times in a sentence. Asked their views on the conference, they said they liked the *mela*, liked sitting in the shade of the big *pandal*, and thought the conference was on the achievements of the Chief Minister.

Quite in contrast, the Tamil University campus was untouched by this political fervour, and the scholarly

being reacted to by the audience. Though it is a very simple production, it is very effective. Koothatturai presented its *Challenge*, directed by Pasupathi. This intellectual play left the audience quite bewildered, as they had no background of the context of the play. And only those who know Koothatturai and the context could have understood and empathised with the play.

V.R. Devika

papers presented at the Tamil Conference reflected none of this enthusiasm. But the choice of cultural programmes for the foreign delegates left them perplexed. They were scheduled to see only modern, experimental and *avant garde* plays, hear some rare instruments and listen to folk music — by a classical music group from Madras! Why Madras, some delegates from mofussil Tamil Nadu wondered.

The play *Mouna Kuram*, by a women's group from the M S Swaminathan Research Foundation and directed by Prof. Ramanujam, was a runaway success, with every word

Mandolin Srinivas was the only classical musician scheduled for the foreign delegates at the University auditorium — by virtue of the mandolin being a foreign instrument! But those delegates seemed more eager to see *Bharatha Natyam* at the Brihad-eswarar Temple. So it was largely a crowd from the University and local delegates who stayed back for these performances and enjoyed them. They got a bonus too. The Chief Minister wanted to listen to the Carnatic flute recital of the Sikkil Sisters, Kunjumani and Leela, and so they were requested to stay back in Thanjavur after their concert. Their unexpected second concert was scheduled at the University



It was Chief Minister Jayalalitha on the way to the Tamil Conference in Thanjavur... be it on hoardings, in cutouts or in person, on stage and off it. The crowds came in their thousands for the show she had orchestrated. A minor miracle in this *mela* atmosphere was that the scholarly proceedings went off without too many hitches and only one major hiccup — the deportation of Sri Lankan Tamil scholars and those associated with them. This rather inhospitable gesture spoilt things a bit, nevertheless, those who participated in the proceedings felt that, generally speaking, the scholarly aspect of the conference was as successful as could be expected.

auditorium for the Chief Minister. Frisking people in and around the auditorium began in the morning itself and the security guards spared no one. But after all this, the Chief Minister did not turn up at the University auditorium that night. Those listening to the Sikkil sisters, who were told to play a few light pieces till Chief Minister Jayalalitha arrived, found themselves listening to a concert that was just great. And soon a larger crowd that kept coming in, when it found there was no one to stop them at the gate, found itself enjoying a truly delightful surprise.

That heavy Classical music is not beyond the ears of the rural crowd was

proven at the Carnatic vocal concert of young T M Krishna. He sang at the Raja Raja Chola Manimadapuram, built to commemorate the 8th World Tamil Conference. The village crowd that thronged the place in great numbers refused to move even after his heavy *Kamboji Raga* elaboration. One man rushed up and presented Krishna with a torn two-rupee note and a woman gave him Rs. 100! The choice of young and very good musicians for the public to hear at the *manimadapuram* was a good one.

On the roads, it was like trying to negotiate an obstacle course. The big arches made motoring on the already narrow roads a nightmare. These roads were also too small for many of the floats in the inaugural procession.

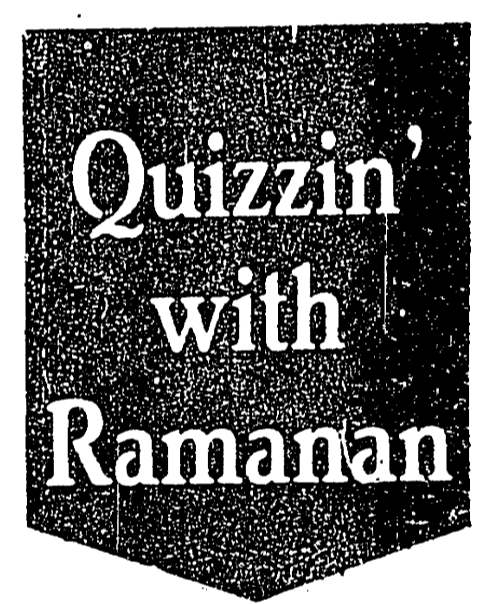
But for all the chaos that prevailed, there were still several silver linings. It was heartening to see government officials working around the clock, with little or no sleep, and being extremely courteous too. That was quite an eye-opener. The very calm and collected appearance of Prof. Noburu Kurushima. Chairman of the Conference, gave the proceedings at the University a welcome dignity. And the scholars present responded by giving the Conference a seriousness of purpose.

Many hoardings with wrong Tamil spellings were pointed out to me. For my part, I had been asked to compare the university cultural programmes only in English, but made bold to announce them in Tamil too, reading from a Kannada script! This, in a Tamil University at a World Tamil Conference! But in the atmosphere at the University and at the Conference, what mattered spellings and mispronunciations so long as it was 'Tamil everywhere!'

DATES FOR YOUR DIARY

- January 20:** Lecture on *Martin Luther King: The Man and the Myth*, by Dr Harvard Sitkoff, Professor of History at the University of New Hampshire, who has written various articles, including *The Impact of the New Deal on Black Southerners* and *The Second Reconstruction*. (American Centre, 6 p.m.)
- January 21:** *The Nash Ensemble*: Gareth Hulce — Oboe, Marcia Crayford — Violin, Roger Chase — Viola, and Christopher van Kamper — Cello. Founded 30 years ago, 'The Nash Ensemble' has built up a remarkable reputation as one of Britain's best known chamber music groups, through the dedication of its founder and artistic director Amelia Freedman. (At Park Sheraton, 7 p.m. Admission by invitation.)
- January 21-24:** Seminar on 'The Role of NGOs in Conservation of Nature' and a photographic exhibition on 'Nature and Wildlife', organised by the Madras Naturalists' Society and the Rotary Club of Madras — Central. The 180-photograph exhibition will be open from 11.00 a.m. to 7.00 p.m. from the 21st to the 24th and there will be a slide show lecture every evening at 6.00 p.m. on the same dates. (At Lalit Kala Akademi).
- January 24:** 1995 Dr Martin Luther King Memorial Lecture. The speaker will be Edna Mosley, Council Member-At-Large, Aurora, Colorado, and formerly President and Chairperson of the Board of

- Directors, Denver Sister Cities International. Ms Mosley is visiting Madras in connection with the 40th anniversary celebrations of the sister cities, Denver and Madras. (At American Centre, 6 p.m.)
- January 27:** A round table discussion on *American Culture as Popular Culture* will be led by Dr Paul Levine, Professor of American Literature at Copenhagen University, Denmark, and a specialist in 'popular culture'. (American Centre, 10 a.m. By invitation.)
- Till January 31:** An exhibition of graphic prints by Krishna Reddy, whose single plate multicolour prints have won him several honours over many years. He is exhibiting in India after a gap of almost ten years. (At the Sakshi Gallery between 11 a.m. and 6 p.m. every day, except Sunday and holidays.)
- Till January 31:** *In the Land of Theyyam*, a photographic and experimental prints exhibition. *Theyyam* is a temple ritual dance form of Northern Kerala. (At Max Mueller Bhavan).
- January-February:** Martin Cuts, one of the founders of the Plain Language Movement, will lead three workshops sponsored by the Federation of Consumer Organisations — Tamil Nadu (FEDCOT). In Madras (first, Jan. 27 and 28 and second, Jan. 30 & 31) and in Coimbatore (February 2 & 3). (For further information: R. Desikan, Chairman, FEDCOT, 30 Teachers' Colony, Madras - 600 020).



(Quizmaster V.V. RAMANAN's questions are from the fortnight Dec. 16 - 31.)

- Who is the latest member of the United Nations, the 185th?
- What is the proposed new slogan of the Congress (I)?
- Which Indian has been appointed the Deputy Secretary-General of the Commonwealth?
- Latin America ratified a new free trade zone called MERCOSUR recently. Name the four nations which are part of it.
- Name the Madras-based ace shooter who has won a Rhodes scholarship for study at the University of Oxford.
- 'The Ghost from Ostrava' retired from professional tennis recently. Who?
- What national cricketing record did Bengal's Ashok Malhotra rewrite on December 20th?
- Which is the latest republic in the erstwhile Soviet Union to oppose the might of Russia?
- Name the two Tamil films selected for screening in the main section of the IFFI to be held in Bombay in January.
- Who has been selected as the prestigious 'Businessman of the Year' for 1994 by *Business India*?
- Name the latest double album compilation of The Beatles, which contains 30 previously unreleased songs.
- Who are the new national squash champions?
- Name the British playwright, the author of the revolutionary play *Look Back in*

- Name the three famed Tamil Nadu cricketers who were honoured on December 28th on the occasion of the 60th anniversary of the first-ever Ranji Trophy tie (between what were then Madras and Mysore).
- How did a US helicopter pilot, Bobby Hall, create world news recently?
- What was the modified slogan adopted by the Tamil Nadu Government for the World Tamil meet?
- The Indian mission in which Pakistani city was ordered to be closed, thus sparking off a new bilateral crisis?
- Which Madras-based light music troupe set a world record by performing for 36 hours continuously on December 17th and 18th?
- The prominent Tamil savant, 'Muthamizh Kaavalar', passed away on December 19th. What was his real name?
- According to a poll commissioned by *The Times*, London, and BBC Radio, which is the 'best pop song of all time'?

(Answers on p 8)

MANALI RAMAN



"Invitation?... But, Sorry, you are not in the OFFICIAL list!"

IN MAD, MAD MADRAS

The day the T.V. died

There was a loud thump, followed by the sound of a 'bad word' hastily smothered. My husband lowered his magazine and said, "What's that?"

"That, I think, was the after-sound of our first-born tripping over his younger brother's tricycle..." I replied.

As if on cue, our son limped into the room, judging from his air of feverishness, it was obvious a mere grazed ankle was not uppermost in his mind.

"Our TV has conked," he blurted. "What?" my husband and I chorused.

"Our TV has conked," he repeated.

"You mean a couple of channels are not coming through clearly," I suggested.

"No, Amma," he said, speaking through his teeth "I mean conked, dead, broken down, blacked out, kaput..." He paused for breath.

"But isn't it too late now..." I began.

"...to get someone to repair it?" my son completed my question. "Yes," he went on, with a return of that feverishness. "We cannot get anyone till tomorrow... so what are we going to do?"

And that was when the full horror of our situation sank in. What indeed were we going to do?

My son said, "I wanted to see the replay of the motor-race. My friend saw live yesterday and told me there were a couple of fantastic accidents!"

My younger son said, sadly, "I wanted to see *Magic Dinosaur*."

My niece, who was spending the evening with us, wailed, "Periamma, I'm sure today's the day Cord Masters finally tells that blonde cat, Serena, that he doesn't love her..."

"I don't think you should be watching this stuff," I protested weakly, fully aware she had merely voiced my own pet problem. This was a moment I had been waiting for on *The Pivotal*

"And we are missing the *Super-Duper Music Show*..." wailed all three kids. My husband, of course, sat in smug silence.

"Aren't you going to do something about this?" I asked him. "Or at least say something?"

"Why should I?" he grinned. "I am not bothered if the TV doesn't work. I am not the one who sits gaping at the TV every evening. I am not..."

by RANJITHA ASHOK

"All right, that's enough... we understand," I snapped, fighting down and unwifely impulse to scream and throw a chair at him.

It then struck me that, as the Mother-Figure, it was up to me to keep my family from coming apart.

"Now, that's enough," I said, briskly, cutting through all the complaining.

"So the TV has broken down... no big deal. We'll think of something else...er... I know... why don't we all read something?"

Three pairs of eyes looked at me in shock.

"READ?!" their combined voices hit me.

"Yes, READ!" I replied. "What's the matter, you guys don't know the meaning or what? You know, read. You pick up a book, hold it right side up, start from page 1, go word by word, sentence by sentence, until it all makes sense... READ!"

"The children looked at me, looked at each other, shrugged and looked away.

"We don't feel like reading," they

"And I cannot read very well, anyway," pointed out my younger son, with an air of clinching the argument.

"OK," I said. "Why don't we all just talk?"

There was complete, deafening silence.

That's when I realised I had stumbled upon a major truth about my family. We had all forgotten how to talk to each other. We could converse, argue, discuss... but only if the TV joined us. The TV was the binding factor. If the TV was on, we would all be arguing about which programme to watch, we would criticise one another's choice, or we'd criticise the programmes themselves, but without it... we were lost, wandering around in an idea-less, silent world.

"You never had TV, but you always had such fun by relying on your imagination," completed my son, wearily. "Yes, Amma, we know... you people have told us that many times... many, many times... many, many, many..."

"You had better stop that or you are in big trouble," I warned. "What do you want to do then?"

"Nothing," came the bored, disconsolate reply.

And that is exactly what we did the whole evening... nothing. I hadn't realised we could all do so much NOTHING in one evening. And, I learnt something else. The term 'idiot-box' had a wider, more frightening meaning to it. I looked at my TV... was I imagining it?... or was my TV actually laughing at me... smugly, even maliciously?!

"They were going to show that new song today, you know, the one they banned earlier," my son mourned.

"What does it matter if you do not see Miss Jelly-Belly wriggling her fat hips for one day?" I snapped.

"Not a bad way of spending one's time, actually," my husband drawled. "Oh, so it's OK to gape at Miss Jelly-Belly, is it?" I asked sarcastically.

"Well, at least she smiles."

"What is that supposed to mean?" I asked, dangerously. "Are you calling me a grouch? Fine. I may be a grouch, but at least I don't go to a wedding and sit wearing a long face, merely because it happens to be a function in the 'other side' of the family."

"Meaning what exactly?"

"You know what I am referring to..."

"Oh, really? Let me tell you..."

At that point, we both became aware of three grinning faces, watching us with bright, interested eyes... and backed down.

"Never mind all that," I said, hastily, "Kids, why don't you listen to music, or play... You know, when I

Tanning it green

(Continued from P 1)

reduce the quantum of salt by first allowing it to coze out naturally and then introducing mechanical desalting by using a perforated drum, which removes 30 per cent of it. Such a demonstration centre has already been established by the CLRI in Pallavaram-Chrompet, suburban Madras.

Another chemical specially targeted is the environmentally-dangerous chromium, which is used extensively in the process. Forty to sixty per cent of the chromium is fixed to the material, but the remainder is discharged as effluent. So, the CLRI has initiated another pilot project (in Pallavaram) — to recover chromium for reuse. In this process, the waste chromium is made to react with magnesium oxide and sulphuric acid, yielding crystalline

and can then be separated and reused. CLRI now plans to commercially market this technology.

Another contentious issue is the use of sulphides in the liming process for the removal of hair and other unwanted proteinous matter. Sulphides increase the biological and chemical oxygen demands in the effluent. CLRI has developed an enzyme, clarizyme, which will ensure that optimum levels of sulphides are used in the process — down from the present 3-4 per cent of the weight of the skins to 2 per cent or less.

All these steps are expected to some way to lessen the pressure being mounted by Western buyers insisting on buying only leather tanned by 'clean technologies' (CSE/Down To Earth

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Will she be the youngest to swim Channel?

(By A Staff Reporter)

An 11½-year-old girl is training hard in Madras to better Kutraleeswaran's record of swimming the English Channel when he was 13. If Chhavi Madan succeeds in doing this in the summer of 1995, she will become the youngest English Channel swimmer.

Chhavi is at present in Madras with her mother, Major (Mrs) Molly Madan, AMC (Retd), training for her attempt. She is undergoing ocean swimming practice and is being coached by the same swimmer who coached Kutraleeswaran.

As part of her training, Chhavi plans to compete in an inter-island swimming race being organised in February in the Andaman and Nicobar Islands by the Army.

Chhavi's father, Major Harish Madan, AMC, is a Classified Surgical Specialist at the Army Base Hospital, Barrackpore, West Bengal. As he cannot get leave, it falls upon Mrs Madan to do the groundwork connected with the projects, which consists mainly in finding sponsors.

Mrs Madan's estimate of the cost of the Andaman's venture for Chhavi, her coach and one parent (including air fares to and fro, living and other expenses) is Rs. 75,000. As for the English Channel attempt, she points out that the Tamil Nadu Government gave Kutraleeswaran Rs. 7 lakhs.

Mrs Madan would be glad to hear from organisations willing to sponsor Chhavi's participation in the Andaman's race and her attempt to swim the English Channel. Mother and daughter are at present staying at the A.G. Quarters (AG-8), Area Headquarters Officers' Mess, Island Grounds, Madras - 600 009.

ANSWERS TO QUIZ

1. Palau, an archipelago in the West Pacific; 2. 'Food for all, jobs for all'; 3. The outgoing Foreign Secretary, K. Srinivasan; 4. Argentina, Brazil, Paraguay and Uruguay; 5. Roopa Unnikrishnan; 6. Ivan Lendl; 7. He became the highest run-scorer in the Ranji Trophy championship, overhauling Brijesh Patel's record; 8. Chechnya; 9. *Magalir Mattum* and *Kizhaku Cheemalye*; 10. Brijmohan Lal Munjal, chairman of the Hero group; 11. *Live at the BBC*; 12. Arjan Singh (men) and Misha Grewal (women); 13. John Osborne; 14. A.G. Ram Singh, M.J. Gopalan and P.S. Ramachandran; 15. The helicopter was shot down and he was held captive by North Korea after he had accidentally strayed into their airspace. He was released after intense discussion at the highest level; 16. 'Endrum Tamizh' (Tamil Always); 17. Karachi; 18. Lakshman Sruthi; 19. Dr. K.A.P. Viswanathan; 20. *Born to Run* by Bruce Springsteen in his album *Born*

The classics keep going Bangalore's way

Sponsored by the U.B. Group of Bangalore, the 1,400m McDowell Million for three-year-olds with an added money of Rs 9,50,000 — the richest-ever race of the Madras turf — is to be run on January 14th. It will be followed on January 15th by the ITC-sponsored Classic South India Derby Stakes, the premier classic of the South India turf, hitherto run on Pongal Day. Understandably, the question on everybody's lips at the Kwaliti Ice Cream

S.I.Oaks meeting on January 7th was if either of the Pongal week-end classics

by
AJAX

would halt the one-way classic traffic to Bangalore.

The question was prompted by Maribella's Oaks victory. Ridden with

absolute confidence by India's No. 1 horseman, Aslam Khader, Maribella, one of the three Bangalore challengers in a field of five and a 10-6 on favourite, toyed with her opposition in the homestretch, and not only avenged her defeat by Cape Storm in *The Hindu* S.I. 1000 Guineas but also maintained Bangalore horses' domination of the Guindy classics. Cape Storm had won for the Vijay Mallays, representing the United Racing and Bloodstock Breeders

Ltd., Bangalore, the S.I. 1000 Guineas, in which M.A.M. Ramaswamy's Moonlight Quest averted a Bangalore clean sweep by taking third place.

Came the Sans Craintes S.I. 2000 Guineas, and it was the same story of Vijay Mallaya colours being carried to victory, this time by Accomplish. The Rashid Byramji-trained, fashionably-bred Common Land colt was followed home by the Hyderabad-based King Kshatriya, and it was again left to Ramaswamy's pair of Alternative and Armchair, who finished third and fourth, respectively, to avert an outstation clean sweep.

The line-ups for the McDowell Million and the Derby were not available at the time of writing. But, from all accounts, there will be strong Bangalore contingents in the fields for both, with the most fancied among them having the assistance of the country's ace horsemen, Aslam Khader and Pesi Shroff. The ancient Guindy turf's greatest-ever Classic weekend is indeed in store for the country's entire racing fraternity. It only remains to be seen if a Guindy-based runner will rise to the occasion and avert a Bangalore clean sweep. Time alone can tell.

Incidentally, the latest sponsored Madras classic, the Kwaliti Ice Cream S.I.Oaks, came in for comment by Guindy railbirds. They seemed to suggest that in the not distant future there will be a Mount Road Biriya S.I. Guineas and a Nungambakkam Rs. 181-lunch Derby!

The Krishnans are the latest in the coaching business

Madras, which for around three decades has nurtured Indian tennis talent and been the home or training ground of the country's leading players, is fast becoming the country's most important nursery of talent.

While the Britannia Amritraj Tennis Academy has shown the way not only in Madras but also to other training academies coming up in other parts of India during the last ten years, a year or so ago TI Cycles and the Murugappa Group tied up with Royappa to start a tennis academy in Ambattur. The latest to get into the training field are the Krishnans, father and son. With the

by The Corner Flag

support of the Indian Bank, *The Hindu* and the TVS Group, Ramanathan and Ramesh Krishnan plan to start their



Ramesh Krishnan

tennis academy some time later this year somewhere on the Mamallapuram road.

The Krishnans, however, are not looking at a residential institution, though there'll be some dormitory facilities. What they are looking at is short-term coaching for talented players who can benefit from the long experience of both Krishnans as well from coaches and former players from abroad whom they hope to get down for short clinics. It's the advanced players they are looking at, much like the legendary Harry Hopman, who had helped Ramesh Krishnan after he had developed as a top class player.

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