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Vol. IV, No. 20

Feb. 1 — 15, 1995

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MaPoSi rues Doordarshan attitude to...

A serial kept waiting

(by Venkatachari Jagannathan)

When is the television serial *Upasana* going to be seen nationwide on Doordarshan? More than a year has passed since the completion

of this Hindi version of the Tamil twin classics — *Silappadikaram* and *Manimegalai* — which was made to help the cause of national integration and make

other parts of India aware of Tamil literature. "It is nothing but an affront to Tamil sentiments. Such indifference by Doordarshan will only widen the chasm between the North and the South," angrily remark Dr. Ma.Po. Sivagnanam (MaPoSi), who conceived and advised on the project.

Ninety-year-old MaPoSi, who fought determinedly to retain Madras and Tiruttani in Tamil Nadu at the time of the redemarcation of states' boundaries, has mellowed a lot now. Had he been his former self, his response to the "discourtesy" shown by K.P. Singh Deo, Minister for Information and Broadcasting, would have been different, instead of merely fuming, "These days, people in power do not respect elder statesmen like me who have sacrificed a lot for the country's freedom and toiled several decades in public life".

Though MaPoSi is sore at the Minister for not even acknowledging the receipt of his appeal made four months ago, his anger is directed at the Mandi House mandarins' indifference towards *Upasana*.

Why are the 'babus' of Mandi House procrastinating over its telecast on the national network, wonders MaPoSi. DD had twice announced dates on which the serial would go on the air and a trailer was shown for 15 days. Each time, DD postponed the telecast without giving any reasons.

Speaking about the serial, his brainchild, MaPoSi says, "In 1987, I wrote to H.K.L. Bhagat, then the Information and Broadcasting Minister, stating that national integration could not be achieved without the people understanding the diverse cultures prevalent in the country. Hence, it was imperative that Doordarshan produce classics from the various languages. I suggested *Silappadikaram* as a Hindi serial, so that people in other parts of the country could understand Tamil culture and its rich heritage."

Bhagat okayed the project in principle immediately. But then the production was mired in litigation and bureaucratic red tapism. Overcoming both, the two Tamil classics were produced in a continuous 22 episodes (in all about nine hours) by Krishna-swamy Associates. The serial was ready by January '94.

Expressing satisfaction over the film, MaPoSi says an excerpted 90-minute



MaPoSi at 90 — awaiting fulfillment of life's ambition.

(Photograph by V S RAGHAVAN)
national press. Moved by this special show, President Dr. Shankar Dayal Sharma spontaneously honoured the producer and Gita, who played Kannagi.

Discussing Doordarshan's relevance to air the Tamil classic, even though it be in Hindi, the veteran political leader who fought against the imposition of Hindi in Tamil Nadu, points out, "If the *Ramayana* and *Mahabharatham* are understood by the whole nation and have resulted in the theological integration of the people, it is mainly due to people like Kamban, Villiputhurar, Bharathiar, Rajaji and others who enriched the original *puranams* with their translations." But, he adds sadly, "No one in the North, the West or the East has translated and propagated the message of *Silappadikaram*, *Thirukural* etc. Hence not

(Continued on P4)

Dutch start on Ennore port

(By A Special Correspondent)

Work on the Ennore satellite port has begun with the arrival of a team from the Dutch contractors, Haskoning Koninklijk, to start work on the design. The firm has won the Rs. 130 cr. (\$40.8 million) Asian Development Bank-funded contract to design, construct and equip the port and construct coastal defences on either side of it in order to prevent erosion.

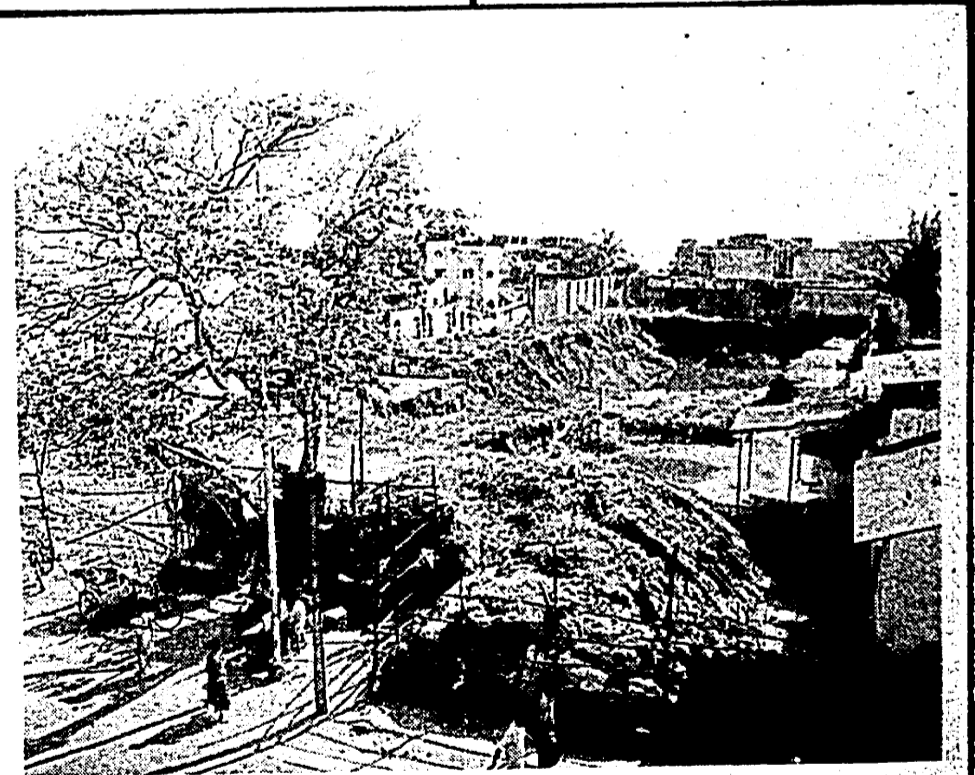
Larsen and Toubro are front-runners for the civil work, *Madras Musings* understands.

The primary function of Ennore port will be to handle coal from Orissa for the 2130 MW coal-fired power station being set up on an island off Ennore. The Tamil Nadu Electricity Board is planning to develop shore-based unloading systems that will

(Continued on P7)



A scene from *Upasana* — the Hindi version of *Silappadikaram* and *Manimegalai*. This serial has been waiting over a year for release on Doordarshan.



PRUDENCE CALLED FOR

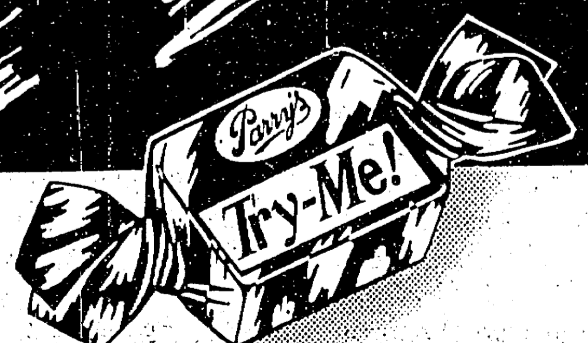
This plot on San Thome High Road, near where it begins after the Marina narrows into a residential area, is being excavated for a multi-storey hotel to be built by NRI interests. It would be rather nicer if they resided in India and had the RESIDENT-Indians' interests at heart, but that's by the by.

Apparently, the original interests being different, it was intended to build ten storeys on this site abutting the beach, but after protests by residents of the area, which is primarily residential, it was decided to build the hotel to a height of only seven storeys! Even this, the Consumer Action Group feels, would cause considerable congestion in the area and affect the lives of the residents. And as in the case of the DGP's office, this building too would be well within 500m of the high tide mark, thereby contravening Central coastal policy.

This stretch has several other prime sites — old bungalows and palaces — which would attract the attention of hoteliers and developers, if this project went through. It is in this context that even seven-storey construction should be viewed. This area, congested with residences and schools, is served by a maze of narrow roads and to build hotels and large apartments blocks here is to make the area unliveable. Classifying it 'mixed residential' has already set the ball rolling and congestion is increasing; it would be wise to be prudent at this stage and not make bad worse.

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What the numbers foretell

Numbers have always fascinated *The Man From Madras Musings*. You can play around with them any way you like and wind up with all sorts of conclusions. And those conclusions rather invariably seem to confirm your predetermined line of thinking... So all's well with the world and you're very happy that you've succeeded in completing yet another Q.E.D. exercise.

This rather light-hearted preamble is leading up to *MMM* playing around with a few numbers and turning up with conclusions rather different from those P Chidambaram, former Union Commerce Minister, presented recently to members of the Employers' Federation of Southern India. Pointing out the "human face of reforms", he said the success of liberalisation was reflected in the 17-20 million jobs created since 1991. What is particularly significant, he added, is that over the preceding 18-24 months 8-9 million jobs a year had been created.

Examining the former figure, *MMM* finds that about 4.5 million jobs were created a year between 1991 and 1994, according to Chidambaram. And the latter figure indicates that the

situation has further improved with about 9 million jobs a year being created during 1993 and 1994. One aspect of the latter figure is that, if it is correct, then there were probably no jobs created in 1991 and 1992 and there may well have been a decrease in jobs. But that really is a quibble, and *MMM* does not really want to quibble.

A more significant figure is one *MMM* draws from the Census records — which, as many constantly reiterate, tend to err on the low side. According to those records, the 1981-1991 growth rate of population was about 23.5 per cent or 2 per cent a year. Taken on the basis of the 1981 population, *MMM* estimates that we are adding about 17 million persons a year to the population. And with improving healthcare facilities and a none-too-successful 'family welfare' programme, the births could well increase. But assuming the current situation holds and taking even 9 million jobs (and not the average 4.5 million jobs) being created a year, there appears to be a tremendous shortfall in gainful employment. In fact, even with 17 million jobs being created a year, they will only equalise the number of births a year — and the gap in numbers between the 300 million and 600 million (already referred to in these columns) will continue to remain.

The Man From Madras Musings rather thinks that P Chidambaram and other advocates of liberalisation should spend a bit more time on 'family welfare' than on opening up the economy. No one, truly no one at any level of power in the country, is paying any attention to 'family welfare', that delightful euphemism for family planning and, more truthfully, contraception.

Alarming violence

Over the last 25 years, *The Man From Madras Musings* has noticed a growing tendency to violence in the State. Most of it has been over political disagreements, with the occasional outburst over communal or religious differences. With successive political leaderships not coming out strongly against such violence, especially when their own cadres have been responsible for it, the tendency to act violently against those who disagree with you has been growing.

Rather alarming, *MMM* feels, is the fact this violence is now spreading into the labour movement. The threats to officers and

supervisors at the sprawling Integral Coach Factory complex in Perambur (once a model of happy labour relations) and the attack on a senior executive of the Food Corporation of India appear to be only the tip of a seething inferno. The present labour unrest leading to this rather frightening situation would appear to be, to a great extent, due to union rivalries which, in turn, are due to the politicisation of unions. If the leaderships of the political parties do not resign in their unions or their cadres, if they do not clearly come out with calls against violence, the situation

could get ugly. And a state which is just beginning to see industrial growth again could see a situation that is even worse than ugly.

A visitor from Sri Lanka whom *MMM* recently met narrated how, in the euphoria of Chandrika Kumaratunga's victories, most trade unions in the island went berserk, seeing in the triumphs the return to power of a 'people's government' that would support labour all the way and ensure whatever it demanded. As labour ran wild, senior executives, many of them Japanese and Korean and Taiwanese, were manhandled and gheraoed.

One success story in Sri Lanka was its Noritake chinaware plant, its products sought by many all over the world. When three of its Japanese executives were locked up and frightened out of their lives, the Japanese partners overnight decided enough was enough and pulled out of the venture. That they have agreed to return is not much consolation when others are threatening to quit unless peace and discipline returns to the island's export-oriented factories.

There is a lesson for us in this. And it is for the political leadership of EVERY hue in the State to rein in not only its cadres but also its trade unions. Otherwise many an investor might seek happier pastures — like Singapore did, *MMM* rather thinks.

Postal delays

The Man From Madras Musings has heard many a foreign visitor speak enviously of Indian's postal services. An insufficiently addressed letter to an American in Madras found its way to him because the Postal authorities took the trouble to TRACE him. On the other hand, when he addressed a letter home wrongly, it never reached the addressee, though the only error the sender had made was to put the number of the house next door.

It is because *MMM* has tended to agree with this well-earned reputation that he has begun to wonder what's gone wrong in the local postal service over the last three months. Complaints about non-receipt of *Madras Musings* have been highest during this period, several invitations and greeting cards have not reached *MMM* or arrived late, in the case of the former, often long after the event and

time to deliver than would appear to be warranted.

Many others have remarked on this same subject to *The Man From Madras Musings*. What then is the problem? And if there is a problem, why are the postal authorities being so hush-hush about it? *MMM* would be glad to have some light shed on why the post in Madras is being delayed — or, in some cases, even lost.

Telling the Americans

Swami Vivekananda started it all almost a century ago. And ever since then, there have been several in America who have

been curious about Hinduism. Apparently the Ramakrishna Mission and all the Swamis of varying calibres who have followed in the footsteps of the Mission have not been quite able to sate that curiosity. Now comes another Swami from Rishikesh, his *sishya* from Tiruchirappalli, sundry NRI professors who've roots in America and hundreds of well-wishers, all determined to provide the answers to all the questions the world, and especially the Americans, ask about Hinduism.

The Man From Madras Musings caught up with them and their project, which is being initiated under the auspices of a body they've all got together to form, The India Heritage Research Foundation, when they were in Madras recently. There were press conferences, a three-day workshop for the editors, contributors and scrutineers from the South, and a public reception to make potential well-wishers aware of the project.

What *MMM* learned from all this was that an 18-volume *Encyclopaedia of Hinduism* was the aim of the project and since the latest technologies were being used it would be completed for distribution by 1998. *MMM* learnt that 550 persons, including advisors, editors, authors, translators and reviewers would work on the 1000 long, medium and short essays and the 6000-8000 short descriptive entries to be included in the publication of about 14,000 pages in all. It is estimated that the encyclopaedia will comprise about eight million words and 3000 illustrations.

Being described as "A project for the third millennium", the project is one that *The Man From Madras Musings* considers particularly worthwhile PROVIDED it is understood that an encyclopaedia is usually only for reference purposes and even more usually is only for libraries. And even then, it is valuable and serves its purpose only if it is shorn of rhetoric and high philosophy and COMMUNICATES in what these days is being called Plain Language. In this context, *MMM* would think that the project's first priority should be a compressed volume conveying the word of Hinduism in the simplest possible way to the greatest mass of people in the English-speaking world; if transferring knowledge on a wide

In brief

* Much was made in the Press locally about the eviction of Sri Lankan Tamil scholars and those associated with them from the Eighth World Tamil Conference. *The Man From Madras Musings* has just heard that nearly 120 Tamil scholars wished to attend the conference from Sri Lanka and had their applications for visas turned down. A writ was filed in the Madras High Court on behalf of the Sri Lankan unit of the 40-nation strong International Association of Tamil Research. When this was rejected, the Sri Lanka chapter drew up plans to hold a "parallel" meeting in Colombo, to which it expected 200 delegates. Whether this meeting was held or not, *MMM* does not know at the time of writing, but what he does know, and hopes all Governments in India, Central and State will realise, is that not Sri Lankan Tamil can be considered free of LTTE associations, voluntary or involuntary. In this context, it would have been nice if India had been a little more appreciative of the problems Sri Lankan Tamils, scholars and ordinary citizens, face every day, namely, being between the devil and the deep.

* Tamil TV Channels seem to be proliferating — and, soon, Tamil-speakers with the facilities will have nothing else to do but mindlessly watch day-long (at least on weekends) the bonanza these channels will be offering. The J Channel is one of the new ones — and its initials would unmistakably indicate where its interests lie. A second new channel is the one P Rajarathnam Associates (PRA) have been talking about for a while. But its ambitions are much more than "Tamilis everywhere"; it wants to compete with Star TV and BBC in Asia, Group sources have stated, so it is taking its time laying the groundwork for that. The third channel, the Golden Eagle Channel, however, intrigues *The Man From Madras Musings*. Its owner is the Ramaswamy Udayar Group, which is also backing the City's newest Tamil daily, and the persons in charge of its programmes are Cho Ramaswamy and Ganga Amaran. A successful businessman whose ties with politicians have always been friendly, a crusading journalist not exactly loved by politicians and an entertainer whose entertainment is a far cry from biting satire teaming together makes *MMM* wonder how long the Golden Eagle will soar.

* Latest film star from the world of Tamil cinema trying to make it in Bollywood is Gouthami whose performance in *Devar Magan* *The Man From Madras Musings* remembers as rather notable. After a couple of years in minor roles in Bombay films, she now has plum roles in *Trimurti* and *God and Gun*, both to be released before long. While *MMM* notes with satisfaction Bombay's comment that she's disciplined, professional and well-prepared for the 'shoot every day, he is rather intrigued by why those who report on her describe her as a "starlet"! Surely Gouthami has long passed the stage of being an extra or an up-and-coming star!

Editor's Note: The Economic Times began the New Year with a full page feature on heritage preservation, its interest in the subject sparked by the proposed demolition of the 155-year-old police headquarters building in Madras. A significant feature on the page was by LAWRENCE SURENDRA, extracts from which are published below.

The distinguishing feature of several Indian cities like Madras, Pune and Pune is that, besides their "modern" facade, they also retain a prominent traditional visage which becomes their unique personality. This uniqueness is a consequence of a simultaneity of historical and natural layering, as manifest in the architecture and town planning of these

Business briefs

* *The Man From Madras Musings* understands that a successful biscuit manufacturer in Sri Lanka — specialising in fancy biscuits — is tying up in a unique joint venture with Parry's Confectionery. Parry's will set up a sweet factory in Sri Lanka and have a majority share-holding in it with the biscuit manufacturer distributing its products, while the latter will take over Parry's biscuit factory in Maraimalainagar and have a majority interest in it, but with Parry's distributing the range in India. Here is a business arrangement that could prove a model for other joint ventures with neighbouring countries.

* The industrial township of Maraimalainagar got off to a SLOW start as a satellite industrial township a few years ago because it lacked the necessary infrastructure. As the township 40 km south of Madras developed, the infrastructure has been slowly developing. Later this year, it will have its first hotel, *The Man From Madras Musings* understands. The 70-room, 3-star hotel will be the first hotel venture of the SRM Group. Their next is the development of the Tamil Nadu Tourism Corporation's Hotel Royal Southern in Tiruchirappalli which they have taken over on a 33-year lease. SRM plan to invest nearly Rs. 15 crore into converting it into Tiruchi's first five-star hotel, with 25 deluxe

rooms and 90 new rooms. The Group, which has a hospital in Madras, also plans to add a hotel to it by 1997 and hopes to move into flat construction in Coimbatore and Pallavaram in the next year or so.

* Spencer's, once the largest department stores in India, has decided, after pulling down the last of its old buildings and destroying the ambience of a department store that for over a century was part of the ethos of Madras, to establish 100 supermarkets and speciality stores in different parts of the country in the next two years. *The Man From Madras Musings* hopes that these will be different from the Spencer's shop in Spencer's Plaza. Both shop and plaza are functional, but the spirit of Spencer's is a thing of the past in both, *MMM* regrets.

* Within just a couple of weeks of telling the Press that 1995 would be the Group's "year of consolidation", P Rajarathnam, the takeover *kartar*, has taken over the Bombay-based Raj Air, which major tour operators Raj Travels had started with one aircraft. With the PRA Group moving in, Raj Air hopes to buy three new Dorniers, *The Man From Madras Musings* hears, and reach out from Bombay to Chandigarh, Leh, Amritsar, Tirupati and Mysore, all pilgrim centres and tourist destinations. The PRA Group is also planning to go global, setting up offices in London, Singapore and New York (headquarters) to trade on "just about everything under the sun"; *MMM* is told. — *MMM*

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cities, which makes for a complex and nourishing presence of both local and provincial flavour as well as external influences and formations.

One can foresee a time, soon, when these features would, of itself, be of immense value to our quality of life as new, faceless, soulless cities and urban sprawls with little narrative or emotional residues begin to proliferate in the India of the future.

This is one reason why the discussion on the need to introduce a 'Heritage Act' for Tamil Nadu holds relevance for other Indian states as well...

...The entire two-and-a-half kilometres stretch along the Marina beach, from the lighthouse opposite the All India Radio building to the Cooum river estuary, has a spectacular range of century-old buildings of differing

architectural influences, each having a relationship in scale and proportion to the other buildings on the Marina... As much as the Marina beach and the sea is accepted as common property traditionally as well as in recent mandatory regulations of the ministry of environment, which ensures common open access and use, the well-preserved architectural heritage on the West of the Marina road along the Bay of Bengal also needs to be constituted as common property held in trusteeship. This is necessary to ensure a more harmonious futuristic perspective on the heritage and cultural diversity value of such monuments.

The vacation of the premises of the DGP's headquarters by the police department in preparation for demolition should be deemed fortuitous and the building should now be speedily renovated and restored and returned to the city of Madras as a gleaming example of social, environmental and heritage concern.

The Tamil Nadu Chief Minister and Police authorities could well set a major precedent and initiate a symbolic act of preservation that spells well for the future. It is an opportunity for them to prove their concern for this ancient and beautiful city. The police headquarters can certainly be housed in a more congenial location in the city.

The vacation of the building by the police department can be seen as the first act of handing over of this beautiful, 155-year-old Masonic hall, an integral part of the Marina skyline, in trusteeship to the citizens of Madras. The Chief Minister could also gain tremendous mileage from simultaneously using the occasion to initiate a legislation for a Heritage Act for Tamil Nadu.

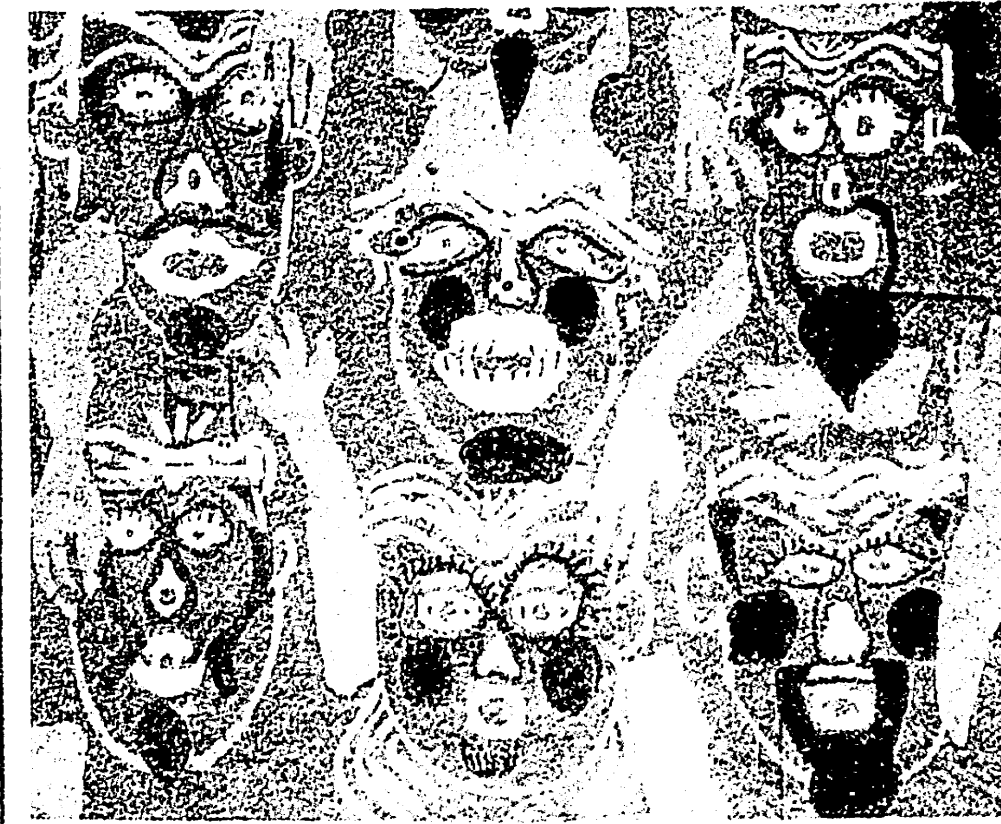
The present DGP's building could surely be renovated and repaired and made to look its majestic best with the participation of both the growing corporate sector and industrial houses of Tamil Nadu. The halls and rooms inside, with their magnificent interiors, can be turned into meeting halls for visiting delegations — economic, academic and cultural — who will thus also be given the opportunity to enjoy the expanse of the sea and beach before them.

The halls and rooms can be rented out for meetings, *patimnams* and literary gatherings. The garden and space outside can become another lovely feature of the Marina that can ignite a spark of pride in the hearts of the residents for their city.

An imaginatively designed sound-and-light spectacle could become not only a money-spinner for the state tourism department, but something the city authorities can make a model out of for several such heritage resources in different parts of the city and the state.

Such monuments, once brought into public trusteeship, sustain the possibilities of their use for the common good. Moreso, they become a crucial source of income.

The DGP and the police department should ideally be part of a new city heritage trusteeship council, which, beginning with the DGP building, could perhaps be extended to other special buildings and monuments... Hopefully, the new year will see the beginnings of concerned futuristic planning and development that implements urban expansion with sensitivity



For The School, by its children

Yet another greeting card of special note that your Editor received this year was this one produced by The School-KF Adyar. The artwork (reproduced in the original in black and white) is acknowledged as being by a student of the school, name not mentioned. The entire concept of cards FOR a school by its students, is one other schools might begin to look at. Meanwhile, The School appears to have led the way, appropriately in | Krishnamurti's Centenary Year (see page 5).

Walk — to save Bombay

(By Shameen Akthar
in The Times of India)

Save the city — take a long walk. Radhika Dwivedi and her gang of school friends intend to do just that. Radhika's mother, Sharada Dwivedi, writer and conservationist, is convinced that her plan to conduct walking-tours via the Victoria Terminus, the Town Hall, Kala Ghoda and Dockyard Road will be edifying in the long run.

The idea is to catch them young and introduce them to the grandeur of Bombay's age-old architecture before

it is erased by the rising number of characterless skyscrapers.

"We need to reach out to the children to make conservation work," says Dwivedi, presently involved in writing a book on Bombay. Another story-book for children will include real-life tales woven around little-known facts about Bombay — like the fact that the American National Anthem was written in a building constructed by the Wadia brothers or the fact that the writer Joseph Conrad stayed in the Sailor's Home.

The need for conservation is obviously urgent. The Bombay-based historian, Foy Nissen, complains that conservation is in danger of becoming a concern only of a fashionable elite. To be effective, its importance, like that of public health or any other civic cause, has to percolate down to the masses. The man who has been instrumental in major conservation projects, and is also on BMC's Heritage Committee, sincerely believes that the hassled and harried Bombayite still cares.

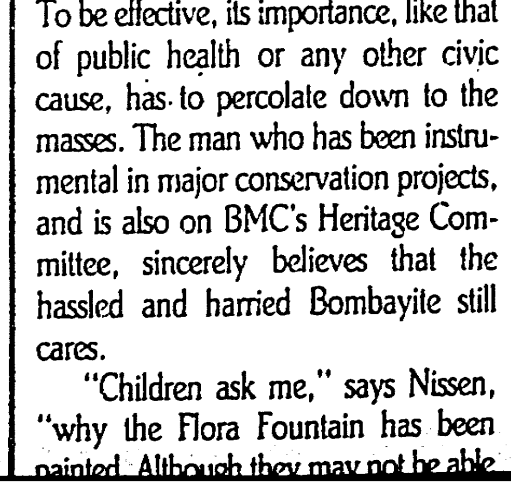
"Children ask me," says Nissen, "why the Flora Fountain has been painted. Although they may not be able

to sense that it is not quite right to cover stones with globs of paint..."

Sensitive to the altering cityscape, Vikas Dilawari has been trudging around the city with a camera, capturing the rich facades and interiors of over 400 buildings in the course of preparing the city's heritage list for INTACH. Dilawari has been, thus, educating himself in what Nissen calls the 'grammar of architecture'.

Of course, most of the photographs were clicked at a time when villa-owners were eager and willing to have their quaint and charming residences photographed. Of late, the owners of the buildings on the Heritage List have become cagey, as they are worried about restrictions on carrying out repair work. Also, as the protected buildings can be sold only on condition that the original design is not tampered with, conservationists have had to contend with threats from landlords hungry to cash in on the real estate boom.

Dilawari feels that the hostility towards conservationists is misplaced and is the inevitable result of inadequate public information on the subject...



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Author	Title
ARMISTEAD, C	Customer service and support
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CHRISTON, I	Customer focused marketing
CHRISTOPHER, M	Customer service planner
COOK, S	Customer care
GREENBERG, I	Consumer sales team excellence
HARVEY, B W	Law of consumer protection and fair trading
HOROWITZ, J	Total customer satisfaction
JENKINS, M (ed.)	Advances in consumer marketing
JOHN, T	Perfect customer care
LEE, M J	Consumer culture reborn
LINTON, J	Building customer loyalty
PEEL, K	Customer service
SADGROVE, K	Seductive selling: Ultimate guide to wooing a customer
SMITH, I	Meeting customer needs
THOMPSON, P	Selling your way to the top

Stepping up exports

You can count on your fingers the industries which are the exclusive stronghold of South India — textiles, granites, cement, marine products and, last but not the least, leather. Leather is a major foreign exchange-earner in Tamil Nadu. The industry, also India's fourth largest foreign exchange-earner, trotted into the limelight recently by stating that plans are afoot to capture 10 per cent of the world export market by 2000 A.D.

With all these years of painstakingly stepping up exports having resulted in a share of a mere 3.5 per cent (Rs. 41,595.54 million), the billion dollar question is, "Can the industry



succeed in reaching the goal?" Yes, it would seem, as Western manufacturers of leather closed shop due to pollution problems and high labour costs in the late Sixties and, since then, the industry has made rapid strides in the subcontinent. No, considering that we are late starters in the export of leather products, a market currently dominated by South Korea, China, Turkey and Taiwan.

Leather products are indicative of the country's thrust on value-addition, which, albeit desirable, led to Tamil Nadu's share in the country's exports falling from nearly 80 per cent in the Eighties to below 45 per cent recently. Nevertheless, thanks to the presence of aggressive business groups like the Gaitondes and the Parpias, the State is also catching up on the leather footwear and leather garment front. Today, India's value-added leather products go to the US, UK, Germany, the CIS nations, Italy and France, with the unorganised sector accounting for 85 per cent of the production.

Though the dominance of the unorganised sector has helped the industry weather many a storm, it has also been its bane. In spite of boasting of the world's largest cattle population, it suffers from lack of good skin, thanks to poor retrieval and the absence of an effective slaughter policy. It also lacks a supportive components industry. Chemical inputs, constituting 75 per cent of the final value of finished leather, coupled with the water used by the industry, results in about 28 million cubic metres of effluents every year. Take our own Periamet, the pride and the embarrassment of the industry. Pride because it accounts for a major chunk of the foreign exchange earned by the industry. Embarrassment because it is almost a 'small slum', driving away many potential foreign customers. Being in the small-scale sector also poses financial constraints. (The leather products segment is reserved for the small-scale sector, though larger units can set up shop by exporting 75 per cent of the total production.)

With the incentives given to the export of finished leather being withdrawn in 1986, many new leather goods units have sprouted in the city. To encourage further investments, the

rationalisation of the excise duty structure, dereservation and delicensing of the industry, promotion of joint ventures and liberalisation of import duty to facilitate import of capital goods, components and spare parts.

The Government has identified leather as a thrust area and put footwear exports under extreme focus. The demand for leather products is growing in the international market and India, with its skilled labour and low wages, is placed in an advantageous position. Furthermore, institutions like CLRI and the Centre for Leather Exports (the technology and marketing arms of the industry), along with other industry players, have their nose to the grindstone to somehow put the 10 per cent target within grasp. According to them, "Yesterday has been momentous, today is busy and tomorrow is both demanding and bright" for the industry.

Meanwhile our three best bets for this fortnight are:

Vijayshanthi Builders (CMP: Rs. 39.00): Encouraging half-year results indicating an annualised EPS of Rs. 6.62, backward integration into cement, forward integration into housing finance for its own flats, booming real estate business, diversification into herbal mineral water, an order book position of Rs. 82 cr all bode well. A rights issue is to open in March/April 1995 to part-finance expansion in cement and construction. An EPS of Rs. 7 for 1994-95 will support Rs. 70 then. After a high at Rs. 52, the share is declining. Buy with a stop loss at Rs. 30.

Cutfast Abrasives (CMP: Rs. 66.00): Cutfast, with 20 per cent market share in the coated abrasive segment, has seen a 55 per cent rise in net profits in the 1994-95 first half, on a 29 per cent rise in turnover. Exports should touch Rs. 50 cr by 2000 AD. It has obtained ISO 9000 certification and is exploring new markets, apart from enlarging existing markets in Jordan, Iran, Iraq etc. It is expanding its coated and bonded abrasives capacities and is concentrating on premium products like Zirconia aluminium oxide. A Rs. 5.50 EPS for 1994-95 will support Rs. 90 then. The share, which touched a peak of over Rs. 120, has now reacted. Buy with a stop loss at Rs. 60.

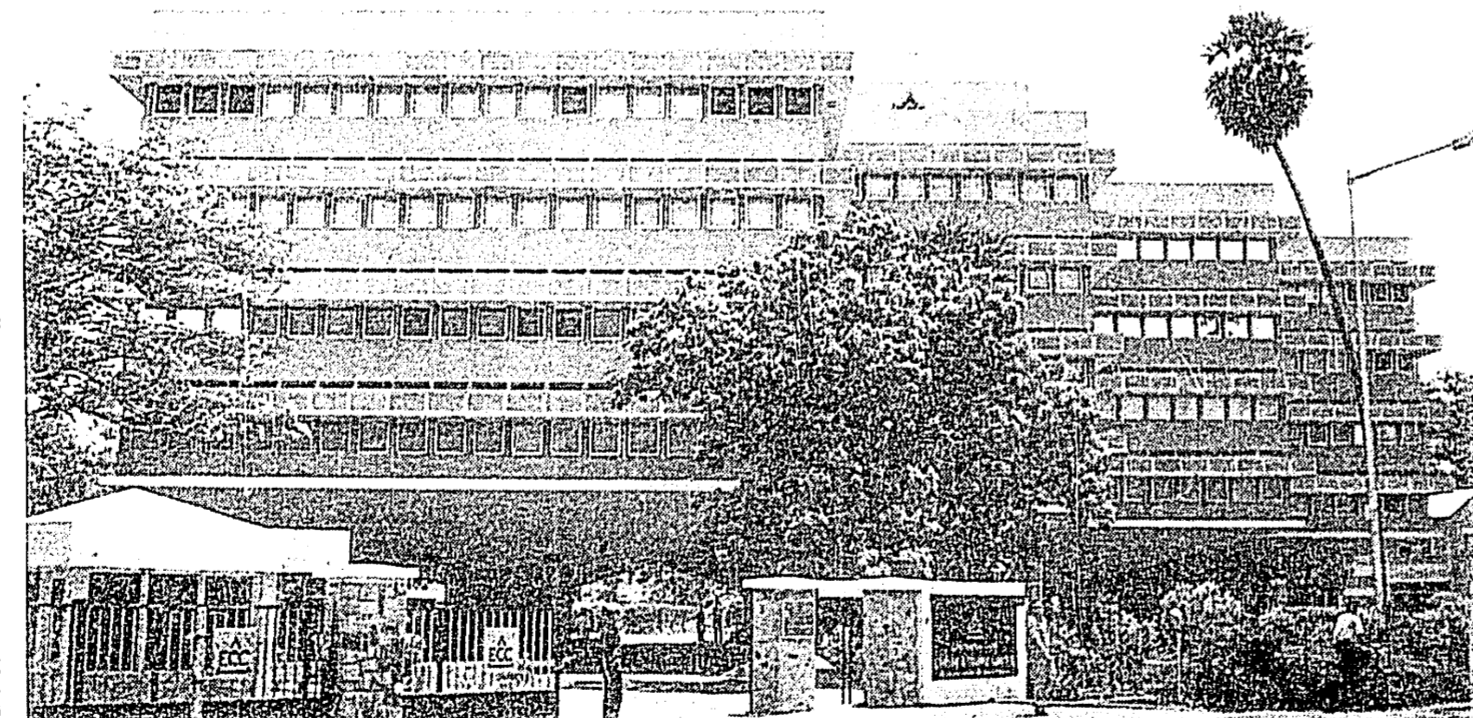
Kothari Sugars (CMP: Rs. 48.75): The flagship company of the HC Kothari group with three divisions: sugar, distillery and petrochemicals. Thanks to its diversified interests, it has reported good results even for the 1994-95 first half. Compared to the previous year, turnover was up by 89.5 per cent at Rs. 61.84 cr and PAT by 76.3 per cent at Rs. 4.69 cr. The second half will be much better. An EPS of over Rs. 8 for 1994-95 will support Rs. 80. Prices are sharply declining after a high at Rs. 95. Buy with a stop loss at Rs. 40.

K. GOPALAKRISHNAN



Our OLD and NEW this fortnight have been only partly chosen for their contrasting engineering styles, the OLD solidly on the ground and the not-so-NEW resting its four storeys on four upside-down, prestressed pyramids flaring out of four hollow columns through which electrical, water and drainage connections are taken to all floors. A word about Larsen and Toubro's ECC headquarters, a landmark at Manappakkam on the road to Poonamallee since 1981, will be added later. Before that, NOT the advertising, as Doordarshan would have it, but a couple of tales about activities connected with the buildings.

The OLD shows one of the century-old Cantonment bungalows on Main (Butt) Road, St Thomas' Mount, being refurbished without marring anything of its



Delayed serial

(Continued from P 1)

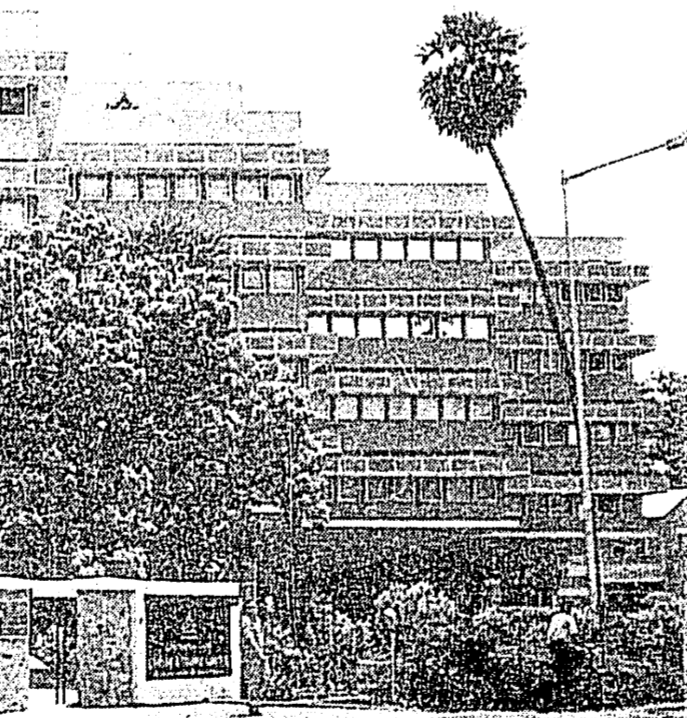
many outside Tamil Nadu know about Kovalan, Kannaigi or the Kural." Recalling his life's effort to popularise the twin Tamil classics through lectures, dramas and published papers, MaPoSi says: "Even at marriages people used to ask me to expound the twin classics. But I refused such requests, as the Silappadikaram has a tragic end and it is not appropriate to narrate it at a 'marriage.'" Looking back on it all, he says, "Today, it is only my literary work which gives me immense satisfaction, not my achievements in the political

In the twilight of his life, MaPoSi looks forward to the propagating of the Tamil classics throughout the nation. Unfortunately, his representation to all the MPs from Tamil Nadu to raise the Upasana matter in Parliament has not evoked any response even from them. Emotionally he muses, "A part of my life's mission, popularising Silappadikaram in the State, is complete. If only Doordarshan would telecast Upasana, then I would be happy to have propagated a Tamil classic throughout the nation. This might even

original look. This building, part of a school campus, is the new headquarters of the Dalit Liberation Education Trust which, this year, celebrates its birthday. The founder of the Trust, Henry Thiagarajan, presented the 1994 National Award for Social Justice by the Bharathiya Dalit Sahitya Akademi, New Delhi, recently. Present at the inauguration was Dr. J. G. B Webster of Connecticut, USA, who not so long had published his Dalit Christianity in India. A rather curious title, make the reader wonder where else, casteless Christianity, there are Dalit Christians.

In the NEW, a unique concept is practised daily, writes RAJIND N CHRISTY, whose pictures of the ECC building are featured here. The concept is a 'Silent Hour' between 12 noon and 1 p.m. During the hour the staff do NOT make or attend to internal telephone calls, hold inter-departmental discussions or meet visitors. Each staff member is left undisturbed for this hour to plan his or her work, clear the backlog or do any creative work which he or she cannot during the rest of the day. This practice has been strictly followed since November 1992 and has been a great success.

Of ECC's Administrative Building Christy adds: "There is no brick work in the entire building and floor slabs and entire facade are made of precast concrete. There is a magnificent ambience inside the building and it is visually intriguing from outside. The approach to the building is through a landscape luxuriant greenery. The elegantly furnished reception on the first floor gives visitors a sense of entering a luxury hotel. The building has an unobstructed, column free space and is centrally air-conditioned. It has an auditorium, a technical library, several CAD workstations and a conference room on each floor for Civil, Electrical and Mechanical Engineers. The total space is about 1750 sq.m."



The seer who walked alone

Krishnamurti, the philosopher-sage, young in mind, straight-backed, with the majesty and beauty of an ancient boddhar tree, wandered around the world, teaching and healing the minds of vast numbers of young and old, the intellectuals and simple human beings, who came to him overburdened with conflict and sorrow.

Krishnamurti was born in Madanaville, in what is now Andhra Pradesh, the eighth child of a Telugu Brahmin government official. The signs of his mystical nature were evident from early childhood. His mother died when he was young. Though he was vague and uninterested in studies, his father noticed an unusual capacity in the child for silence, observation and attention. He describes the boy Krishnamurti as standing for hours watching the clouds form in the sky, looking at plants or gazing at cross-legged observing the behaviour of ants.

Naraniah, Krishnamurti's father, was a Theosophist, and after retirement sought employment at the headquarters of the Society at Adyar. One day, when Krishnamurti was playing on the beach, he was noticed by C W Leadbeater, a clairvoyant and a man high in the Theosophical hierarchy. Leadbeater was struck by the luminous aura of the child, whom he found to be pure and free of all selfishness. The esoteric masters of the Society had instructed their disciples to be on the watch for a great Being who was to manifest in the world. Krishnamurti was that Being. Leadbeater was sure. Annie Besant took the boy and his mother Nitya under her protection, and



J. Krishnamurti

guardians were appointed to prepare Krishnamurti for becoming the great Being. As a boy, Krishnamurti had the supreme beauty of a forest fawn. His face was oval. His large, wide open eyes 'gazed' into the distance. He reflected gravity and dignity. As he grew up, vast hierarchical organisations were built around him, and estates, lands and endowments were gifted to him for his work. Devotees from all over the world flocked to him. Adored by vast numbers, arousing the cynical comments and derision of others for being described as the coming Messiah, he grew up a sensitive, vulnerable young man with little to say.

The death of Nitya was Krishnamurti's first contact with sorrow. It triggered the awakening in him of that illumined intelligence which, while dormant, had sustained him through the years. He grew aware of the illusions and ambitions that made up his environment. He saw the pettiness of most of the so-called great ones. He saw that the structures and hierarchies that had been built in his name were seeking to imprison him.

OUR READERS WRITE

Bus route confusion

It is a common sight to find PTC/DATC buses plying with misleading, incorrect and confusing route no. indications. For a hurried office commuter, bus route indications must be one and the same on the board, at rear and entrance window indicators as well.

Today, I found a DATC bus on Route 1A (ICF-Besant Nagar) at T Nagar with the word Pallava painted in Tamil in the front and the rear with a solitary route number at the entrance window. Alas! The public had to run about to find out the route no. At times, it is also observed that different route nos. are found in all the same places.

Will transport corporations please stop this confusion? And may there be distinct vehicle body colours for Metro and municipal services?

J. Krishnamurthy
76 First Main Road
Sri Iyappa Nagar
Madras 600 111.

Lack of space

I am glad to note the article and photograph published in Madras Musings on December 1. I would like to inform you that as there is lack of space on the sides, we were unable to pay greater attention to the rest of the building.

AVM Kumaran
AVM Productions (P) Ltd
7 Arundel Road

Annie Besant, whom he loved and respected, was aging. Large endowments of land and money had created vested interests; conflicts were surfacing. At that time, Krishnamurti was undergoing powerful mystical experiences. Though he rarely spoke of that period, everything that he had been taught or had come to accept was being neglected. A new Krishnamurti was emerging, still shy, reticent, but totally free.

In 1928, at a camp held in the 5,000-acre estate which had been gifted to him and which was the centre of the organisations set up in his name, Krishnamurti said: "Truth is a pathless land. No organisation, no belief can lead to truth." The thousands of devotees who had gathered to hear him were bewildered. "I have no disciples — gurus step down the truth. Truth is within yourself."

In one clean sweep, he denied all hierarchies in the religious mind. The following year he dissolved the Order of the Star, the main organisation built for the coming of the World Teacher. He gave back to the donors the moneys and vast properties, including the 5000-acre estate in Holland.

In 1933, with the death of Annie Besant, his last links with the Theosophical Society were snapped. Then, free of all property and organisations, alone except for a few friends who later were to rally round him, he left the Society, its hierarchical organisations, its rituals and beliefs.

During World War II, he was stranded in Ojai, California. Much of the time he was alone, cultivating roses and milking cows. He was inwardly



Boy in a pipe

This happy urchin's pipe-dreams have nothing to do with hookahs. Perhaps they are more concrete, such as: what the future has in store for him and whether, in this teeming, congested metropolis, he might one day find a well-paid job and a home more congenial than surplus drainpipes.

(Photograph by P. JUSTINI)

A century of Krishnamurti

The Krishnamurti Foundation India is commemorating in 1995 the birth centenary of J. Krishnamurti (b. May 11, 1895; d. February 17, 1986). The Centenary Year plans were launched on January 21. The theme of the Centenary is 'A Century of Krishnamurti'.

In order to consolidate its present work and to reach out to a wider audience, the Krishnamurti Foundation India has drawn up several plans. Some of them are: Krishnamurti Study Centres, which will consist of informal groups of people who come together to study the teachings of Krishnamurti and engage into their own lives; video shows; talks and discussions; exhibitions-cum-sale of books, including the centenary publications.

The Krishnamurti Foundation India is a registered educational and charitable organisation, set up to preserve and disseminate the teachings of Krishnamurti and to run the

schools founded by him. It has its headquarters at Vasanta Vihar, Madras, which houses a Study Centre, an Archives, and the Publications and Audio-Video Departments. The five schools it runs are the Rishi Valley School in Andhra Pradesh, the Rajghat Besant School in Varanasi, The Valley School in Bangalore, The School-KFI in Madras and The Bhagirathi Valley School in Uttar Kashi. It also runs the Vasanta College for Women in Varanasi and Bal Anand, an after-school centre in Bombay. A new residential school is coming up near Pune.

In recognition of Krishnamurti's stature as a world-renowned religious teacher, the Government of India has acquired his house of birth in Madanaville and declared it a monument of national importance. The Government has also recognised the Krishnamurti Foundation India as an institution of national importance.

alive, listening, observing, probing, questioning the world within and around him. In the silence of his solitary walks, the teachings flowered.

Aldous Huxley, who lived close by, became a friend. Huxley, one of the most erudite minds of his time, talked; Krishnamurti listened. In turn, Huxley listened and learnt to be silent when Krishnamurti spoke of perception, of time and of awareness. In 1961, just before his death, Aldous was to hear Krishnamurti speak at Gstaad in Switzerland. Writing to a friend he described it as "amongst the most impressive things I have listened to — it was like listening to the discourse of the Buddha — such power, such intrinsic authority".

Drawn by Krishnamurti's supreme presence, the beauty, stillness and compassion of his being and his capacity to heal the mind and unburden sorrow, the young and the old, the man seeking God, the social worker and the politician came to him. In his public discourses, in his small discussion groups, in the individual interviews he gave, he negated all beliefs, all psychological and religious traditions, all gurus and crutches to reality. Questioned on his role, he said, "I am only acting as a mirror to your life, in which you can see your life as you are; then you can throw away the mirror; the mirror is not important". He spoke of self-knowing as the beginning of all wisdom.

Krishnamurti did not deny the wonder of science and technology. He was profoundly interested in the mechanical workings of the computer

and the ever-receding limits to functions. But seeing the inherent dangers in the present situation he demanded a mutation in the human mind so that the tool did not take over the inhuman role of master.

Krishnamurti held discussions into man's problems with the great scientists of the world, men working at the frontiers of scientific knowledge, psychiatrists, thinkers, religious heads, political leaders, students and children. With the children in the many schools started to serve as a milieu for his teachings, his language became lucid, simple. He told the children that academic excellence was essential, but he also spoke of the awakening of intelligence which arose out of observation, self-knowing and compassion. Could these two streams be fused? he wondered.

(Adapted from an article by Pupul Jayakar)

Advertise regularly in MADRAS MUSINGS

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NOTABLE BOOKS OF THE MONTH

- Appelbaum, Eileen
The New American Workplace: Transforming Work Systems in the United States
ILR Press. c1994. (331.25 APP)
- Binkin, Martin
Who Will Fight the Next War?
The Brookings Institution. c1993. (355 BIN)
- Conway, J. North
American Literacy: Fifty Books That Define Our Culture and Ourselves
William Morrow and Company, Inc. c1993. (028.90973 CON)
- Deese, David A.
The New Politics of American Foreign Policy

- Heldman, Robert K.
Information Telecommunications: Networks, Products & Service
McGraw-Hill, Inc. c1994. (384 HEL)
- Kaufman, Wallace
No Turning Back: Dismantling the Fantasies of Environmental Thinking.
Basic Books. c1994. (363.7 KAUF)
- Lewis, Ralph G.
Total Quality in Higher Education.
St. Lucie Press. c1994. (378.1 LEW)
- The Promise of Diversity: Over 40 Voices Discuss Strategies for Eliminating Discrimination in Organization.**
CO-EDITORS: Elsie Y. Cross, Judith H. Katz, Frederick A. Miller and Edith W. Seashore

Fun & fervour in Singapore

(Continued from last fortnight)

Tours in Singapore are extremely well, organised and worth the money spent. Buddhist shrines, Hindu temples, churches and mosques all co-exist in a harmony that is a tribute to the spirit of Singapore. The temples are little 'Tamil Nadus'; the Mariamman

need a law to make NOT looking after one's elderly parents a criminal offence gives you an idea of the seriousness of the matter. With affluence and consumerism, the young are growing more and more selfish and are getting hooked on the Pleasure Principle. An article in the *Straits Times* when I was there spoke about the bad influence of

popular. And if you are rich you could check into Raffle's Hotel, which has been restored to its pre-1942 splendour, or take the Eastern Oriental Express to Bangkok, which is something like our 'Palace on Wheels,' for just \$18531

Sir Stamford Raffles, the founder of Singapore, is fondly remembered: his statue stands near the pier where he landed and his name has launched a franchise of sorts. There is even a Raffles Medical School Centre at the Airport which, presumably, helps medics who land there by the plane-load to take the USMLE exams in their US-bound journey!

No account of Singapore would be complete without mention of Singapore Airlines. The Singapore Girl image is assiduously cultivated; not one of its 'hostesses is fat or ungainly. They are the epitome of petite, feminine charm and efficiency in their graceful sarongs and tops. Singapore Airlines could run customer-relations courses; it is so good at it. The hostesses on our flights were all Chinese; the stewards a mixture of Malays and others; but the travellers all Madras and so the announcements were all in perfectly chaste Tamil, right down to the 'fasten your seat belts' one! That is the secret of Singapore's success for you.

(Concluded)

by Hiramalini Seshadri

temple is the oldest and if you closed your eyes you would think you were in Vadapalani. The Perumal and Rama temples are focal points of South Indian cultural activities. The new Siva temple has a more North Indian Jain look to it. A sad but true fact is that the bathrooms and toilets in these Indian-managed temples are like the ones back home — DIRTY. When will we Indians ever learn?!

The biggest problem faced by Singapore is the steady erosion of values thanks to Westernisation. With media control and legislation the administration is trying to stem the rot. That the Chinese, who have a 5000-year tradition of ancestor-worship and reverence for parents, should now

tabloids which modelled themselves on Murdoch's *Sun* and glorified sex and violence.

Some Singaporeans seem to find an answer to this cancer of the soul in Sai Baba. We were astounded to find Chinese, Malay and Indonesian devotees outnumbering Indians at certain centres. We heard *Bhajans* sung in Chinese and Indonesian with such fervour.

For the tourist, Singapore is a fun place. For children and adults alike, the cable car ride to Sentosa, the underwater world where huge fish seem to be right above your head as you go down glass tunnels, the East's answer to Madame Tussaud's wax museum and the botanical gardens are ever

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.

One dubash's contribution to another dubash's school

In 1865, a separate primary school was started as a feeder school to the Pachaiyappa's College School and it continues to be a feeder school to this day. Originally it was housed in different buildings, on Broadway, in Stringer Street and where the present Shankar Cafe is. It finally moved to the

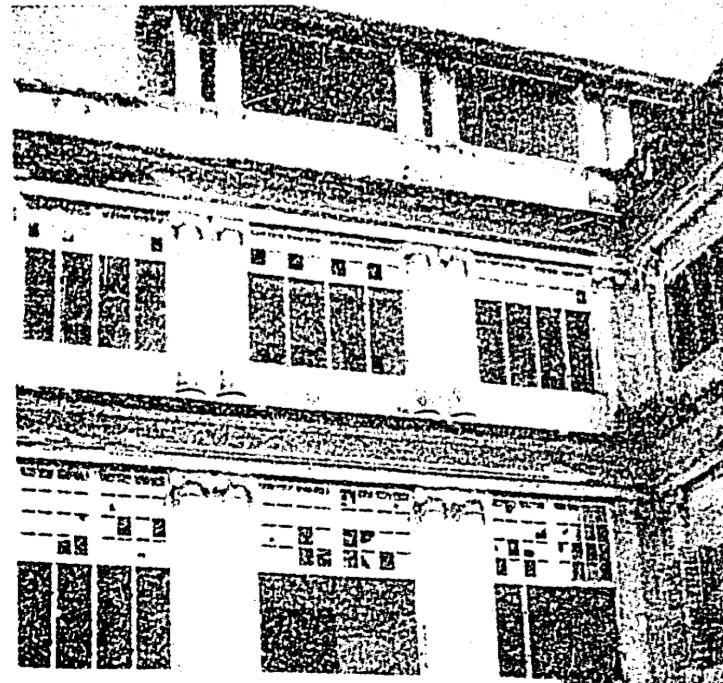
ground floor of Pachaiyappa's College School in 1940 and remains there.

The school was opened by John Norton, who was the Presidency's first Professor of Law, and named after Amery Govindu Naicker, a great philanthropist like Pachaiyappa Mudaliar. Born to a humble family in

Amery, near Periapalayam, he came to Madras when he was a boy, at the time Hyder Ali of Mysore was threatening the Carnatic. Shortly after a brief education, he became a quill-driver in Parry Dare & Company. Gradually, by dint of hard work, outstanding ability and a much-admired integrity he won the appreciation of his superiors and became the Company's *dubash*.

Govindu Naicker's business acumen enabled him to amass a large fortune. Struck by the lack of education in the Hindu community, he decided to do something about it. In 1846, he conveyed properties worth about Rs. 40,000 to the trustees of Pachaiyappa's to be used for the cause of primary education among the children of the poor and for religious purposes. With the desire to see his endowment efficiently managed, he agreed to serve as a clerk on a paltry salary with the Pachaiyappa's Trust Board.

The school grew over the years and, in time, was upgraded as a middle school. Being a feeder school, its classes are from Standards V to VII. Today, it has only 135 students and 12 teachers. K S Venkatakrisnan has been Headmaster from 1974. The school caters to the needs of the backward communities. It has done well in Kabbadi and Football.



The Pachaiyappa's School building on NSC Bose Road in George Town, with the Govindu Naicker school entrance.

Photograph and text by...



China? Not Singapore!

Quizzin' with Ramaman

(Quizzmaster V.V. RAMANAN'S questions are from the fortnight January 1-15)

1. What new Ranji Trophy record did the Delhi pair of Raman Lamba and Ravi Sehgal set against Himachal Pradesh on January 1st?
2. In order to meet its obligations under the newly-formed WTO, India amended two of its Acts under late night promulgations of Presidential Ordinances on December 31 - January 1. Name the Acts.
3. According to *The Cricketer's* latest rankings, which countries top the 'list for one-day, international and Test matches'?
4. The postal services of the country entered a new phase of modernisation on January 14th with the introduction of...?
5. Which prominent, controversial personality has formed a new legion called 'Ekalavya Sena'?
6. Who replaced Vazhapadi K. Ramamurthi as the TNCC president?
7. Who have been awarded the prestigious 'UNESCO-Felix Houphouet Boigny' Peace Prize for 1994?
8. Name the AIADMK MP arrested for alleged evasion of Customs duty on computer floppies worth Rs. 44.5 lakhs.
9. Where in Asia is the next Disneyland, the second after Tokyo, expected to come up by 1998?
10. The ONGC oil well which had a blow-out, resulting in a still raging is located at...?
11. Name the Tamil Nadu player crowned the new National ladies singles tennis champion at Jamsheer recently.
12. What world record did a 61-year Jain monk, Shajimuni Maharaj, set on January 9th?
13. Name the veteran parliamentarian socialist leader, the general secretary of the Janata Party when it swept power in 1977, who passed away on January 9th.
14. In which sport did the Tamil Nadu team make it five in a row, in the concluded Nationals held in Madras?
15. Which woman from Madras became the first woman Divisional Manager in Indian Railways history?
16. Who is the new Miss India-University?
17. Name the veteran tennis champion, doyen of the Madras sports scene, who passed away on January 8th aged...
18. Who directed the 'spectacular' entitled 'Cinema Cinema 100', to mark 100 years of world cinema?
19. What does the Rs. 2 special postage stamp on the recently held World Tamil Conference depict?
20. What do Prof Schaik, Prof Velupillai Prabhakaran, Mrs. Sivathampri and Mrs. Shanmugasundaram have in common?

(Answers on page 8)



Crunchy, Munchy
KOKANAKA
COOKIES



made from
coconuts
- not flavours

nutriline
KOKANAKA
COOKIES

The widest...

Shivaji as Padma

have always felt Padma Subramaniam is the 'Shivaji Ganesan' of the dance scene. There was proof of it in her recent presentation at the Kalachar of 'Shivaji Ganesan Natyashashtra', a study with video clippings from his films.

Padma looks like his sister, having the same kind of face structure. That also reflects Shivaji's histrionics as evident in the excerpts from her own film on the *Natyashashtra* showed in between excerpts from Shivaji's films. She has the same expressive face, the same way of using the eyes and a similar sense of drama.

Padma had planned her programme very well. *Natyashashtra's* definition of an ideal actor was reflected in the face of Shivaji Ganesan in a myriad roles. *Natyashashtra* talks of four different kinds of *Abhinaya* or mediums of expression: *Angika* (of the body), *Vachika* (through speech),

Aaharya (through costume and make-up) and *Sahvika* (through the inner strength of understanding).

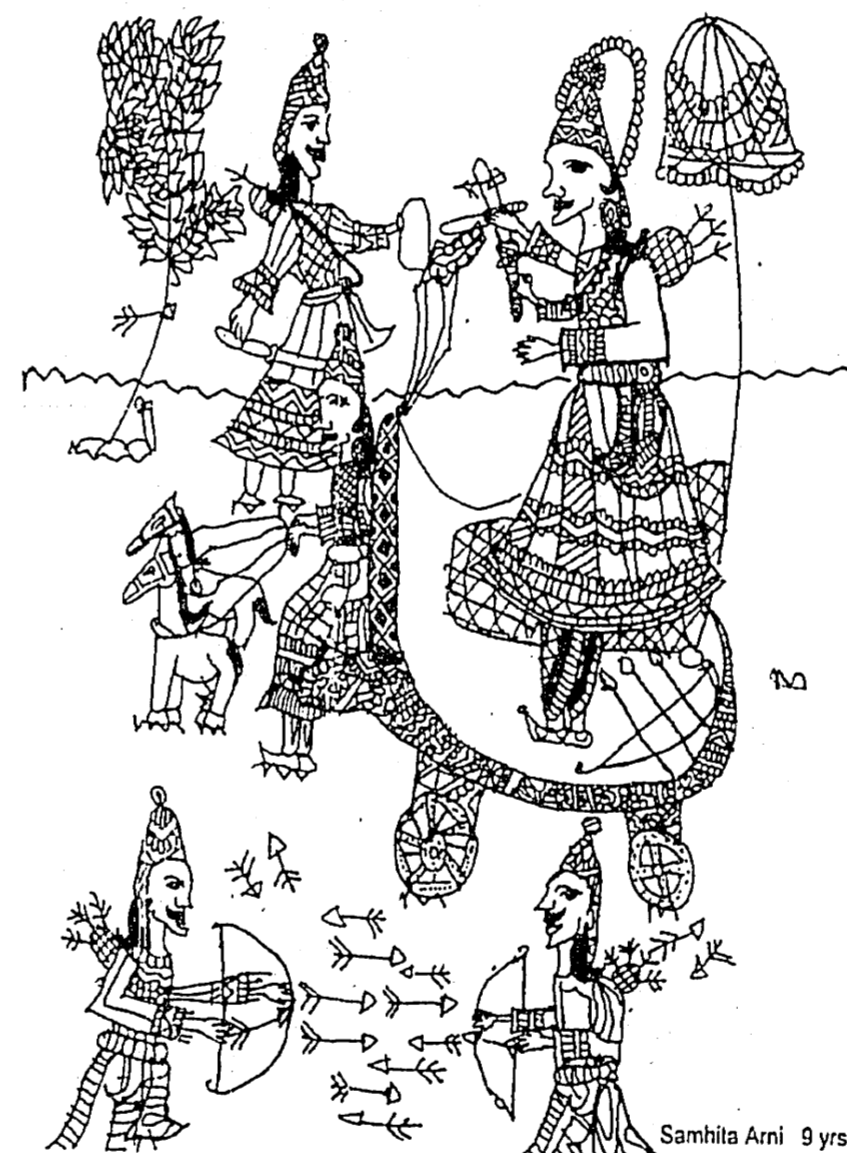
Padma then demonstrated the body language used by Shivaji in his various roles. Thunderous applause greeted the dramatic *Mannavan Vanthanadi* in which she duplicated Shivaji's majestic

A View from the Wings

walk. She also showed a clipping from a TV interview in which Shivaji Ganesan had talked about how he had observed the body language of the Kanchi swamiji and had used it in his role of a pious old man. The various gaits Shivaji used in his various roles and Padma's demonstration of them showed the immense versatility of both.

Next came excerpts from Shivaji's dialogues, his use of different dialects

Dates For Your Diary



A child's view of picturing words — and literature... at the Max Mueller Bhavan.

other events to promote children's

February: 'Artist of the Month': Muralidharan, a painter who has participated in many international and national exhibitions, including 'Parallel Documents' in Kassel, Germany, and the 7th Triennial of India. (Max Mueller Bhavan).

February 13-22: Horst Janssen Etchings 1958-1976 (originals). The exhibition comprises 160 graphics by Horst Janssen, one of the most important and productive German graphic artists of modern times. Under the influence of his teacher Alfred Mahlien he turned to illustrations, woodcuts, drawings and etchings at an early age and was known in the Fifties for his monumental colour woodcuts in which he developed a language of his own. (Lalit Kala Akademi, 2.00 - 6.00 p.m.)

February 15-25 (except Sunday): 'Books for Children: Stories and Pictures': Workshop for the illustration of children's books in cooperation with the Association of the German Book Trade, Frankfurt, TARA Publishing, Madras, and National Book Trust, New Delhi.

Connected Events: Every year, in January, MMB invite some children from the City's schools to create their expressions on its walls. Beside this, MMB is organising this year an exhibition of children's books (a selection of about

of children's literature, a seminar for librarians and teachers (on reading habits of children) and readings from children's literature for children.

Towards the end of the Illustrators workshop, and as the rest of the events also conclude, there will be an open forum session which will aim at a dialogue between an invited audience, illustration artists and the organisers. All the illustration works will also be displayed in an informal way along with the stories. (At Max Mueller Bhavan, by invitation except Book Exhibition.)

Till February 28: Katha invites (1) translations of the best short stories published between January and December 1994 in the various regional languages (Please send a xerox copy of the original), and (2) original and unpublished short stories in English. The Katha Award-winning manuscripts will be published subsequently.

The writer of each selected story will receive the *Katha Award for Creative Fiction*, the translator of the story will receive the *Katha Award for Translation* and the magazine which published the story will receive the *Katha Journal Award*. Please send all manuscripts (clearly double-spaced and typed on one side) to Katha, B...

etc. Padma went on to demonstrate the various movements of neck, eyes, head, lips etc. shown in her own film. I wondered if it was, perhaps, not too long, as, for a while, everyone seemed to have forgotten Shivaji. Padma looked very different from her usual self in the film, wearing completely different make-up and hair-style and using a very nasal voice for narration.

To demonstrate *Aaharya* there are, of course, far too many examples to show from Shivaji's films, but, cleverly, Padma picked out just those scenes where he had used small props like a cigarette or a *beedi* in different roles. There are no dearth of emotional scenes in Shivaji's films to exemplify *Sahvika*, but Padma chose those where gestures, not the voice, were used to convey deep emotion.

Padma next talked about the different kinds of expressions discussed in the *Natyashashtra*, such as the *Arabhati* (spectacular) and the *Kaishiki* (the graceful). For *Kaishiki*, she included romantic and song-and-dance sequences, for *Arabhati*, light sequences.

At the end of this fascinating presentation, which everyone felt could have been even longer, with more clips, Shivaji Ganesan made the nicest of speeches. He said he was humbled by the presentation and been made to feel bashful. This was said with such genuineness that it warmed everyone's hearts.

The rural poor

'Installation' is the new buzzword in the art world today. There was a presentation of it by Vivian Sundaram and Madras's Valsan Kollerai at the Max Mueller Bhavan recently. I could not attend the inauguration of the 'Installation' at the Museum, but the discussions at the MMB threw much light on the work of the two artists.

One point deliberated was whether Vivian Sundaram ought to have invited the family that had helped in his work to the inauguration and whether making them a part of the spectacle was not a kind of exploitation. I don't understand why urban audiences do not see the slum or rural poor as people like themselves. Why should they not be invited in the urban context, especially when there is a relevance? People use the word 'exploitation' too often. But everyone exploits every and everything.

By interacting with India's villages we can only gain. Mahatma Gandhi had time and again warned of this creation of a huge gap between the English-educated urban 'elite' and the genuine rural population of India. His fears are now manifest in the urban intellectual arguments about keeping rural people at a distance.

V.R. DEVIKA

Ennore port

(Continued from P 1)
enable automated handling of the coal shipments. Ennore, Madras Musings learns, might in time handle all dusty cargo, leaving Madras to handle only container cargo.

Services for ship repair, ship breaking and other ship industries are likely to be developed around the port in the future. Together with land needed by port users for their facilities, there will be need for about 2500 acres of land behind the port for such development. Madras Port Trust has already acquired 995 acres of this from the Tamil Nadu Government and awaits clearance of another 100 acres. Discussions have begun on the further 1500 acres. MPT is also expected to fund the development of...

MORE SPORT

Sad state of State's cricket

Tamil Nadu's first ever loss to Kerala in the Ranji Trophy national championships is in keeping with the state's curate's egg-like performance in the tournament this year and last year. Indeed, its record in the 60-year-old championship, which it has won but twice, is not at all in keeping with the status and popularity cricket enjoys, or the manner in which it is organised, in the State, especially in the city of Madras, where it goes on round the year with an ever-growing number of tournaments.

The State's poor Ranji record underscores the fact that the

game at the higher level in the State is sorely in need of rejuvenation. But no one really has an answer as to what should be done.

Alleging that those selected are wanting in match temperament, discipline, fighting spirit, dedication and what not helps no one. The State's cricket officials and others would do well to mind their words and stop making unsporting comments. But the cricketers too need to do a bit more, considering the extent of support they get these days, one way or the other.

JAICI

Cosmos — the winner at v'ball nationals

Cosmos Club of Madras gave Indian volleyball its biggest-ever boost by the excellent manner in which it conducted the 43rd National Championships at the Madras University Union courts from January 7th to 15th.

It was the first National Championship meet Cosmos had organised, and even when the unexpected rains drove the championship indoors, the organisers were not found wanting. Both the men's and women's championships had a smooth and efficient passage, and, in the process, helped Cosmos gain in status and reputation.

Cosmos indeed set a unique record. The championships cost a little over Rs. 15 lakhs. Wonderful to relate, Cosmos made it without roping in a sponsor. It did collect donations from sports-minded business and industrial establishments. But the fact remains it was the first Madras club to organise a National Championship meet of the magnitude of the Men's and Women's volleyball competitions without a sponsor as such.

Cosmos can take justifiable pride in giving the game a new look. This was ensured by the response from nearly every State Association to the 1995 championships, the public support it got and the record number of prizes and

awards Cosmos offered the participants. The standard of play and the crowds that turned up may eventually lead to the emergence of a volleyball stadium in Madras.

Cosmos has indeed earned such a reputation for its interest in the development of volleyball in Tamil Nadu that it could be said to have set another record as well. For the pre-championship Press briefing, it booked a room in the Hotel Connemara and put in no more than 20 chairs. But such was the response from the media, that the room became packed and the number of chairs had to be doubled. It was indeed the most crowded sports Press briefing held in Madras — and, as a result, over half a dozen extra bottles had to be requisitioned!

In the midst of the hectic organisation of the championships, Cosmos let it be said to its credit, did not forget the man who has kept volleyball going in the country. The organisers honoured the Indian Olympics Association president and former president of the Volleyball Federation of India, S.B. Adityan, at a special function, for his distinguished service to sport, education and journalism.

AJAX

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• DIVERSE • DYNAMIC • STATE OF THE ART

Sterling contest for captains of industry

(By The Corner Flag)

When *The Man From Madras Musings* on January 1st wrote of the Sterling Holiday Resorts Group getting into the golf business by developing a major PGA golf resort in Delhi, *The Corner Flag* did not quite realise how serious Sterling was about golf. That seriousness was recently reflected in a unique golf tournament that Sterling organised in Bangalore with

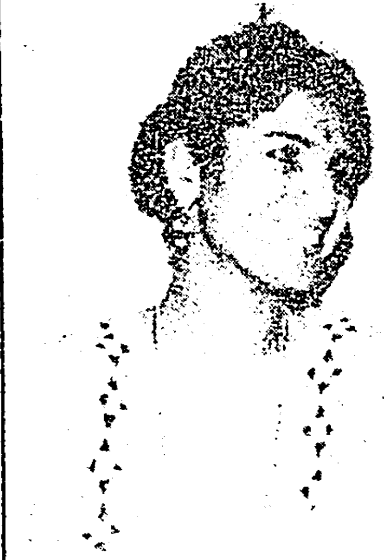
Worldcom, a multi-media organisation. This was a Sterling competition for the captains of industry.

Worldcom's Chairman's Golf Cup tournament is being organised in four legs in India as a Stableford tournament with full handicaps over an 18-hole course. The Northern leg was played in Delhi in October and the Southern leg has just been completed over the Pongal weekend in Bangalore. Both these legs were sponsored by Sterling with a view "to create sportsmen out of businessmen". The Western leg was due to be played in Bombay on January 29th and the Eastern leg will be played in Calcutta on February 6th. Sadly, *The Corner Flag* doesn't have the extended facilities to get all the results, but sadder still is the fact that those who do have ignored this competition-with-a-difference. (Just heard the Delhi leg was won by Ambasyadon Pedro Rubio of Mexico.)

From the little *The Corner Flag* has been able to gather, 45 Chairmen and senior corporate executives were due to play in the Sterling competition in Bangalore. And they included: Vijay Mallya of UB Group, Ajit Nambiar of BPL, Jagdish Hinduja of Gokuldas Images, Dinesh Puri of Motorola, O P Mittal of Mittal Investment Corp, B S Patil of KSIDC, S K Maini of Maini Precisions, P G Menon of Coats Viyella, L K Anand of Triveni Engg Ltd. Bunty Peerbhoy of MAA Communications Bozell, H G V Reddy of Swede India and Al. Muthiah of Chamundi Textiles.

The Corner Flag wonders who the individual winners were and whether there was an overall Champion Chairman. It would be nice to know.

Will Shiny bid a shining adieu?



(By A Sports Reporter)

Shiny Wilson, for years Asia's best 800m runner and one of its best 400m runners, plans to bid adieu to athletics at the SAF Games to be held in Madras this December, *Madras Musings* learns. Not only does she want to bow out on a winning note, but she also wants to be the only sportsperson to have competed in all SEVEN editions of the Games, from its inception in 1984.

Shiny is the athlete who came back after marriage and childbirth to clock timings better than in her medal-winning days. Sadly, though she picked up medals, they were not of the kind that she'd earned when she was younger. The two-year break for marriage and a daughter possibly deprived her of higher honours, but she has never regretted it. In fact, she wants to call it a day only because she wants to spend more time with her 4-year-old daughter, not because her timings have slowed down.

The ever-smiling Shiny — whose only tears were when she was deprived of a Gold at the Asian Games on a too-strict interpretation of the rules — plans to pace herself easily through this athletic year and be at her peak for the SAF Games. It would be most appropriate if Shiny, who lives and works in Madras, goes out in a blaze of glory at the Nehru Stadium in

Indian tennis in the doldrums

Indian tennis is sorely in need of rejuvenation. This was emphasised by the Indian squad's sorry performance in the second leg of the All-India Tennis Association's Gadgil Western Corporation-Indian Bank-sponsored Satellite tournament, held recently in Madras. Teams from as many 28 countries were in the fray, and the Indian contingent of Davis Cuppers Gaurav Natekar and Asif Ismail and others finished among the also-rans.

Never before had an Indian team competed in such a big home international tournament as the Satellite. But India drew blank in all its legs. And in Madras the Indians exited in the qualifying round itself.

The fact that the usually loquacious Indian tennis ac-

about in the entire Satellite was a clear pointer to the sorry state of affairs. On the eve of the Madras leg, former Indian Davis Cup star, Nandan Bal, had said Indian tennis was poised to reach "great heights". Neither he nor any Indian official had any comment to make on the Indian squad's performance after the tournament.

FOOTNOTE: Why did the Tamil Nadu Tennis Association prefer the Madras Gymkhana Club to the Corporation Stadium at Egmore or the Triangular Tennis Trust at Nandanam as the venue for this tournament? Ignoring established tennis centres and selecting a social club would seem to be a pointer to India's attitude to tennis.

The fourth classic also goes Bangalore's way

M. A.M. Ramaswamy's colours gave the Madras turf a big boost by making a clean sweep of the first three prizes of the U.B. Group (Bangalore)-sponsored inaugural McDowell Million for three-year-olds, the richest-ever Madras race, run on January 14th. The next day, Ramaswamy won the fillies million in Bombay with Stately Home. And a week later surprised everyone when his Native Chieftan and Ascot Prince finished 1-2 in the Bangalore Derby, the former paying Rs. 329 for a win and Rs.198 for a place!

But, ironically, no Madras runner could halt the current season's Guindy-Bangalore one-way classic traffic. After Cape Storm and Accomplish, respectively, won *The Hindu*, South India

1000 Guineas and the Sans Craintes S.I. 2000 Guineas for Mr and Mrs Vijay Mallya, and D. Khaitan's Maribella cantered away with the Kwality Ice Cream S.I. Oaks to com-

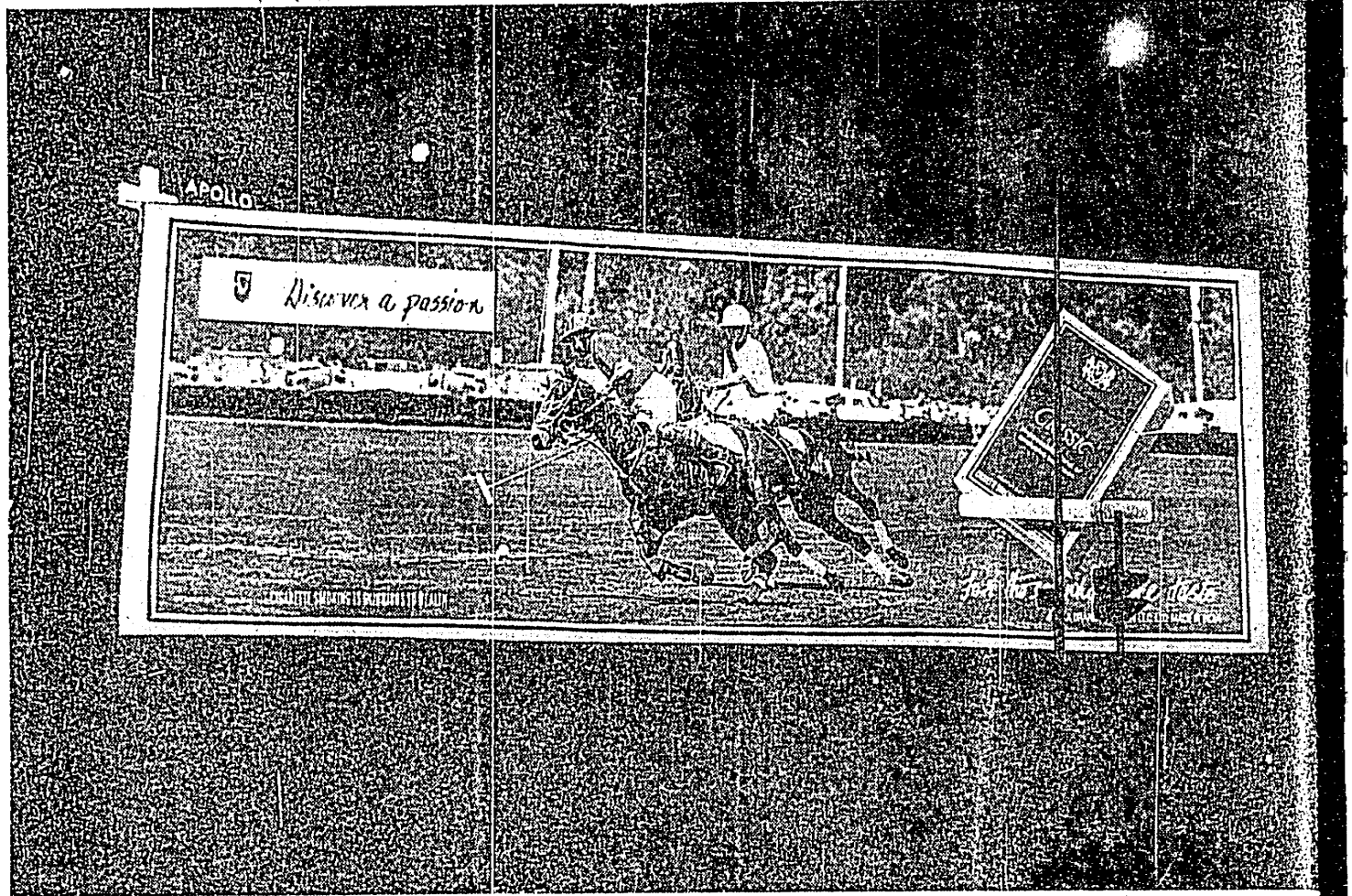
by
AJAX

plete a Bangalore treble, all Madras loyalists had hoped a Guindy-based runner would win the Classic S.I. Derby and, thus, halt the one-way traffic.

But, the Derby betting was a clear pointer to what was in store for them. The Bangalore pair of Capital Risk, a 10-3 on favourite, and Sun Vision, a 6-1 second favourite, topped the betting, with the rest of the runners all going abegging at 10-1 and over. As generally expected, all Guindy hopes went up in smoke as Capital Risk helped Mr and Mrs Mallya complete a unique Guindy classic treble, and was followed home by Sun Vision.

It was Guindy's first-ever white-wash in the first four classics, a sad commentary on the 1994-95 Madras classic contenders' worth. This was underscored by Capital Risk's Derby win. Last until the final bend, the Darius Byramji-trained Exhilaration gelding, ridden by Pesi Shroff, outclassed and outstayed his rivals in the straight in the heaviest-ever going in which a Madras classic was run.

Unprecedented Pongal Day rains had indeed cast a shadow of doubt over the Derby meeting being held as scheduled. But the Department of Racing thought otherwise. They were indeed lucky that the rain, in which the third and fourth races were run, stopped



Action lights up the Madras night

This is the most striking hoarding we've ever seen in Madras. And no wonder! It made its debut in the city only recently and is at present brightly lighting up the L R Swami junction, where Mount Road meets Cenotaph Road. This huge (60' x 20'), backlit sign comprises of a one-piece vinyl skin stretched over a frame and lit from the rear with 150 fluorescent lights. This 'Mass Media Translide' (MMT) has been imported from Australia for its Classic hoarding by ITC. Such a Translide was first brought to India so long ago to promote 555 cigarettes in Bombay. Since then, Coke and Hiram Walker have imported similar Translides for display to Bombay and Delhi, but this Classic is a Madras first. Erected at a cost of approximately Rs. 15 lakh, this hoarding, which dominates the Cenotaph Road junction, also features a splendid bit of sports photography that's been scanned for reproduction. The brilliant captured bit of polo action is one reason why this picture and story feature on our Sports Page.

(Photograph: V S RAGHAVAN)

army of backers, the wet going made no difference to Capital Risk.

The Derby meeting, however, lacked the glamour of the McDowell fixture of the previous day. Not before was Guindy so decorated as an ancient centre was for the McDowell Million. Apart from the season's most colourful race card, so unlike an ordinary Derby card, McDowell hoardings, banners, placards and balloons were all over the DOR complex. To crown it all, there was a "mini-bazaar" with such banners as "Celebrate McDowell", "Golden Moments McDowell moments" and "Unmissably No. 1 offer of the season". Sadly, there was not a drop to quench your thirst.

ANSWERS TO QUIZ

1. A record opening wicket stand of 464 runs; 2. The Patents Act of 1970 and The Customs Tariff Act of 1975 (related to levy of anti-dumping duty); 3. India and Pakistan respectively; 4. The 'Hybrid Model' involving transmission of written material in English using computer terminals connected to satellite; 5. The 'Bandit Queen' Phool Devi; 6. Kumari Anandan; 7. King Carlos of Spain and Jimmy Carter of USA; 8. Dr. R. Sridharan; 9. Guilin in South China; 10. Pasarlapudi, in Andhra Pradesh; 11. M.S. Mythili; 12. A fast of 201 days; 13. Madhu Limaye; 14. Volleyball; 15. Vijayalakshmi Viswanathan; 16. Manpreet Brar; 17. T.B. Balagobal; 18. Subhash Ghai; 19. A portrait of Raja Chola; 20. They are all Tamil scholars who were barred from attending the conference at Thanjavur, and were late departing on the ground of having links with LTTE.

Published by ANU VARGHESE for Lokavani-Hall Mark Press Pvt. Ltd. 62/63 Greaves Road, Madras 600 006 and printed by T. J. GEORGE at Lokavani-Hall Mark Press Pvt. Ltd. 62/63 Greaves Road, Madras 600 006.