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il. IV. No. 21

Feb. 16 — 28, 1995

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## T.N. exports decline

(By A Staff Reporter)

Tamil Nadu's share in the Southern region's Rs. 15,892 cr exports 1993-94 was Rs. 9082 cr, or per cent, against the previous year's 6808 cr out of Rs. 10,349 cr (5%). That year had seen growth in exports from 1991-92's Rs. 5437 cr to Rs. 8771 cr (62%).

As against Tamil Nadu's performance, exports grew by 97% in Karnataka and 170% in Andhra Pradesh last year. But despite the overall performances, total exports from

the southern region were nowhere near the 25% exports growth rate that it had targeted. Nearly 80 per cent of the exports from Tamil Nadu are accounted for by seven traditional industries: leather and leather products, ready-made garments, cotton textiles, engineering products, marine products, handlooms and granite.

One of the major export drops in Tamil Nadu was the decline in knitwear and hosiery exports from the Tirupur, Erode, Karur and Madurai

areas. Rising cotton yarn prices, shortages of cotton and staple viscose fibres, high power costs and woeful infrastructure all helped to pull back an area where exports had been booming. Tamil Nadu accounts for 50 per cent of the yarn and 25 per cent of cotton fabrics and finished textile goods exports from India. And unless more attention is paid to this sector, which is basically small- to medium-scale, it can run into trouble before long.

The State's 115 granite projects, almost all of them export-oriented, have shown good export performances by despatching a third of the country's Rs. 600 cr of granite exports. But the ban on dimensional granite block exports has held back the industry, since value-addition will not be possible till the ban is lifted.

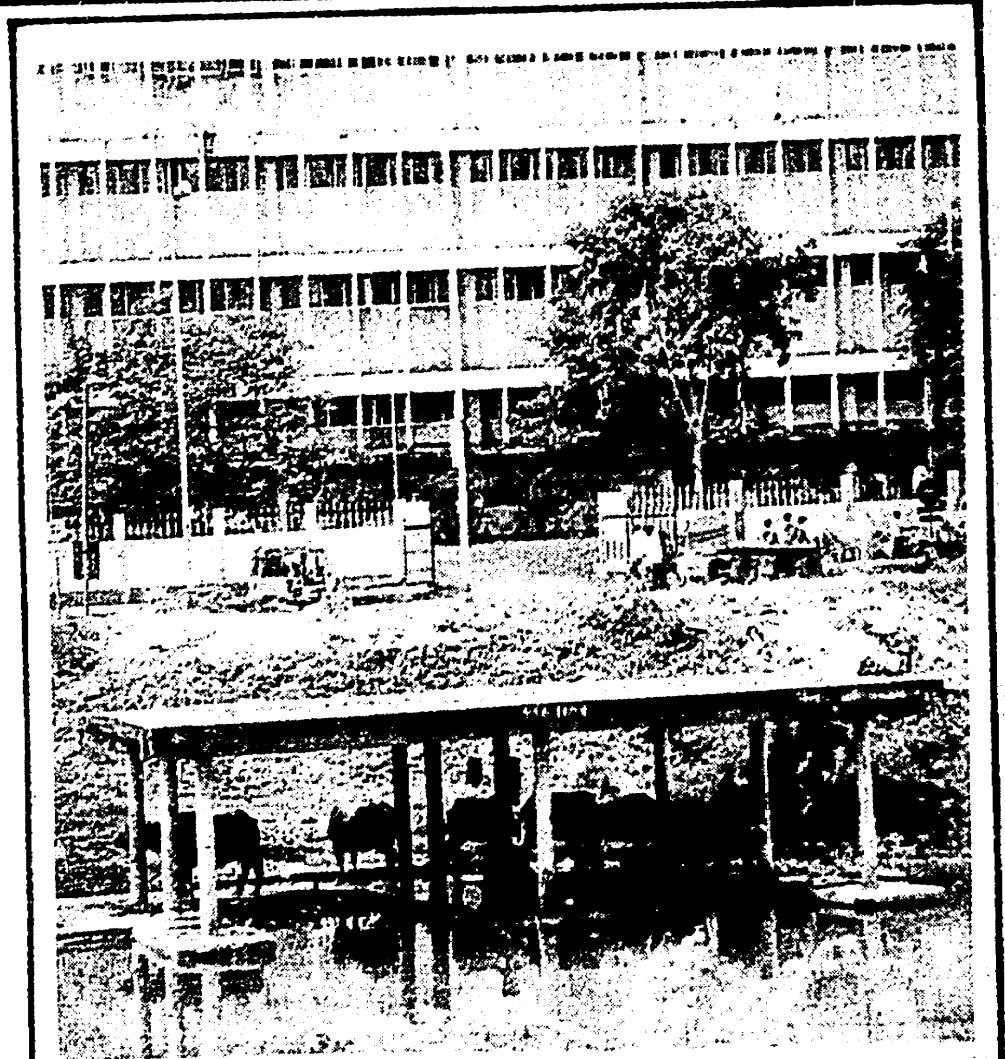
Also causing concern is the leather industry in Tamil Nadu, which contributed to 72 per cent of the total export of leather and leather products from the country in 1991. Today, it accounts for less than 46 per cent! Shortage of quality raw hides and skins due to low recovery rate, poor measures for effluent treatment (reported in these columns Jan. 16th) and lack of an aggressive livestock policy are the industry's main weaknesses. The most crucial problem facing the leather industry is treating the tannery effluents, as eco-labelling, a visible trend in the West, is a new threat to the leather industry.

Marine products suffer from erratic and inadequate power supply. And aquaculture farms need greater attention being paid to pollution control.

Engineering products, another major export from Tamil Nadu and amounting to Rs. 655 cr., is, however, looking at a brighter future with automobile demand increasing worldwide. But the high sales tax in Tamil Nadu has some of the State's automobile ancillary manufacturers beginning to look at neighbouring states for new and expansion projects.

The handloom sector in Tamil Nadu accounts for nearly one-third of the country's exports of Rs. 432 crore, with the state having found a niche in the world market for its unique handloom items. But to improve on them, organisation and modern facilities for processing and dyeing are needed.

In the context of this report by the Federation of Indian Export Organisations, Tamil Nadu industry would appear to need greater State Government intervention in making life easier, if increased exports are what the State wants.



Once upon a time, Chief Minister Karunanidhi attempted to clean up the Cooum River and introduced boating on it. Several boat landings were built as part of this process. Today, the boat landing near the Sales Tax Office in Graeme's Road proves to be a made-to-order cattle shed!

(Photograph by V S RAGHAVAN)

## A lack of enthusiasm for the state

(By A Staff Reporter)

If Tamil Nadu exports are not doing as well as they should be doing and if out-of-state, including out-of-country, investment is not exactly queuing up to set up shop here, it could just possibly be that business in Tamil Nadu is beset with problems. At least, that would appear to be the view of the IKB Deutsche Industriebank, a leading German financial institution.

Assessing "future Indian markets", its publication *IKB Information* analyses India as a whole and each state separately. Alleging that Tamil Nadu's

approval policies for new industry are "restrictive in comparison to the other states", it also points to "chronic" infrastructural shortages, like electricity.

But it is not only Government that the publication faults. Evaluating businessmen in the State, it describes them as being "conservative and risk-shy".

Karnataka — and especially Bangalore — scores high in the journal and it has kind words for Kerala and Andhra Pradesh too. All of which might warrant taking a second look at what is happening in Madras and Tamil Nadu.

No bathrooms for your house.  
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GLAMOUR ROOMS

by  
Parryware

976

## Public pollute temple water

(By A Special Correspondance)

Water used for the *abhishekam* at the Kapaleeswarar Temples contains *Streptococcus faecalis*, *Escherichiacol eutamoeba*, *Listolytica*, ova of *Ascar lembriscodes*, ova of *Trichurio trichuria*, all said to be deadly bacteria, according to tests carried out at the King Institute, Guindy. This is revealed by Dr Indira in her Ph.D thesis 'The environmental perception of Kapaleeswar Temple'.

"Perhaps because devotees take only half a spoon of the *abhishekam* water, they have been saved (probably divine protection?). If any one were to take half a tumbler, they would likely end up in a hospital with cholera, diarrhoea and typhoid," say Dr. Indira.

Water for *abhishekam* is drawn from the temple well. The space adjacent to the temple wall, near the well, is used by the public as an open air toilet. A public toilet is also located near the well. The temple well is thereby contaminated. Even though the public toilet has been demolished, after Dr Indira's study, people still use the adjacent area as a toilet.

"Thanks to Dr Indira, there has been some relief, by way of demolition of the public toilet. But what about continued misuse of the temple precincts. And what about other temples in the city?" asks consumer activist

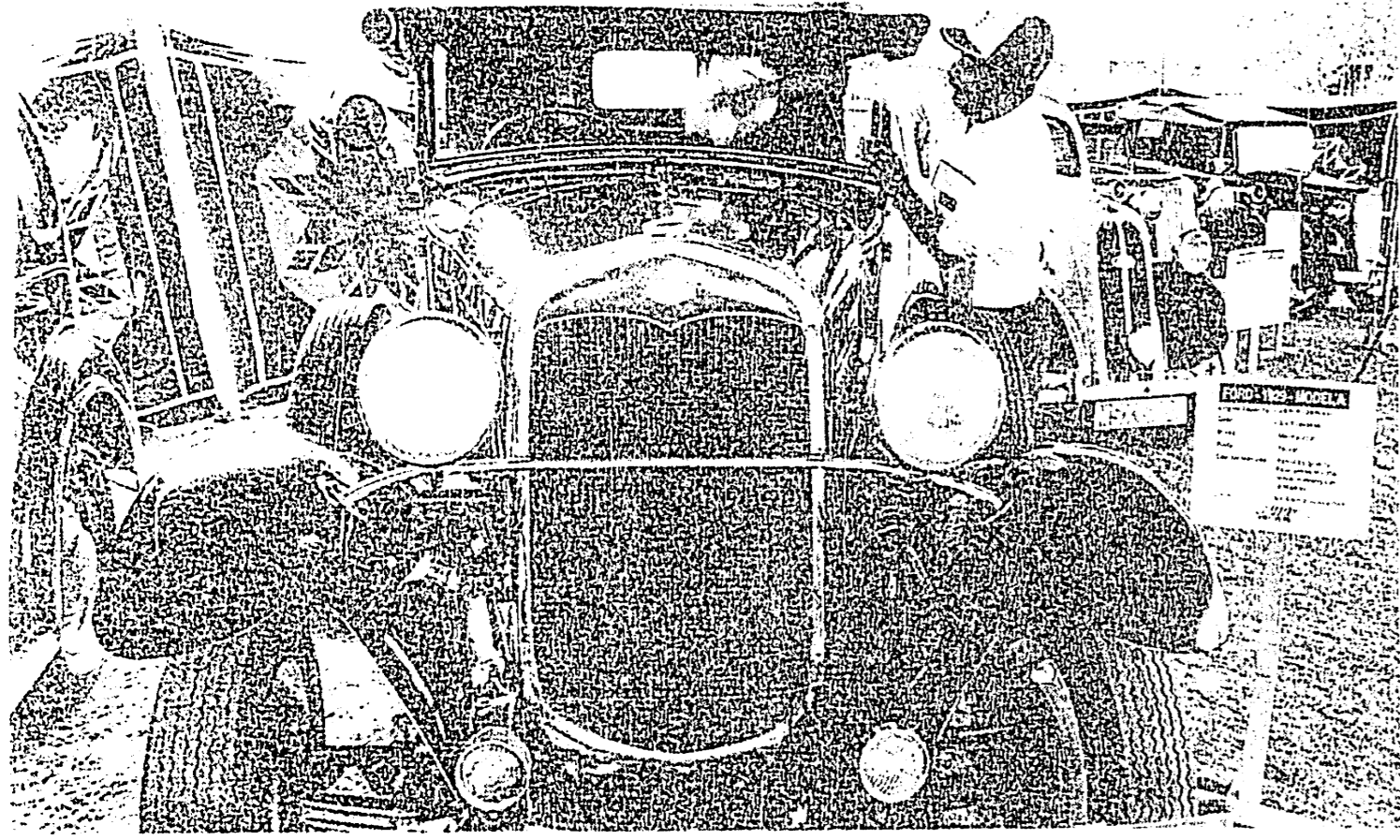
R Desikan. And he adds, "It is an unforgivable sin, allowing temple water to be polluted, ignoring the fact that for millions of sincere, innocent devotees it is *Punya Theertham*, intake of which will cure all their maladies; both physical and mental. Is the same water used for preparing temple *prasadam* too?"



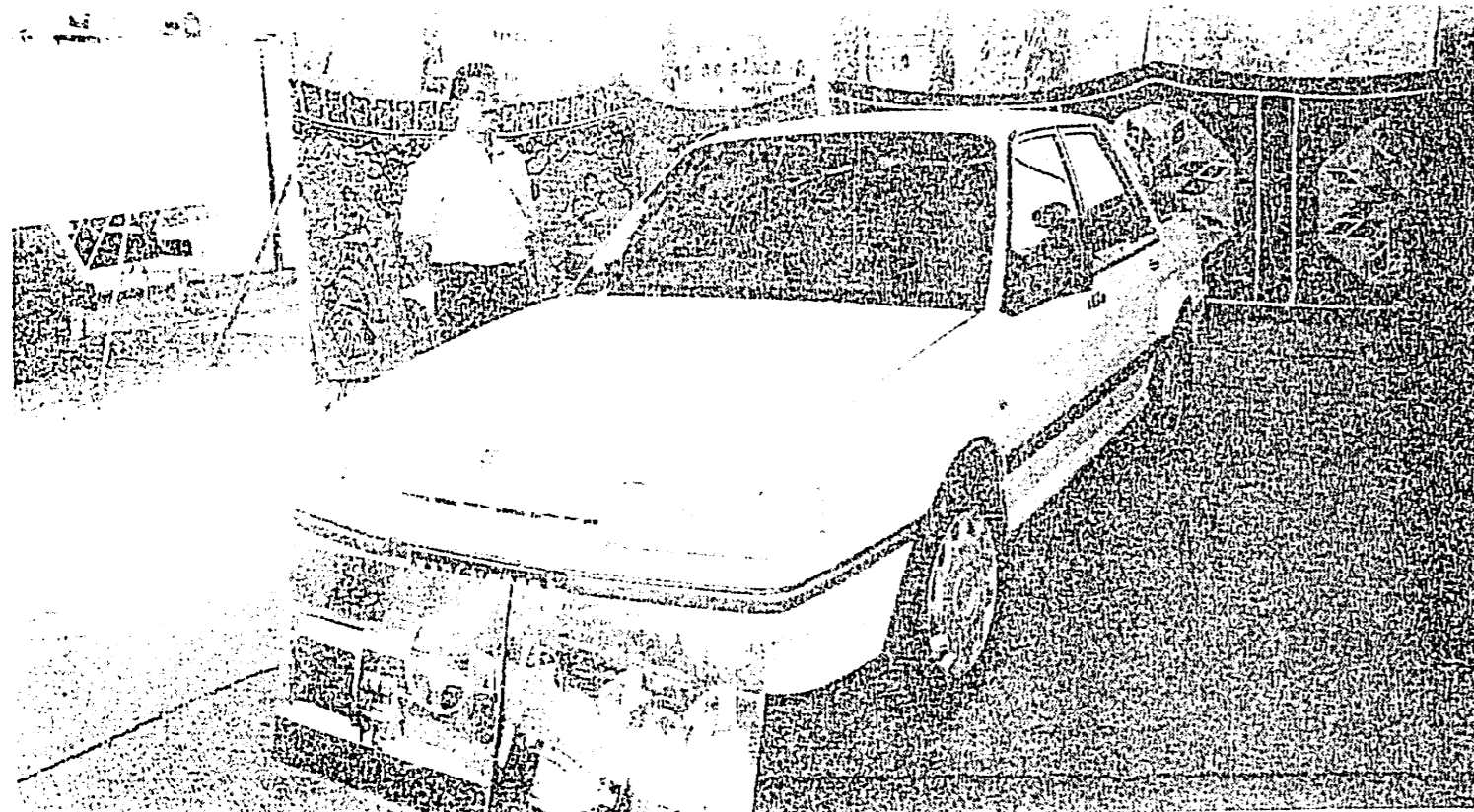
"Will such practices come under the Heritage Act?"

IN MAD MAD MADRAS





The OLD and the NEW again take a new turn this fortnight. And that's because they were the highlights of AUTOVISION '95, an exhibition on the auto industry held at the Anna University grounds. The OLD was the oldest car on display at the exhibition, a 1929 Model A Ford belonging to Ram Viswanathan, while the NEW was the Rover Montego, the newest car in the Indian market. Manufactured by Sipani Motors in Karnataka, it is distributed in Tamil Nadu by Upper India. The Montego saloon is priced at Rs. 10 lakhs and the Estate version is Rs. 50,000 more. From all reports at the Fair, there'll be many more of the OLD and the NEW by the time AUTOVISION '96 comes around.



## Vintage winners

A peep into the future of motoring in India. AUTOVISION '95, was upstaged by a collection of cars out of the past. The vintage cars were the main attraction of the week-long exhibition, organised by the Rotary Club of Madras. South, with the Automobile Component Manufacturers' Association, Southern Region (ACMA), at the Anna University grounds, Guindy. It was the Rover Montego alone that caught the eye among the cars and trucks of today and the exhibits of numerous manufacturers of auto ancillaries.

The long trudge to the vintage car pavilion, at the very end of the grounds, was well worth it. There, ten 'old timers' were parked in the shade of a *shamiana*, complete with an independent group of security personnel to guard what was claimed to be a priceless collection. The cars on display were a '38 Standard 9, '33 Ford Model B, '38 Skoda, '30 Austin, '51 Vauxhall Wyvern, '29 Ford Model A, '54 Ford Popular, '39 Sunbeam

Talbot, '34 Austin 7 and a '60 Messerschmitt. All of them were driven to the ground by their owners, who are members of the Vintage and Classic Vehicles Foundation of India (VCFV). Ram Viswanathan, the secretary of the VCFV, exhibited his '29 Ford Model A, the oldest runner in the group. And within its strong heart lurked a gravity-fed fuel system and an accelerator pedal between the brake and clutch pedals! Mani Nagappa, Chairman of VCFV, exhibited the three-wheeled '60 Messerschmitt, the only one of its kind in the country. The Messerschmitt has its own share of technological oddities — for instance, when the car moves forward through the three gears, the starter motor cranks the 600 c.c. engine in one direction. In reverse, another starter simply kicks the engine over in the opposite direction — and you can go through the three gears once again!

The VCFV was founded in 1989 to preserve, restore and protect vintage and classic vehicles. Under Indian

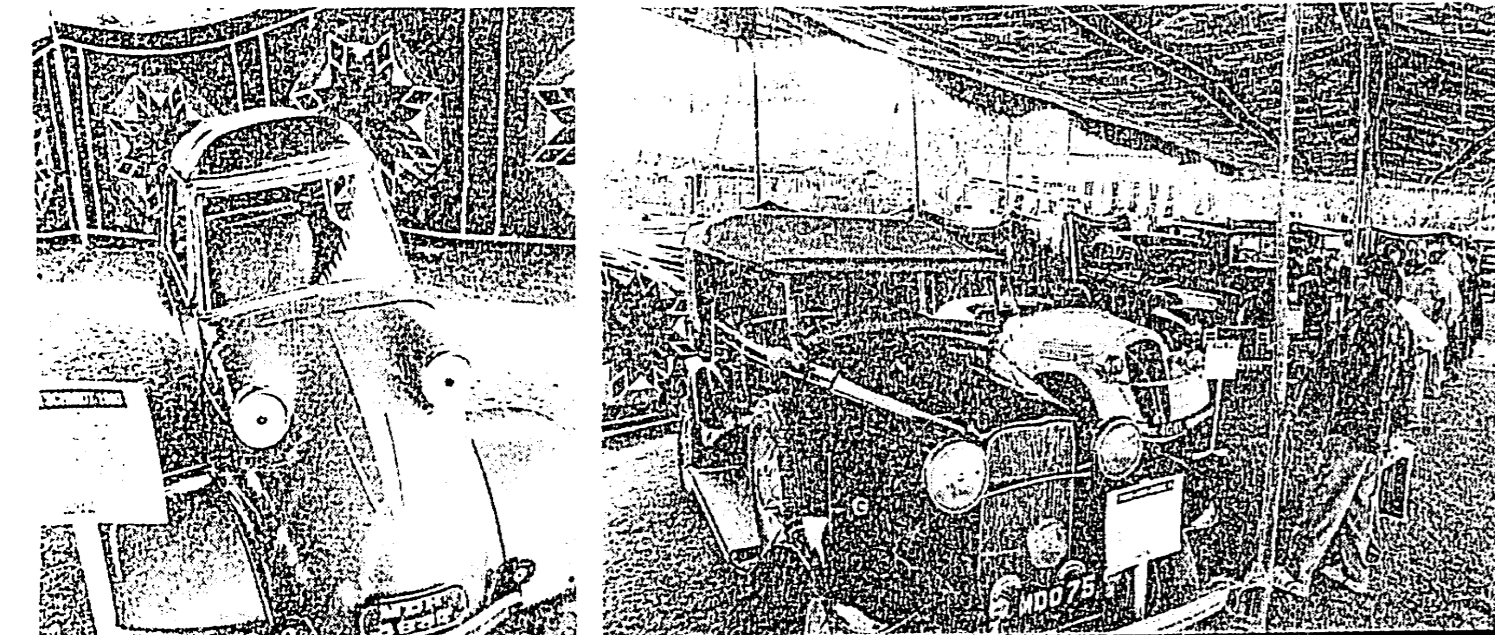
classification, pre-1940 vehicles are 'vintage' and those made between 1941 and 1960 are 'classics'. The VCFV now boasts 60 members and hopes to conduct a national rally and display annually in Madras.

Tamil Nadu has no formal vintage car event. On the other hand, Delhi runs *The Statesman* rally, Bombay the Castrol rally, Bangalore the ITC-Classic rally and Hyderabad the ITC-Charms rally. The Foundation hopes sponsorship will be forthcoming for Madras.

The VCFV would also like the Government of Tamil Nadu to abolish automotive tax for vehicles manufactured before 1955, thereby encouraging the vintage and classic car movement in South India. Such exemptions have been granted in Delhi, Andhra Pradesh, Maharashtra and Karnataka. Photographs and text by

V S RAGHAVAN

Mani Nagappa's frog-like Messerschmitt 1960 (on left) and the vintage car pavilion at Autovision '95 with a 1933 Ford Model B and a 1938 Skoda in the foreground.



## A Fortnight of ... Fairs and Exhibitions

# 'Nature awareness' No fancy fete this, for the footloose

## The name of the game

With over 300 photographs covering the walls of the Lalit Kala Akademi's exhibition hall in Madras, it appeared as though the Madras Naturalists' Society's recent week-long exhibition had looked more for quantity than quality. But with the intention of the exhibition — and the accompanying lectures, videos and slide shows — being to encourage the amateur to not only explore Nature but also record it, the quantity was understandable and the exhibition succeeded in that intent.

However, even wholeheartedly accepting that intention, I was a trifle disappointed with the results. Surely a city of five million, bigger than many countries in the world, could produce more amateur photographers with a greater interest in Nature and a talent to record it? If there are several hiding their talent under a bushel, I trust this year's exhibition will draw them out and enable a half-full of selected exhibits rather than a situation necessitating hanging the lot.

That said, let's move on to the exhibits. In the Nilgiri tahr-dominated

another(C) of a Nilgiri tahr came airborne in all the beautiful athletic of its leap. Sambhar locked in battle by N F Daslagir and a short-nosed bat 'caught' nearing its meal(C) — N S Mohanakrishnan — were the other beautiful bits of frozen action. More portrait-like were Whitaker's long-tailed macaque(C), S Kanakara's Nilgiri tahr(C), E R C Davidar's gaur(B & W) and Peter Davidar's tusker with cross tusks(B & W). A delightfully whimsical 'shot' was Suresh Elamon's Nilgiri tahr 'chatting' with a crow. But the amount to too few 'picks' from many! As though to show you could win a winner with just one, there was a veteran M Krishnan's elephant in a charging. A black and white taken years ago when equipment was less sophisticated, it was a picture that stood out even among the work of all the professional photographers who encouragingly lent a hand to the exhibition more meaningful.

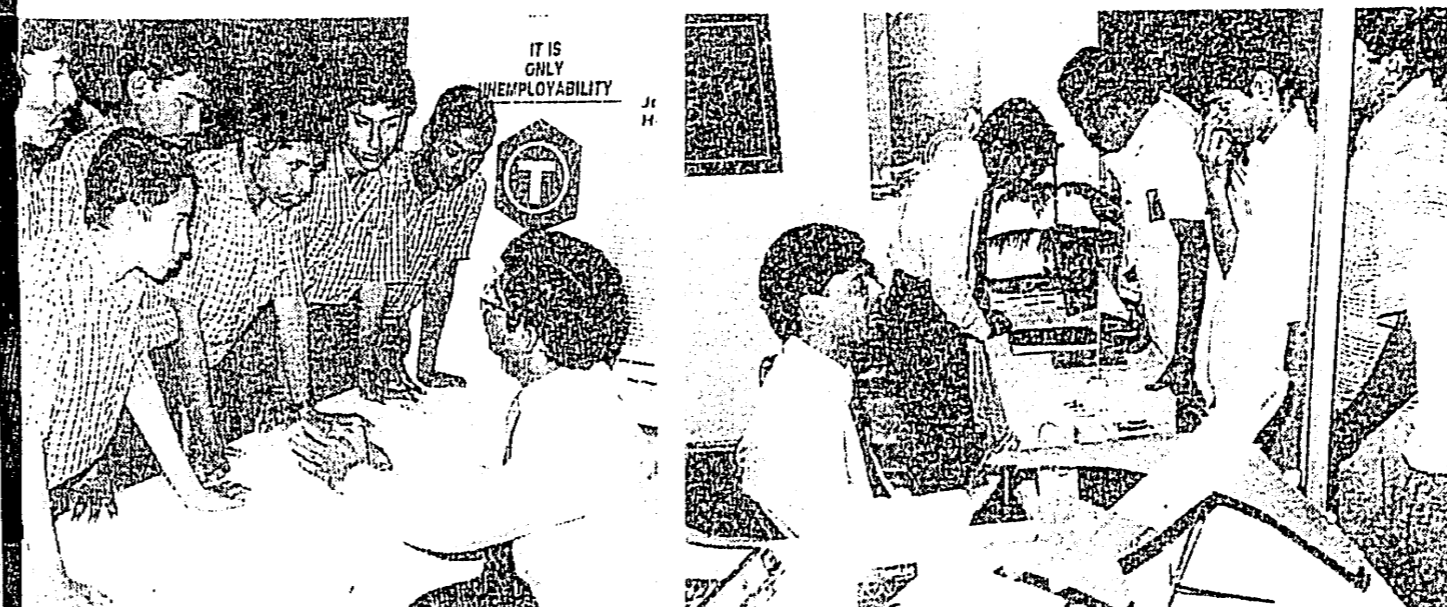
Two sections with offerings that were, surprisingly, poor were those of birds and landscapes. P Raman's white-backed vulture picking a carcass(B & W) and Vijayakumar's painted stork in flight(C) — both showing some — and Shekar Dattari's portrait of

fair always reminds me of merry-go-rounds, giant wheels, ice cream stalls, tinketry and the like. But Madras recently hosted to a fair of a more serious nature — the Madras Career Fair, where, as its name suggests, students were offered information and counselling on various courses, career options, business loans etc. Organised by the AIESEC, the aim of the fair was to bring together students and the corporate sector so that both could make the best use of each other.

AIESEC is the French acronym for International Association of Students in Economics and Management. AIESEC is said to be the world's largest non-profit, non-political and entirely student-run organisation. It was started by students of seven European countries after World War II and is now active in 81 countries, claiming a membership of over 75,000 students.

The Indian branch has 11 local committees in ten major cities with a national coordinating committee in Bombay. The Madras Chapter of AIESEC organised a fair last year too. In addition to managing the fair at the stalls, the students being treated as welcome visitors, with even the silliest of questions being answered in an earnestness.

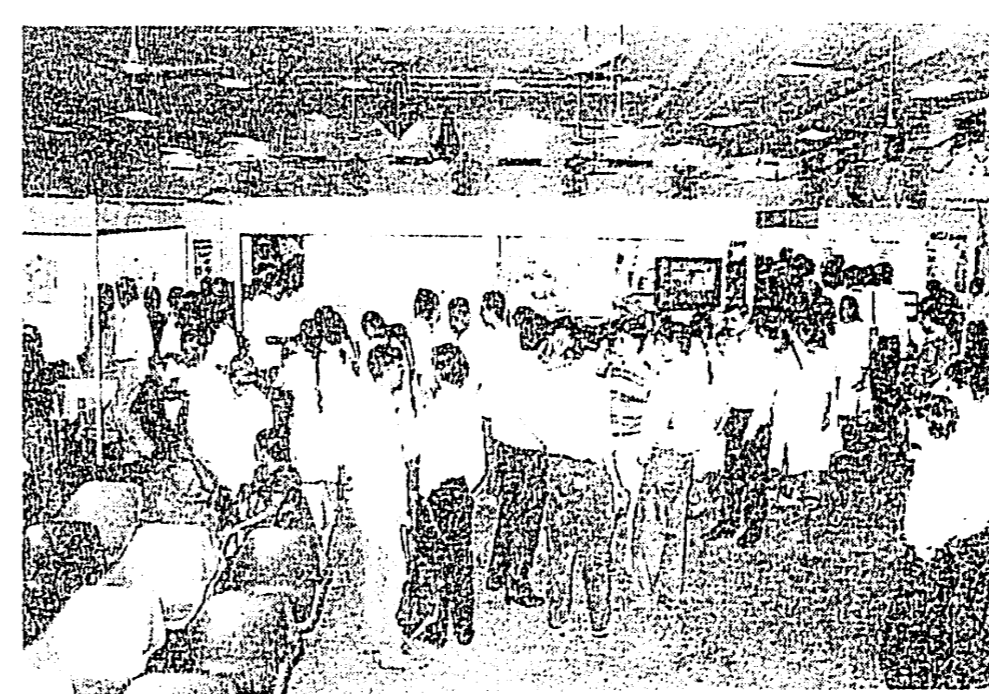
While on the one hand there were such institutions wooing the students for the courses they offer, there were, on the other, established companies who had put up stalls "to create an awareness of the company" in the minds of the students. There might have been no jobs offered, but, as Sherifudin of



Earliest groups of students from schools were a feature of the Career Fair (left). Many wanted to know more about the travel industry (right).

are foreign students working in India too, she adds. The Career Fair this year had two stalls — the stalls and the contact talks. They were put up by institutions offering courses of study, companies offering assistance and institutions offering assistance to start-up businesses. There were stalls put up by organisations offering information about studying abroad, admission procedures, scholarships available, travel formalities etc. Of course, they were all of the register-we'll-get-in-touch-with-you-later type. One of AIESEC's own stalls offered opportunities for students who were interested in it and wrote an aptitude test. The test results would be sent to headquarters in Brussels for consideration whenever job opportunities

are available. Not to be left behind, were Indian students teaching subjects ranging from



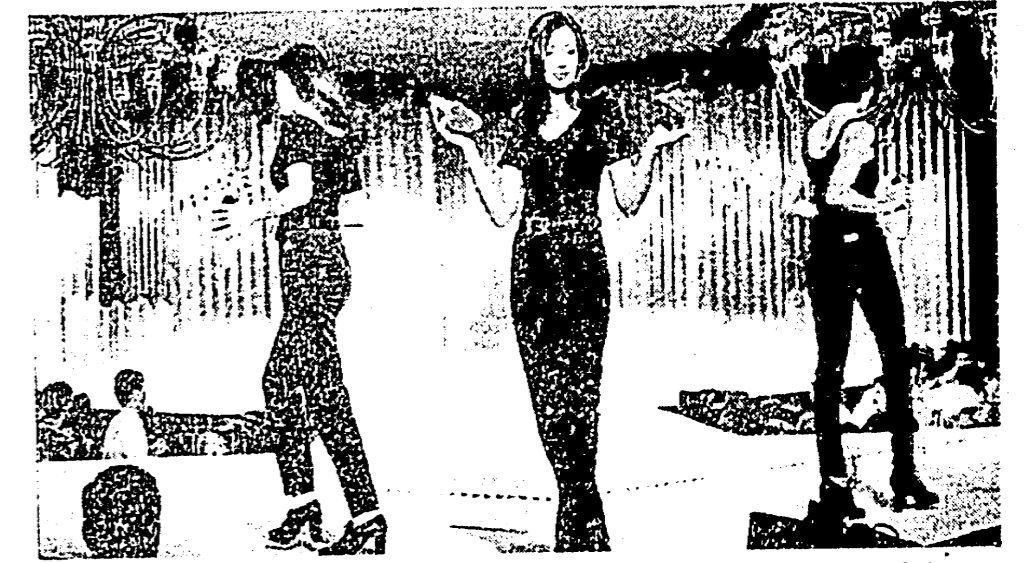
Crowds at the Career Fair.

In fact, stalls put up by institutes offering specialised courses like interior designing and the like were the ones that drew the biggest crowds. Yet another popular stall was that of an institute offering courses in visual arts, animation etc. Ads made using these techniques were shown on a little screen in the stall. Questions by eager visitors were patiently answered by the woman in charge. This was a feature of almost all the stalls, the students being treated as welcome visitors, with even the silliest of questions being answered in an earnestness.

While on the one hand there were such institutions wooing the students for the courses they offer, there were, on the other, established companies who had put up stalls "to create an awareness of the company" in the minds of the students. There might have been no jobs offered, but, as Sherifudin of

designing course with a science degree?" ... were some of the questions asked by students. Obviously, the choice of a course and the choice of a career are two different things to today's youth. Many of the students were surprised that they could afford to be indecisive even up to the graduation stage. Some of the visitors to the *Indian Express* stall couldn't believe the fact that, whatever their degrees, there was job for them in a newspaper establishment. All this, when they thought that only English graduates had a chance in a newspaper office.

Students who had come in small groups could be seen discussing the merits and demerits of every course or stall at the venue itself. They very idea of bringing so much information about so many courses was welcomed by them all. And so was the fact that they were counselled by those who were in



You'd never believe it was leather, what the models wore at Leather '95, a fashion show that took foreign viewers by storm. (Photo by S ANWAR).

## Leather, Luvverly Leather

Leather '95, a fashion extravaganza featuring *haute couture* in leather, was absolutely and totally viewer-friendly. In fact, it was a wow, if a one-and-a-half hour long one. State-of-the-art leather, ranging from sheerest dress materials to rugged outdoor wear of impeccable polish and finish and in a variety of exquisite hues and designs, trendy high-fashion garments with the globally 'in' look displayed by India's leading models, Hemant Trivedi's fine-tuned choreography and the latest feel-tapping music — it was a glamorous, glitzy package which gave the packed audience at the Taj Coromandel more than their money's worth. But amidst all the gliding, swaying, pirouetting models, amidst the welter of exciting microminis, halters and head-turning outfits, amidst all the glit and hoopla, one vision stood out: head and shoulders above everyone else.

Yes, the luminously lovely Miss World, Aishwarya Rai, cymsure of all eyes in the pick of designer outfits, giving the entire skin show (*pun intended*) an entirely new dimension.

Against the background of crunched silver glass panels, imaginative lighting and music, Leather '95 began in a rather spaced-out manner (*pun intended again*) with male and female models striding about in short silver and gold shorts, matching jackets, space masks, high boots, robotic movements *et al*. The rest of the fashion statements which followed were all about figure-hugging minis and shorts, long flowing capes worn over micro-shorts or classic belted dresses, jackets with or without tassels, below-the-knee flowing gowns a la Eden Capwell in Santa Barbara, belted coats over contrasting minidresses and long flowing evening dresses: Sequined, tasselled, sprinkled with flowers, dreamily lacy and so on.

The male models were as lithe and graceful. The designer shoes displayed with great eclect by all the models lent yet another distinctive touch to Leather '95. Both in the elegance and slickness of presentation and the outfits — and in the exquisite quality of the leather itself — Leather '95 epitomised the finesse and sophistication which are the hallmarks of the leather industry in India today. With the throng of foreign buyers looking on, and the excited buzz amongst them as one stunning outfit followed another at the fashion bonanza, it hardly needs to be said that the Indian leather garment and shoe industry is poised for the big, global take-off.

And how lovely for Madras that this was spelt out to us in 'Leather '95' by the country's most sought-after faces and figures! Also, Thank you, Aishwarya, for flying in all the way from London especially to make the lovely leather show even more luvverly...



Aishwarya Rai, Miss World, was the star of Leather '95. (Photo by S ANWAR)

Aishwarya in a lovely black and green sequined gown — these are some of the stunning images that stay in the mind's eye long after the show is over. Every model had her own distinctive style, perfect hour-glass figure and a flair of displaying her dress which was quite remarkable. Whether in silhouette or executing a pirouette, swaying sensuously to the jazz beat or the notes of the flute, whether forming kaleidoscopic patterns of visual excitement and colour, or gracefully catwalking down the aisle, each of the models imparted a special something to the designer clothes they displayed.

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BULL'S EYE on page 7



## Cricket writer makes success of billiards

by  
**JAICI**

R. Mohan, better known as a cricket writer, was seen in a new role during the India Cements National Billiards and Snooker championships that the Tamil Nadu Billiards and Snooker Association (TNBSA) conducted at the Madras University Union indoor stadium recently.

T.V. Ethiraj, the TNBSA president, and his committee members played their part in giving the well-patronised tournament an easy and smooth passage. But there was no denying the fact that it was Mohan, TNBSA vice-president and chairman of the organising committee, who roped in India

Cements as the tournament's main sponsor and gained substantial aid from other establishments, like *The Sportstar*. Mohan of *The Hindu* has made many friends not only with his cricket writing but also with his daily visits to the TNBSA's billiards hall in Royapettah. They all gave him their whole-hearted support for the successful conduct of the championships.

B. Sivanthi Adityan, the Indian Olympic Association president, inaugurated the championships and took the opportunity to refer to the TNBSA's long-felt want, its own club house. He assured the gathering that he would impress upon the Government to grant the TNBSA land to put up its own building. If a billiards house materialises, it will be the brightest feather in Mohan's cap.

# A curious plan for sport

(By The Corner Flag)

The other day, *The Corner Flag* read an intriguing piece in that cricket and tennis-oriented sportsweekly, *The Sportstar*, urging the authorities governing Indian sport to get the country's sports priorities right. Since the article made constant reference to the SAF, Asian and Olympic Games, *The Corner Flag* presumes that the discussions focussed on sports which feature in the Games and not games like cricket and rugby football. Though when Malaysia introduces both in the next Asian Games, *The Corner Flag* imagines those sports too will come under the purview of this plan. At any rate, *The Corner Flag* takes on the proposal on that assumption.

The 'Perspective' presented in *The Sportstar* was that, instead of having ONE list of 20 priority sports, Government could draw up THREE lists and

rate its priorities accordingly. This view states that "disciplines where India is in the top 15 of world rating can be classified as priority A, the first five in Asia as priority B and the rest in priority C. The list can be changed with the level of showing in international competitions".

It is this priority listing, as it will work out in the context of today, that *The Corner Flag* finds most curious.

Under Priority A we would find cricket, which only about ten nations play seriously, kabaddi, which even fewer take seriously, and only hockey which has some mass base in India and is now played reasonably widely internationally. Elitist tennis might find itself in Priorities A or B depending on the year. *The Corner Flag* can't really think of any sports that will fit into Priority B, but wrestling, boxing, weightlifting (especially women's), golf, archery and shooting might come close. And of them, only the first named is a mass-based sport in India and all of them are fairly low-key sports worldwide.

Now let's look at what will wind up in Priority C. Imagine football, volleyball and basketball, all with considerable followings in India (with football the most participated in and most watched sport in the country and the most popular sport worldwide), not figuring in our priorities! Worse, consider athletics, the most basic of all sports and the sport with which

the Olympics began, being considered a Priority C activity!! Worse, imagine the country's leading sports magazine propagating this gospel. It is no wonder that with a magazine oriented to elitist games like cricket and tennis that mass sports tend to languish in the doldrums, feels *The Corner Flag*.

No, the issue is not one of priorities in the view of *The Corner Flag*. It is a complete lack of dedication at all levels in all sport, a lack of commitment on the part of sportspeople who do not want a means of 'out' from their environments, and a paucity of funds and publicity to keep them dedicated and committed longer. All nebulous concepts, but the record is that of dedicated and committed, like M. S. Prasad and Sriram and Gurbachan and Usha and Shiny and Valsamma, made the difference.

Could *The Corner Flag* ask *Sportstar* not only to rethink its priorities but also its orientation?

## Tamil in focus at Guindy, not local classics champs

Chettinad Cement's was, understandably, the main eye-catcher at Guindy on February 3rd, when the fifth and last classic of the Madras racing season, the Chettinad Cement South India St Leger, was run. The usual banners, posters and placards were there all right. But the Chettinad Cement Corporation Ltd. stole a march over the sponsors of the first four classics, *The Hindu* (1000 Guineas), Sans Craines (2000 Guineas), Kwality Ice Cream (Oaks) and ITC (Derby). The Corporation had its posters in both English and Tamil, and not in English alone, to emphasise, as it were, the regional language's growing importance.

The Tamil poster was not the cement corporation's lone record-breaker. It booked the whole back page of the official race-card to advertise itself. "In the 70's the finest quality cement came from us. In the 90's, it still does" ran the advertisement. It may well raise a homer's nest in the ever-growing cement world, and so may the

Corporation's advertised telegraphic address 'Best Cement'.

Whatever may be the reaction to the race-card advertisement, it was ironic that Chettinad Cement's head, not to call him proprietor, M.A.M. Ramaswamy, drew a blank in the classic sponsored for the second successive year by his establishment. From *The Prodigy* in 1976 to *Bright Colours*

by  
**AJAX**

in 1994, MAM's colours had been carried to Leger victory by nearly a dozen runners, who, in the process, boosted their owner's world-record classics tally now racing towards the double century mark. He had even performed the hat-trick with *My Pet* (1992), *Robertino* (1993) and *Bright Colours*.

His Leger blank gave the ancient centre of Guindy an unprecedented classics blob, not to call it a knock-out blow. All five Guindy classics were won by challengers from Bangalore. It was indeed a slap in the face of a turf club which had, for decades, been the Bangalore Turf Club's, mentor, guardian and godfather. The Department of Racing, formerly Madras Race Club, would indeed seem to have been left way behind not only by the Bangalore TC but also by the Hyderabad RC, which, too, had for long been a godchild of the Guindy establishment.

The latest pointer to Guindy's fall in status was provided by the DOR's readiness to frame its season's prospectus in a way that will help other clubs enjoy a virtual monopoly during their classic meetings. As a result, during the current season, Guindy had an unprecedented 11-day break, the ancient centre's longest-ever holiday. In tune with the record blank was the resumption of the season with two meetings on successive working days! Racing on Sundays has indeed become a rarity at the country's oldest club.

## ANSWERS TO QUIZ

1. Kobe, Osaka and other parts of western Japan; 2. Dipankar Bhattacharya of Assam (men) and P.V.V. Lakshmi of Andhra Pradesh (women); 3. The Dalai Lama; 4. Stephen Fleming, Dion Nash and Matthew Hart; 5. *Junoon*; 6. Romario of Brazil; 7. The Salvation Army; 8. It began live telecasts of horse racing; 9. Alexander the Great; 10. EL COT; 11. The Auschwitz prison camp of the Nazis; 12. Chidambaram S. Jayaraman; 13. Kondapalli Seetharamaiah; 14. World Leprosy Day; 15. She became the first woman to referee a men's international football match (the game was between New Zealand and Denmark); 16. He became the youngest male player to defeat a Grand Master (at the age of 11 years, 11 months); 17. The FM radio paging network; 18. Rs 3200 crore; 19. H.H. Sri Jayendra Saraswathi of the Kanchi Kamakoti

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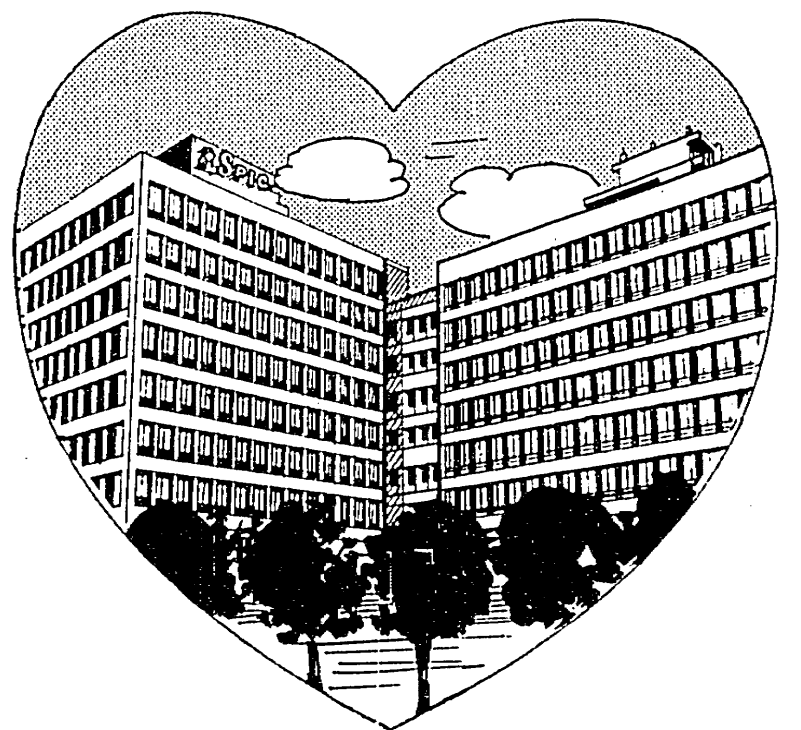
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## SPIC The Corporate Star in Madras



The SPIC Group of Companies has made its mark in fields as diverse as Fertilisers & other Agro-Inputs, Biotechnology, Shipping, Project Management Services, Engineering & Construction, Heavy Chemicals, Fine Chemicals, Petrochemicals, Drugs & Pharmaceuticals and Electronics.

in the process, consolidating the Group's position as one of the largest industrial groups in India.

And catapulting the Group's turnover past the Rs.1500-crore mark.

**SPIC**  
GROUP COMPANIES

PROFAD

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