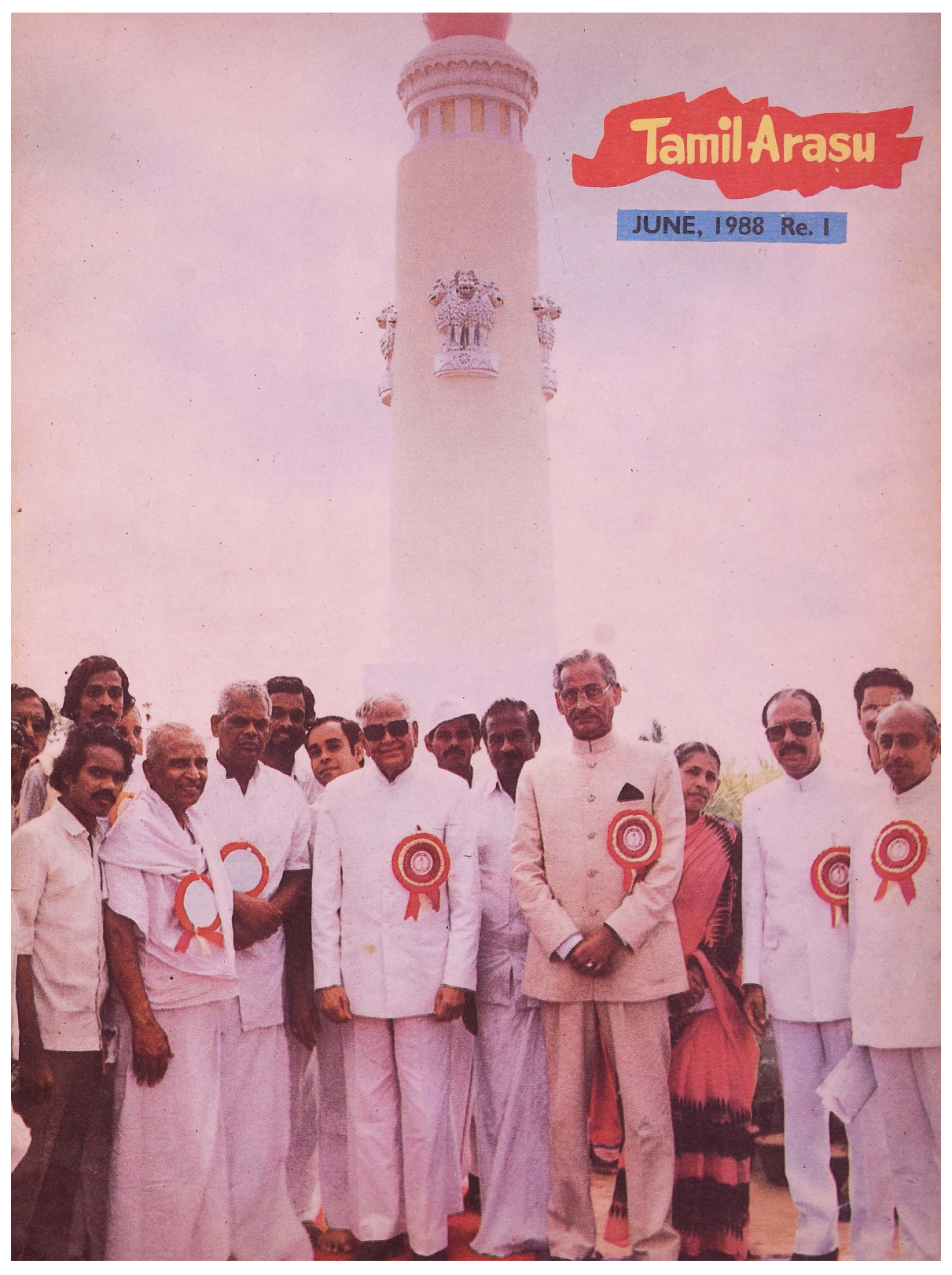


Tamil Arasu

JUNE, 1988 Re. 1





28-4-1988.

Various Functions in which His Excellency the President Thiru R. Venkataraman participated.

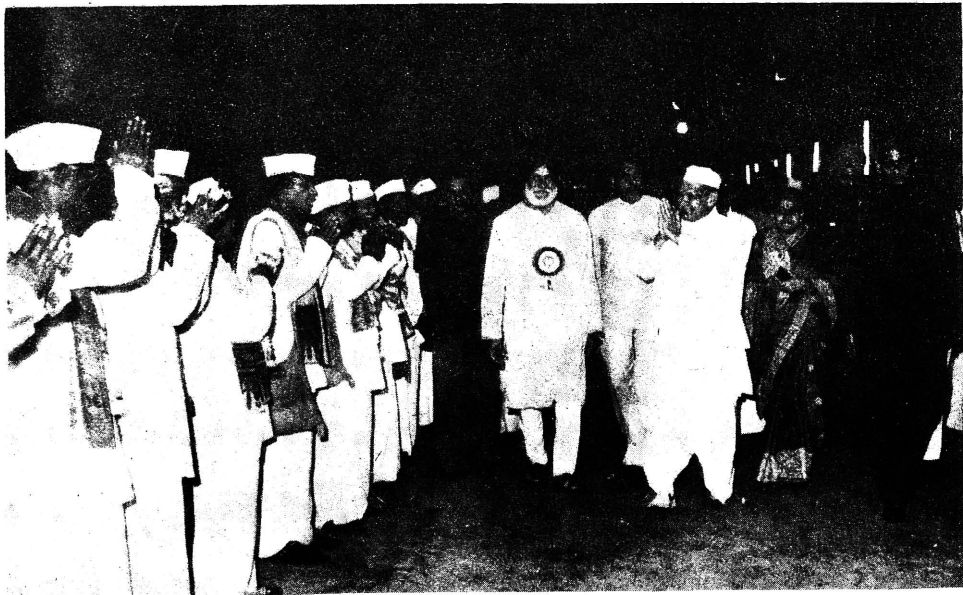




His Excellency the President
Thiru R. Venkataraman,
who welcomed the Salt Satyagraha
Marchers at Vedaranyam on 28-4-88,
is pleasantly perusing Tamil Arasu.

TAMIL ARASU
Thiruvalluvar Year 2019
JUNE, 1988 Re. I

THE GLORIOUS RE-ENACTMENT OF THE SALT SATYAGRAHA



After having been inaugurated by His Excellency the Vice-President of India Dr. Shankar Dayal Sharma on 13-4-1988, the Re-enactment of Salt Satyagraha continued till the Marchers reached Vedaranyam.

14-4-1988 :

The marchers of the glorious re-enactment of the Vedaranyam salt yatra arrived at the border of the Thanjavur District at 10.30 A.M.

The District Collector, Thiru M. Ramu, I.A.S., welcomed them with "Poorna Kumbham".

An arch on the model of Thanjavur Temple was erected at the entrance.

Thiru Singaravadivelu, M.P., along with 500 volunteers on bicycles welcomed the marchers.

The marchers were accompanied by the Tiruchi District Collector, Thiru Ujgar Singh, I.A.S.

On behalf of the Thanjavur District, the District Revenue Officer Thiru K.R. Krishnamoorthi, Assistant Collector, Thiru Ram Mohan Rao, I.A.S., Superintendent of Police Thiru Rangaraj, I.P.S., and other officers graced the occasion.

Women and children showered petals on the marchers. 3,000 people were present. With the elephants garlanding, trumpets blaring, horse dancing and the 'Karagas' in action, it was a resounding reception.

One of the marchers, Thiru K.T. Ranganathan sang bhajans. Tyagi Thiru Deivasigamani proposed a vote of thanks.

Thiru Narendrapal Singh, Thanjavur District Collector, Thiru M. Ramu, I.A.S., Thiru Singaravadi-velu, M.P., and Thiru Ujgar Singh, I.A.S., addressed the gathering.

After lunch, the marchers left Kallanai at 3.45 p.m. The public gave them a warm send off. Under the leadership of the Thanjavur Collector the team of marchers arrived at Koviladi at 7.30 P.M.

People stood enroute and cheered the marchers all along the way. Small pandals providing drinking water were located to

quench the thirst of the marchers.

At the border of Koviladi, the people welcomed the marchers with 'Poorna Kumbham'.

The Marchers halted at the Government high school. They were entertained with bhajans, patriotic songs by school girls, cultural programmes,

President of Vishanampettai, Thiru V. Ramakrishnan welcomed the marchers.

As done during the 1930 yatra, food packets were hung on trees. The marchers untied them and had the food.

On behalf of the Bhavana-

Around 5.30 A.M. The team left for Thiruvaiyaru. Manoor Panchayat President welcomed the team.

At Vazhukudi, the public welcomed the marchers. At Achanur, the Vaidyanathanpettai Panchayat Union school boys and girls showered petals.

At Panaiyur, it was an affectionate welcome by school children. Women took 'aratis'.

At the border of Kaduveli, the Panchayat President, Thiru Subramaniam, Thiru Gnanavel and others welcomed. Huge arches added warmth to the occasion.

At the Kaduveli Village, Muslims, Christians and Hindus welcomed the team according to their respective religious traditions. Breakfast was provided at the local High School.

At Thillaisthanam, the Ramakrishna Middle School children waved national flags and showered petals on the marchers. The school founder, Thiru T.V. Ranganathan welcomed. The children were dressed up as Mahatma Gandhi, Jawaharlal Nehru, Bharatmata and Bharathiar for the occasion.

Being the birth place of Tyagi T.S.S. Rajan, a large crowd had gathered to receive the Marchers.

The Marchers were given a welcome at Thiruvaiyaru by the Thiruvaiyaru congress. There was a large public gathering. The team reached the Thiruvaiyaru M/s/c college at 11.00 A.M. After lunch, the students of the Music college sang religious songs.

At 3.45 P.M. the team left for Thanjavur. On the way, the people of Thiruvaiyaru distributed biscuits and bananas to the marchers.

Around 5 P.M.; at Thirukandiyur, the Hon'ble Union Minister Thiru A. Arunachalam greeted the marchers. To encourage the marchers, the Hon'ble Minister walked with the team for two hours.

By the side of the Ammanpettai Arulneri High School, the Marchers sat on the road and held prayers for



At Thirukandiyur the Hon'ble Union Minister Thiru A. Arunachalam joined the marchers.

a drama by the Mariappa troupe and a Film show by the Department of Information and Public Relations.

15-4-'88.

After morning prayers, the team left for Thirukattupalli at 5.30 A.M. 50 women took 'arati' and saw the marchers off. It was a grand reception enroute. At 10.15 A.M., the marchers reached Thirukattupalli. Lunch was organised at the Sivamsami Iyer High School. A cultural programme by children was organised.

Thiru Ram Mohan Rao, I.A.S., Assistant Collector of Thanjavur distributed house pattas to 20 Adidravidadars.

The team left for Sathanur at 4.30 p.m. The Panchayat Union

mangalam Women's Association, biscuits and payasam were provided to the marchers. Sathanur Panchayat President, Thiru. Rathinaswamy welcomed.

At the border of Thiruvaiyaru Taluk a band of musicians with Nathaswaram and trumpets, entertained the marchers—children waved national flags and women took "aratis". Panchayat Union President Thiru Pandurangan welcomed them. At the pandal, a short bhajan was held.

The team arrived at Sathanur in the evening for night halt.

A drama and Film show by the Department of Information and Public Relations were also held.

16-4-88.

At the dawn, prayers were held.

15 minutes. The Hon'ble Minister addressed the marchers. The Collector of Thanjavur District, Thiru M. Ramu, I.A.S., also addressed.

At Karuthattangudi, at a memorial erected by Rajaji during 1930 Salt Satyagraha, the marchers bowed and paid their respect. At the border of Thanjavur Municipality, despite the rains, the Chairman of the Municipality, Thiru A.V. Pathi welcomed the marchers.

At the Thanjavur Kavitha Mandram, Drama and filmshows were conducted after dinner.

17-4-88.

Prayers and devotional songs were conducted at Thanjavur Kavitha Mandram.

At 9 A.M. on behalf of the Khadi Department, an yagna of spinning was conducted.

At 11-30 A.M. students of the Mayiladuthurai deaf school gave dance performances.

Around 5 P.M. the Adviser to the Governor, Thiru G.V. Ramakrishna, I.A.S., greeted the team of Marchers. Despite heavy rains, the team marched and reached Thandankorai for night halt.

The District Revenue Officer, Thiru K.R. Krishnamurthy, Assistant Collector and Thiru. Ram Mohan Rao, I.A.S., accompanied the group.

18-4-88.

The team left Thandankorai in the early hours, and planted twenty saplings by the road side.

At Mathur, the women's Association welcomed the marchers with biscuit and tea.

At Pasupathy Koil, Thiru G. Rangaswamy Moopanan, Former M.L.A., Thiru S. Rajaram and the Panchayat Union President Thiru Karuppanna Udaiyar welcomed the marchers. At Pasupathy Koil Village, the Kamaraj colony constructed at a cost of Rs. 20 lakhs for 20 Adi Dravidars was inaugurated by a member of the team, Thiru

Navalar Gandhi.

The Town Panchayat President Thiru Raghavan garlanded the marchers.

At the residence of Tyagi Thiru Gopalswami Iyyengar wherein the satyagrahis of the 1930 yatra were provided with boarding and lodging, a portrait of Gopalswami Iyyengar was unveiled by Thiru G. Rangaswami Moopanan. The family members of Gopalswami Iyyengar were honoured with Khadi 'ponnadais', by the marchers.

On behalf of the Ayyampettai High School teachers and parent-Association, the marchers were garlanded. The Social Welfare Department's women Association and school students sang devotional songs.

After lunch and evening tea the team left at 4.00 p.m. At 6p.m.

After dinner, a drama by P.H. Ramalingam's group and a film show were conducted.

19-4-88.

The marchers left Vazhudur They were given a rousing welcome on behalf of the Panchayat Union with the participation of School children at Regunathapuram Kovil, Devarayanpettai, Pandaravadai and Rajagiri. At Rajagiri Thiru. V. Rangaswamy Moopanan joined the marchers. On behalf of Papanasam Town Panchayat, the marchers were felicitated. Students of Papanasam Panchayat Union school and members of Sarada Women's Association conducted Cultural programmes.

At 4 P.M., the marchers left for Nallur and reached Nallur at 7 P.M. At night they were entertained with a film show got up by the Information and Public Rela-



At a function to felicitate the Salt Satyagrahis at Kumbakonam on 20.4.88, Thiru C.N. Krishna-Bharathy, I.A.S., Director of Information and Public Relations read out the pledge of National Integration.

the Town Panchayat President of Vazhudur, Thiru Mustafa and the public welcomed the marchers.

Between Ayyampettai and Vazhudur, at two places, the Muslim public greeted the marchers with sweets. At Vazhudur, around 7 p.m., the Collector of Thanjavur District, Thiru M. Ramu, I.A.S., gave a welcome address.

tions Department and a drama on 'Tirupur Kumaran'.

20 4 88.

In the early hours the marchers left Nallur. They were received by school students at Sundara Perumal Kovil and Thiru G. Rangaswamy Moopanan honoured them by presenting dhotis. At Tiruvanan-

chuzhi and Tharasuram they were welcomed by the public and school students.

Kumbakonam Panchayat Union school children rendered devotional music. In the evening the marchers left for Kumbakonam.

Decorative arches were erected at the entrance of Kumbakonam by the Kumbakonam municipality. Near Uchchipillayar Koil the marchers were given Poorana Kumbam reception on behalf of Sarangapani Temple. The Public and school children were also gathered in large numbers to receive the marchers.

On behalf of the National Service scheme wing of the Kumbakonam Men's College, books containing the thoughts of Mahatma Gandhi were distributed.

Thiru C.N. KrishnaBharathy I.A.S., Director of Information and Public Relations, Thiru G. Ranga-samy Moopnar and other distinguished persons joined the marchers. The marchers were accompanied by the musical team of Vazhuthur Jasmin Baitu Sabah. Thiru C.N. KrishnaBharathy, felicitated the Satyagrahis and read out the pledge of Na-

When the Satyagrahis reached Needamangalam they were received with Poornakumbam.



The Marchers started from Semmangudi on 22.4.88

tional Integration to be repeated by the marchers and the public. Cultural programmes were conducted by Sirumalar Higher Secondary School and other schools in Kumbakonam and a drama on National Integration by Thanjavur P.S. Ramalingam's group was staged.

21—4—88

After early morning prayers at Kumbakonam, the marchers visited Arulmigu Sarangabani Tirukovil. At 4 P.M. they left for Valangaiman. They were felicitated by the Cholan Transport Corporation and members

of the public. Members of Social Service organisation, Women's Association and school children gathered in large numbers and welcomed them. At Sakkottai and Marudanallur also they were given warm reception. At Valangaiman Prasadam was distributed on behalf of Maha Mariamman Kovil. Thanjavur Collector Thiru Ramu, I.A.S. and other V.I.P.s joined the marchers. At Valangaiman Higher Secondary School the marchers were felicitated by Thiru Rangasamy Moopnar.

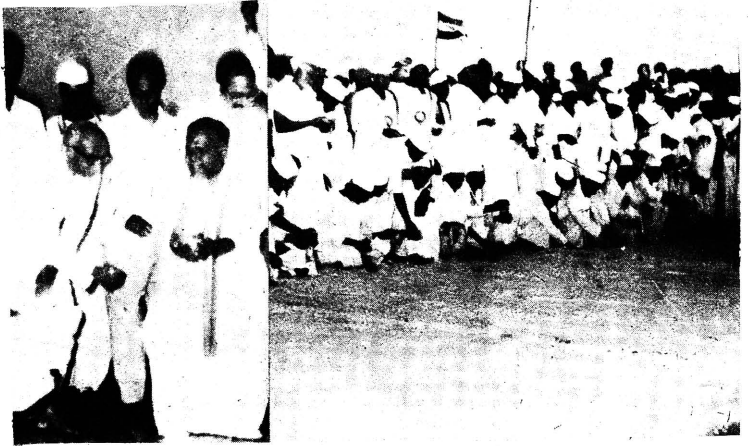
22—4—88

From Valangaiman the marchers started in the morning and reached Semmangudi. All along the route they were given rousing reception with the slogan 'Vande Matharam'. A decorated float depicting the scene of Mahatma Gandhi collecting salt and the marchers shouting slogans went ahead of the procession.

The marchers followed the float

singing 'Kathi indri Rathamindri' and shouting slogans of Vande Matharam.

In the after-noon they left Semmangudi. At Alangudi, Thanjavur Collector Thiru M. Ramu, I.A.S., joined the team and read the pledge of National integration. At Narthangudi and Needamangalam also the marchers were given warm reception. At the public meeting that was held at night Sardar Vedarathinam Pillai's grand son Thiru A. Kedeliappan, Thiru Singaravelu, M.P. Thiru Navalar Gandhi, Thiru M. Ramu, I.A.S., Collector of Thanjavur and Thiru Ramamurthi, I.A.S., addressed the gathering. Cultural programme was held at the end of the function.



23-4-88

The group left Needamangalam. At Poovanur they were welcomed with Karaga dance. In commemoration with the Padayatra they planted tree saplings. Panchayat office building constructed at an estimate of Rs. 50,000 was declared open. Enroute Rajappayan Chawadi and Kalanjimedu they reached Mannarkudi. An elephant garlanded and received the marchers. A public meeting and cultural programme was held at night.

24-4-88

At dawn the marchers left Mannarkudi; a decorated elephant went ahead of the procession. Enroute Karuvakuzham, Kasanguzham, Thattankovil, Malavaraya Nallur and Kammangudi the marchers reached Adichapuram. School children, teachers and the public gathered in large numbers and received them. At the end of the public meeting there was a cultural programme by school children.

25-4-88

The marchers left Adichapuram in the morning and reached Vilakuddi. In the evening they started and reached Tiruthurai-pondi at night. Dr. S.N. Somayajulu, K.Subburamulu, Rajaram and Thiru C.N. Krishna Bharathy, I.A.S. Director of Information and Public Relations felicitated the marchers.

On the final day of the Salt march (30.4.'88) Thiru G.V. Ramakrishna, I.A.S., Adviser to the Governor of Tamil Nadu collected Salt along with the Satyagrahis.

26-4-88

In the morning the marchers left Thiruthurai-pondi and reached Melmarudur. After lunch, they went to Thagatoor. At night, a public meeting was held.

27-4-88

In the morning the Satyagrahis left Thagatoor and reached South Marudur. All along the way they were cheered by the enthusiastic

gathering. At Ayakkaran Ambalam they had their lunch. Thiru P. Murari, I.A.S., the Secretary of the cabinet Secretariat for implementation of the Commemoration of the 40th year of Independence and Thiru C.N. Ramdas Special Commissioner and Secretary, Information and Tourism Department who were on their way to Vedaranyam also joined the marchers and walked and reached Ayakkaran Ambalam. Thiru Ramdas and Thiru Murari addressed the gathering.

28-4-88

At a special function at Vedaranyam, His excellency the President of India, Thiru R. Venkataraman, felicitated the Tyagis and presented mementos to them.

29-4-88

The Salt Satyagrahis, undertook a fast at Vedaranyam.

30-4-88

At Agasthiyampalli near Vedaranyam, the Satyagrahis collected salt at dawn. Thiru G.V. Ramakrishna, I.A.S., Adviser to the Governor of Tamil Nadu collected salt along with the Satyagrahis and praised their noble endeavour in successfully re-enacting the Salt Satyagraha.





His Excellency the President of India Honours Vedaranyam Marchers

The re-enacted Vedaranyam salt satyagraha concluded on 28th April, '88, when the 115 marchers reached the coastal town of Vedaranyam. Starting in Tiruchi on April 13 they covered the 241 km march in 15 days.

The marchers were received by His Excellency the President Thiru R.Venkataraman, and cheered by thousands of people who had gathered at the meeting place.

The President congratulated the marchers for spreading the message of unity and a sense of devotion and dedication to the new generation in the country. He recalled that when Gandhiji announced his decision of Salt satyagraha and Dandi march many foreigners and newspapers had ridiculed its possible effect on the British empire. But the magnificent response to the Dandi march led by Gandhiji and the padayatra to Vedaranyam led

by Rajaji shook the very roots of the British empire and for the first time the world realised how this could mobilise public opinion in a telling manner against unjust laws.

President recalls: In 1945, Thiru Venkataraman recalled, Omandur Ramaswami Reddiar who was with him in jail had wondered whether the country would get independence in the near future as both Japan and Germany had been defeated in the Second World War. It was destiny which saw India attain independence within two years and Omandur Ramaswami Reddiar became the Chief Minister of Madras Presidency.

The President said the youth would have got a good insight into the trials, tribulation and sacrifices made by the freedom fighters thanks to the re-enacted Vedaranyam padayatra and hoped that the new generation would be prepared to take up with

redoubled vigour the task of building a strong and united nation. Thiru Venkataraman narrated how Sardar Vedarathnam organised the salt satyagraha at Vedaranyam despite intimidation and opposition and how his 160 hectare salt farms were confiscated by the British Government.

On arrival at Vedaranyam, His Excellency the President and His Excellency the Governor of Tamil Nadu Dr.P.C.Alexander, drove to a stupa at the Agastiampalli salt works where Rajaji broke the draconian salt law by picking salt. The President, the Governor and the TNCC(I) President, Thiru G.K.Mooppanar, showered flowers on the memorial.

The President then received the marchers from Tiruchi at a spacious pandal and accepted from them the National Flag and the Jothi carried by Thiru Deivasigamani of Madras

and others. The President presented shawls and mementos to all the marchers. Among them were: Messrs G.Ramachandran, O.V.Alagesan, K.Lakshmana Naidu, Vande Matharam Chettiar, Mattaparai Venkataraman and R.S.Ramakrishnan who had participated in the 1930 march. While M.L.Vasanthakumari ren-

dered bhajans, Ms.Padma Subramaniam and Symala Balakrishnan rendered invocation and patriotic songs. Tmt.V.Vedambal Achi, daughter of freedom fighter S.K. Subbiah, presented to the President a document donating four hectares near the stupa for developing it as a memorial complex.

Messrs.M.P.Sivagnanam, C.R. N arasimhan, son of Rajaji, Appakutti, son of Vedarathnam Pillai were honoured on the occasion.

Thiru M.Ramu, Collector, presented a memento on behalf of Thanjavur people* to the President.

TWO CRORE CENTRAL GRANT FOR TAMIL NADU DRIP IRRIGATION:

The Centre has sanctioned Rs. two crore to Tamil Nadu for subsidising and popularising drip irrigation, Agriculture Commissioner and Secretary, Thiru D.Murugaraj disclosed in Coimbatore on 24th May 1988.

Inaugurating a seven lakh Information Centre building with World Bank aid under the auspices of the Agricultural Department in Coimbatore, Thiru.Murugaraj hoped that the Tamil Nadu Government would give a matching grant to the Centre's offer.

He commended the performance of Aliyar farmers who raised nine tonnes paddy per hectare.

The Department of Agriculture, this year has set a target programme to achieve nine tonnes per hectare in one lakh hectare of paddy land in the State. Gradually, the target programme would be extended to four and half lakh hectare in the State which has about 24 lakh hectare paddy land and has rice requirement of about 60 lakh tonne with the targeted yield. All the rice requirement can be met from about 15 lakh hectare and the remaining land can be used to cultivate commercial crops.

Thiru Murugaraj said a master plan to cultivate pepper vines on a larger scale in Tamil Nadu was under preparation. Pepper cultivated as a middle crop in a 100 acre tea garden in Nilgiris district, had given an annual return of Rs.nine lakh, he said. A master plan to extend the cultivation to other parts of the State would be ready soon, he said.

STONE LAID FOR SECOND ROLLING MILL AT SALEM

Laying the foundation for the Rs. 70-crore second cold rolling mill (Sendzimir mill) on 9th April 88' at the Salem Steel Plant, Thiru M.L. Fotedar, Hon'ble Union Minister of Steel and Mines, said the new mill which would increase the production of stainless steel from the present 32,000 a year to 75,000 tonnes, would be a pace-setter for the industrial development of Tamil Nadu. He expressed the hope that fuller use of the installed capacities in the plant would go a long way in ushering in socio-economic changes in the State.

The Minister said Tamil Nadu occupied a place of pride in the industrial map of the country some decades ago. It was the concern of everyone now to bring back the State to its original glory. The Salem plant was the first public sector steel plant started in the south and it was expected to play a significant role in the industrial progress of this region.

Thiru P.Chidambaram, Hon'ble Union Minister of State for Home appealed to Thiru Fotedar to install a hot rolling facility at the plant so that it would be one more step towards the goal of an integrated steel plant—the dream of the people of Tamil Nadu. A few decades ago, Tamil Nadu occupied the top position in industrial development in the country and it was now the people's responsibility to revive that spirit. Commending the work culture in the plant which had helped increase productivity and achieve fuller use of the installed capacity, he appealed to the workers to nourish the culture. Thiru G.V. Ramakrishna, Advisee,

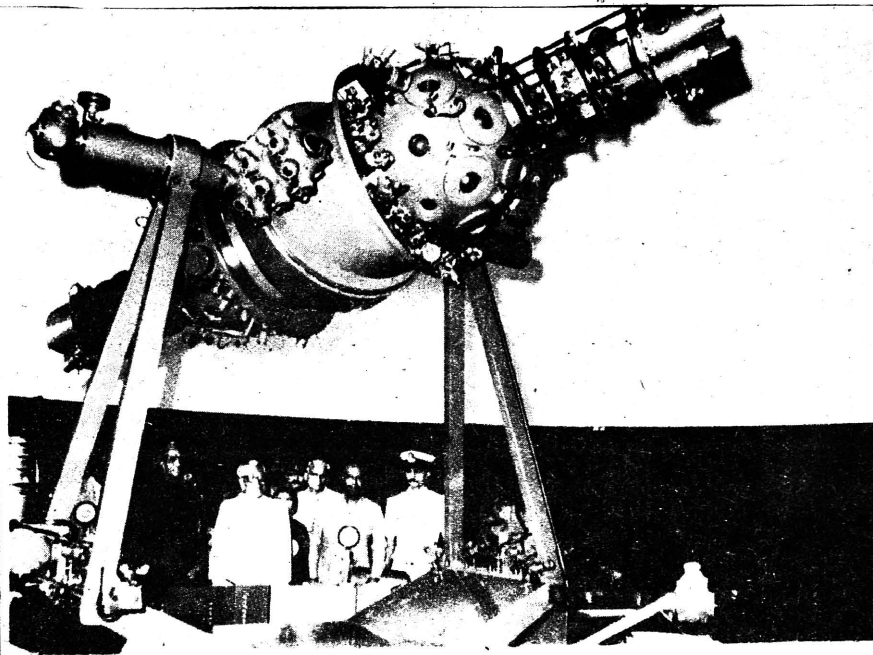
to the Tamil Nadu Governor who represented the State Government at the function, said that a meeting of leading industrialists in the State had been convened in Madras on March 15th when important aspects of industrialisation in the State, including growth, impediments and infrastructure development would be discussed. Thanking the Centre for showing a greater interest in Tamil Nadu's development, the Adviser said the State had a good reservoir of talent and entrepreneurial spirit and this should be fully exploited.

Thiru S.K. Das Patnaik, Executive Director, welcomed the guests and Thiru R. Krishnaswamy, General Manager, proposed a vote of thanks.

It is felt that if the hot rolling facility is created at Salem, it will not only make the raw material totally indigenous but also establish another process, the reverse integration of the plant.

Sophisticated product-mix :The product mix of the Salem plant is designed to meet the growing needs of sophisticated industries such as petroleum, chemicals, pharmaceuticals, fertilizers, paper and pulp making, textiles and dairy equipment, besides railway requirements, electrical appliances, domestic utensils and decorative materials.

Stainless steel strips are now exported to Japan, the U.S., Spain, the Netherlands, France, Germany and other European countries. During 1987-88, the plant exported a total of 4,500 tonnes.



PLANETARIUM BRINGS SPLENDOUR

His Excellency the President Thiru R. Venkataraman dedicated to the nation the B. M. Birla Planetarium at Kotturpuram on 11th May 1988 and said that the people in Madras can now experience the sheer joy of seeing the skies in all their celestial splendour.

The President said: "Early in my life I had been rapturous while gazing at the star spangled sky at a New York planetarium in 1953.

As early as 30 years ago, when I was State Industry Minister, I earnestly wished that Madras too should have a planetarium. I then approached G.D. Birla for help. The idea has now fructified, thanks to the same family; Industrialist B.M. Birla's grandson C.K. Birla has made it possible to realise the "dream", through a Rs. two crore donation.

India has been a forerunner in astronomical thought, and Indian

thinkers, from the days of the Rig Veda, have described celestial objects and their motion.

Aryabhatta and Bhaskara were on par with Western astronomers and it was upto the present day scientific community to determine the methods which enabled them to study heavenly bodies without the help of sophisticated equipment.

Planetaria help people get a basic understanding of scientific phenomena. They are encouraged to think in scientific terms, and even common occurrences take on a thought provoking pattern.

I am happy that apart from planetaria, large optical telescopes have been commissioned at several places, bringing this area of science within the reach of the common people.

Although many benefits accrue from science, there are harms too.

The continuing effort to stockpile nuclear weapons may lead to a nuclear winter, if a holocaust is set off by accident, misjudgment or irresponsible action".

The President also expressed happiness that a gallery on Periyar EVR's teaching on science and technology was being set up in the complex.

He recalled Pandit Jawaharlal Nehru's contribution to the inculcation of scientific temper in the national thinking.

His Excellency the Governor Dr. P.C. Alexander who chaired the dedication ceremony, regretted that in India, only 10 per cent of the education budget was being spent on development. The other 90 per cent went for salaries and administrative expenses. Moreover, India spent only 3.8 per cent of its Gross National Production on education, while advanced nations like

Sweden spare nine per cent, and Western nations six per cent of very high GNP rates.

He announced that he would hold a meeting of top scientists and technologists in the "next few weeks" to evolve better linkage between industry and technological institution.

Chief Secretary Thiru M.M. Rajendran IAS., read out a felicitation message from Hon'ble Prime Minister Thiru Rajiv Gandhi.

Industrialist Thiru C.K. Birla said besides the planetaria at Hyderabad and Madras, a science and technology centre is being developed at Jaipur. This centre also has a planetarium. The Madras planetarium has ultramodern equipment and provision for computerisation.

Science and Technology Secretary Thiru S.A. Subramani welcomed the gathering. Tamil Nadu Science and Technology Centres Executive Director Thiru R. Periasamy proposed a vote of thanks.

The President watched for 30 minutes an English programme on Space Exploration.

TIME-BOUND PROGRAMME TO TACKLE

ILLITERACY SUGGESTED

His Excellency the Governor, Dr. P.C. Alexander, emphasising the need for spreading literacy said democracy would have no meaning at all if the percentage of literacy remained static while launching the National Literacy Mission in Tamil Nadu, on 5th May, 88 in Madurai.

The problems of illiteracy should be tackled through a time bound programme, he said and added that being a city of culture and learning, Madurai was chosen to flag of the National Literacy Mission.

Thiru A. Padmanabhan, I.A.S., Adviser to the Governor, who presided said that ignorance was responsible for

the prevalence of illiteracy. The adult education schemes should be chalked out to enable easy learning and should involve the people.

Thiru H.B.N. Shetty, I.A.S., Secretary, Education Department, in his welcome address, said that cent percent enrolment of elementary education was made possible through the Chief Minister's Nutritious Noon Meal Programme. Explaining that in the budget as much as Rs. 700 crores had been earmarked for education, he said that there were 3.5 lakh teachers in the State. Despite this many people particularly in the age group of 15 to 35 continued to remain illiterate.

Plan for printing and distribution of text books for 1988-89

The Tamil Nadu Textbook Society was registered under the Societies Registration Act 1860 and was formed on 4.3.1970. The Tamil Nadu Textbook Society has to print and distribute 466 lakhs of textbooks for the academic year 1988-89. In all 293 titles in Tamil Medium, English Medium and in Minority languages (Malayalam, Telugu, Kannada and Urdu) have to be printed for Standards 1 to 12. In accordance with New Education Policy new books are being introduced this year for Standards 1, 3 and 6. The number of new textbooks to be printed for these Standards works out to 224 lakhs out of the 466 lakhs. The Society has so far engaged 175 printers for this stupendous task.

The progress in printing was critically reviewed by the Adviser (P) on 16.3.1988 and a detailed plan of action was formulated. The Special Commissioner and Secretary Education Department is closely monitoring this work. According to the

plan, the entire printing work is targetted to be completed before 15.5.1988. The manuscripts for the new 20 titles have been received and the photo composing work is in progress. The printing of the new textbooks will commence on 1.4.1988 and expected to be completed before 10.5.1988. In respect of re-printing of other textbooks for the remaining standards the printing work is in progress and targetted to be completed before 30.4.1988.

The Adviser (P) has also suggested that the distribution of free textbooks may be effectively supervised by the respective District Collectors. Further the Headmasters of the schools may be requested to send a certificate to the effect that all the textbooks required for free distribution have been received and duly distributed to all beneficiaries.

During last year the distribution was limited to three or four centres in each Educational District. In

order to ensure prompt and proper distribution of textbooks during this academic year, the number of distribution centres have been increased from 157 to 421 corresponding to each Deputy Inspector of Schools' range in the State. Accordingly each Deputy Inspector of Schools would be receiving the total number of textbooks required for this range. Instructions have been issued to obtain rangewise details to enable the Society to assess the exact requirement and distribute adequate number of textbooks for all ranges in the State. Thus there will not be any shortage of textbooks during this year. It is planned to commence the distribution of textbooks on 2.5.1988 and it is expected to be completed before the re-opening of the schools.

The Tamil Nadu Textbook Society is taking all steps to ensure that all the students in the State get their textbooks before the beginning of the next academic year.

NEW PASTURES FOR INDUSTRIAL DEVELOPMENT

A PACKAGE OF MEASURES TO ACCELERATE INDUSTRIAL DEVELOPMENT IN TAMIL NADU

A package of measures to accelerate the industrial growth of Tamil Nadu was announced by His Excellency the Governor, Dr. P.C. Alexander, at a Press Conference on May 8, 1988.

The package includes sales tax relief, concessions in power supply, incentives by way of financial support to new units and streamlining of procedures.

The Governor said the sales tax concessions would have immediate effect and might involve a loss of revenue of Rs. 12 to 15 crores. He added that the buoyancy in revenue collections and the rationalisation of tax structure could result in neutralising the loss to a greater extent.

The Governor said that this package was only the "first instalment" and hoped it would have a salutary impact on industrial development. The following are the details of the incentives and relief that the Governor announced at the Press Meet:

About three decades ago, Tamil Nadu was one of the most industrially advanced states in India. However, there has been a steady deterioration in the pace of industrialization resulting in large scale sickness in industrial units and unemployment. The main reasons have been : Shortage of power, comparative disadvantages in the incentives available to industries and in the rates of commercial taxes, time-consuming and often irksome procedures involved in granting various approvals by the Government and inadequate delegation of powers to the various institutions, boards etc, concerned with industrial promotion. Small-scale industries have been the worst sufferers and sickness in this sector has assumed alarming proportions. The Government are of the view that if urgent corrective measures are not taken, more industrial units—both small and large—will fall sick and trade in industrial goods will be diverted to other States resulting in serious economic decline and greater unemployment.

The Government have had extensive discussions with the representatives of small-scale industries, industrial bodies, Chambers of Commerce, Confederation of Engineering Industry, Associated Chamber of Commerce, Federation of Indian Chamber of Commerce and Industry. Textile machinery manufacturers and leading industrialists in order to identify measures required to improve the climate for industrial growth in the State. After detailed examination of all issues involved including the financial situation of the State, the Government have decided to take the following measures in order to rehabilitate the sick industries, improve the competitiveness of existing Units and to stimulate the new industrial development and trading activities in the State. A number of other proposals are also under consideration and further measures will be announced very soon.

I. POWER

1. The present levy of Consumption Tax and Energy Charges on self-generated

steam-based power will be abolished both for own consumption and for sale to other industries. Details will be worked out in consultation with different industrial groups eg. Sugar, Textiles, Chemicals, etc.

2. Where an LT consumer makes new investments for expansion/diversification, exemption from power cut will be given for *five years* from the date of conversion to HT user category.
3. Pending applications for power generation from mini-hydel generating stations will be cleared expeditiously.
4. Energy Audit in selected industries by Registered Energy Auditors will be subsidized up to a limit of Rs. 20,000 (Twenty Thousand) provided the industry takes steps to implement the recommended conservation measures.
5. Energy saving devices will be exempted from Sales Tax for a further period of three years from 1st April, 1988.
6. New units in the HT category and expansion cases will be expected to provide captive generation facilities for at least 20% of their power requirements. The cost of this investment will be financed as part of the project cost.

II. NEW INCENTIVES

1. It is proposed to modify the Interest-free Sales-tax Loan Scheme and to provide for the deferral of sales-tax for the first three years after commencement of production. Thereafter, the Interest-free Sales-tax loan will be given for the next three years under the present terms.
2. Capital Subsidy Scheme will be extended to new Units even if they are set up

by existing entrepreneurs or industrial groups provided these new Units are in locations in notified backward areas different from those of the existing units which have already received capital subsidy. Such new units will also be eligible for other concessions like exemption from power cut applicable to new units in backward areas.

3. (a) In order to give an impetus for the rapid growth of the electronic industry, apart from the reduction in sales tax, capital subsidy will be given at enhanced rates as follows :
 - (i) For capital investment inclusive of software and R & D expenditure (upto 20% at total project cost), upto Rs. 1 crore—subsidy of 15% upto Rs. 15 lakhs.
 - (ii) For capital investment from Rs. 1 crore to Rs. 2 crores—subsidy of 18% upto a limit of Rs. 30 lakhs.
 - (iii) For capital investment above Rs. 2 crores—subsidy of 15% upto a limit of Rs. 35 lakhs.
- (b) A rebate of 2% will be given on interest charged on loans extended by TIIIC and SIPCOT to electronic industries.
4. In order to encourage local manufacturing units, a graded system of price preference for small scale and other units will be introduced for purchases by Government and State agencies.
5. The definition of 'Occupier' under the Factories Act is being revised to prevent hardship and harassment to Directors who may not be directly responsible for lapses and violations under the Act.

III. SALES TAX CONCESSIONS

1. Reduction in rate of tax on all two wheelers irrespective of capacity from existing level of eight to four percent.
2. Reduction in the rate of tax on all electronic goods from ten percent to two percent under Tamil Nadu General Sales Tax Act and four percent to one percent under Central Sales Tax Act.
3. Reduction in rate of tax on the sale of all varieties of paper from eight percent to four percent.
4. Reduction in rate of tax on the sale of textile machinery from eight percent to four percent.
5. Reduction in the rate of tax on the sale of Sodium Hydro Sulphate from eight percent to four percent.
6. Exemption on the sale of packing materials to direct exporters.
7. Reduction in sales tax on additional 33 life saving drugs from eight percent to four percent.
8. Exemption of tax on the sale of footwear upto a turnover of Rs. 2 lakhs.
9. Exemption of tax on the sale of ISI marked Pressure Kerosene Stoves.
10. Reduction in the rate of tax on the sale of bakery products without registered trade mark from five percent to three percent when the total turnover exceeds Rs. 2 lakhs per annum but less than Rs.5 lakhs. (This is in addition to the existing exemption of tax upto a turnover of Rs. 2 lakhs per annum).
11. Exemption of tax on Contraceptives.

12. Exemption of tax on sale of Sambirani.
13. Reduction in rate of tax on the sale of clocks, watches and time-pieces from fifteen percent to ten per cent.
14. Exemption on the sale of horse shoe and horse shoe nails.
15. Exemption on the sale of Chalk Crayons.
16. Exemption from S.T. on handicrafts upto a limit of Rs. 1,000 in each item as against Rs. 500 at present.
17. Reduction in the rate of tax on dressed hides and skins from two percent to one percent.
18. Reduction in the rate of tax on hand made matches will be in two slab rates:

Sales upto Rs 1 lakh per annum—
exempted.

Sales between Rs. 1 lakh and Rs. 2.5 lakhs—1%

Sales above Rs. 2.5 lakhs per annum—
2%

IV. SUPPORT SYSTEMS

1. Greater delegation of power along with accountability will be introduced in State Corporations on the following lines: Such undertakings will be divided into two categories depending on the size and range of their activities. The undertakings in 'A' Category will have delegated powers for approving investments upto a limit of Rs. 50 lakhs in each case and those in 'B' category will have powers upto a limit of Rs. 25 lakhs in each case. These limits will also apply to individual cases of disinvestments by the promotional undertakings except in cases where the pro-

motional agreement with the joint-venture partner provides for automatic disinvestment. In such cases, the disinvestment will be made according to the agreement irrespective of the limits prescribed above.

2. Investment and dis-investment proposals above these limits will be cleared by a Project Investment Committee under the Chairmanship of the Chief Secretary and consisting of the Finance Secretary, Administrative Secretary and the Chief Executive of the State Undertaking. This arrangement will speed up clearances required at Government level.
3. The Boards of State Undertakings are being given powers for creation of posts below the Board level upto a salary limit of Rs. 4,050 per month and to make selections and appointments to these posts.

V. SPECIAL MEASURES FOR SMALL—SCALE UNITS

1. The Single Window Committee set up in the Districts under the Chairmanship of the Collector will review the progress in the clearances of applications received from the Small Scale Industries with regard to the clearances to be obtained from the various Departments. Progress in clearances will be reviewed at the State level by a Committee under the Chairmanship of the Chief Secretary every quarter.
2. District Industries Centres will be made the effective agency to help the small scale industrialists to obtain various clearances from the Government Departments and other agencies. District Industries Centres will receive all applications for this purpose from entrepreneurs and will themselves arrange for obtaining such clearances.

Pendency of such clearances will be reviewed every month by the Single Window Committee.

3. A crash programme to improve the maintenance of industrial estates in SIDCO has been drawn upto a cost of Rs. 53 lakhs and will be completed during the year.
4. Procedures relating to electricity connections are being simplified to eliminate delays and cutting down idle investment period. The Electricity Board will be taking immediate action to extend power supply to all cases where entrepreneurs have already taken action to install machinery. About 1500 such pending cases will be energised. Necessary funds will be made available to the Electricity Board to undertake and complete this task within three months.
5. Power cut exemption to new units will now be uniformly made available for a period of five years in all areas.
6. The programme of rehabilitation of sick SSI units will be carried on with vigour in close co-ordination with commercial banks and financial institutions. Already 987 units are being assisted under the programme in the form of rescheduling of loans, waiver of penal interest, funding of overdue interest, additional working capital and term loans.
7. The Tamil Nadu Industrial Investment Corporation (TIIC) will administer a scheme for extending Margin Money Assistance for rehabilitation of SSI units upto Rs. 5 lakhs.
8. Since working capital difficulties have led to the sickness of a large number of SSI units, TIIC will hold monthly co-

ordination meetings with banks to monitor all cases of term loan sanctions. At the district level, the Single Window Committees under the Collectors will monitor this area also.

9. Procedures for disbursing subsidies like Capital Subsidy, power tariff connection, Interest Free Sales Tax loans have been simplified. Adequate budget provisions are being made to clear all pending applications.
10. The active involvement and assistance of technical institutions and universities in the State will be sought for the rehabilitation of sick units.

VI. POLLUTION CONTROL

1. Pollution control equipment will carry a concessional rate of Sales Tax.
2. Clearances from the Pollution Control Board will be given within prescribed time limits.
3. The delegation of powers for environmental clearance will be liberalised.

VII. TEXTILE AND LEATHER

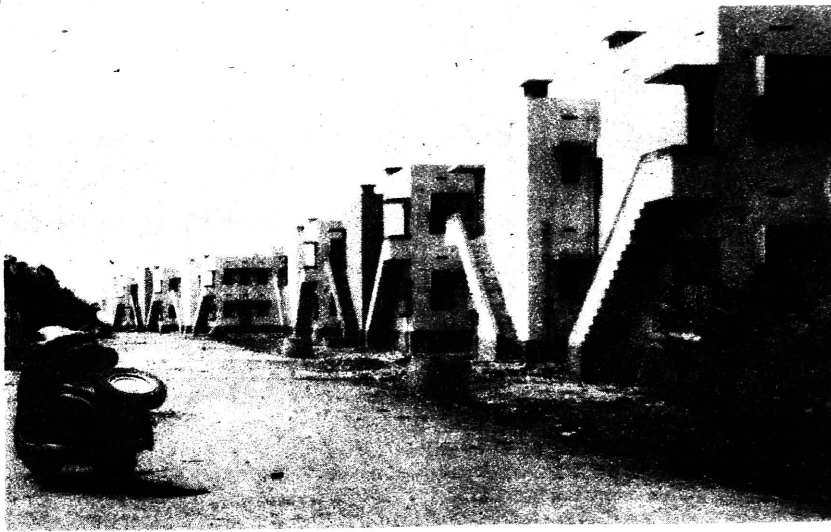
In regard to the textile units which are sick but viable if revived, arrangements have been made for consultation with labour, managements and the financing institutions for evolving suitable package of measures for revival. While these efforts will continue, special steps will also be taken to prevent sickness in presently viable units by setting up a mechanism for early warning of impending sickness in consultation with labour and management.



Kodaikanal Flower Show

As part of the Summer Festival at Kodaikanal, the flower show was inaugurated by Dr. S.S. Sidhu, Adviser to Governor, on 14th May 1988.

At the Valedictory function of the Flower Show, Thiru G. V. Ramakrishna, I.A.S., Adviser to Governor, distributed prizes to winners. At the end of the function the Collector Thiru Mrutyunjay Sarangi I.A.S., proposed a vote of thanks.



TAMIL NADU HOUSING BOARD

I. Drive to Expedite Issue of Sale Deeds :

In very many cases the Tamil Nadu Housing Board has completed construction of Houses/Flats but issue of Sale Deed is pending. On a rough estimate it appears that nearly 16,000 cases in Madras City are ripe for issue of Sale deed.

The Divisional Officers have been asked to finalise the cost working sheets and send the same to the allottees. So far in nearly 4,000 cases such intimations to the owners have been sent. But the response from the allottees for issue of sale deeds is not very encouraging. We take this opportunity through the press to request all the allottees who have paid all the instalments on their Houses/Plots/Flats to approach the Executive Engineer of each division to finalise their accounts. The Executive Engineers have been asked to be in office on every Monday/Wednesday to receive the allottees' and deal with their cases. Simultaneously we are also finalising the working sheets and informing the allottees of the balance, if any, payable by them. They are also being asked to send other particulars required for sale deeds like latest Corporation Tax receipt etc., On completion of all these formalities, the sale deeds will be issued within 2 weeks.

II. Computerisation of Tamil Nadu Housing Board :

A senior level Co-ordinator at the level of a Superintending Engineer has been entrusted with the smooth implementation of the Computerisation Project in the Tamil Nadu Housing Board.

The central computer has been utilised for processing over 60,000 applications for Maduravoil Scheme where lots were successfully drawn and plots allotted accordingly. Loans drawn and repaid by the Board to different agents like Hudco and others has been computerised. The financial accounts of the Board will also be fully computerised shortly. The pay roll and P.F. accounting of the Board Secretariat are already on the computer.

Besides having a centralised computer wing in the Board, efforts have been made to extend computerisation at Division level to capture data in respect of allottees' account and other relevant areas, so that timely and accurate information can be maintained in the divisional level and subsequently upgraded information made available at the Board Office.

A pilot study has commenced at the K.K. Nagar Division using a Personal Computer for taking up

the immediate calculation of receivables from the allottees who are due to get the sale deeds. On successful implementation, this will be extended to other areas and as well as to other activities.

III. Construction activities for 1988-89 :

Tamil Nadu Housing Board has programme of constructing 21,000 housing units during the financial year 1988-89.

Under Madras Urban Development Project II, Sites & Services Scheme is implemented in Mogappair East and West, Maduravoil, Manali Phase I & II. The schemes completed this year are as follows:—

Apart from the above the following Hudco Scheme in Mogappair (West) has been completed.

	<i>Units</i>
L.I.G. (Twin)	.. 100
M.I.G. (Twin)	.. 100
H.I.G. 'C' type	.. 150
H.I.G. 'B' type	.. 108
Total	.. 458

10,875 applications are received.
Lot fixed on 20-5-88.

On successful completion of M.U.D.P.I. & II, Tamil Nadu

Housing Board has been entrusted with another massive Sites & Services Programme under Tamil Nadu Urban Development Project with World Bank assistance, thereby extending the facilities throughout Tamil Nadu.

The Sites & Services Scheme provides shelter units for 70,000 families in an extent of 2,400 acres at a cost of Rs. 246.41 crores and to be implemented over a period of 5-6 years.

This programme will be implemented in major Urban Agglomerations viz., in the following towns :

Place	No. of Units	Project cost (Rs. in crores)	Units	
			crores	
Madras	35,000	138.54	4,700	12.00
Madurai	8,000	24.70	2,900	7.50
Coimbatore	7,500	23.11	7,600	19.50
Tiruchi	7,000	21.52		
Salem	4,500	13.87		
Vellore	1,600	4.94		
Erode	1,600	4.94		
Tiruppur	1,600	4.94		
Tirunelveli	1,600	4.94		
Tuticorin	1,600	4.91		
Total	70,000	246.41		

So far scheme proposals for Ambattur (Madras) and Navalpattu (Tiruchi) have been cleared by World Bank and works to be commenced. Details are furnished below :

The design briefs and scheme proposals for the following places have been forwarded to World Bank for clearance.

The following scheme proposals are under preparation and will be forwarded to World Bank soon for their concurrence and clearance.

	Units	crores
Madhavaram (Madras)	4,700	12.00
Ganapathy (Coimbatore)	2,900	7.50
	7,600	19.50

The rest of the schemes will be taken up in due course as per World Bank time schedule.

The period of completion of all Tamil Nadu Urban Development Project schemes under World Bank assistance will be spreaded over a period of 5 to 6 years.

The Budget allotment for the year 1988-89 under World Bank assistance is about Rs. 33.00 crores.

Construction of Two more Tower Blocks :

During the current financial year Housing Board will take up construction of two prestigious Tower Blocks, one at Taylors Road and other at Nandanam.

The Tower Blocks at Taylors Road with 10 storeys will accommodate 36, three bedroomed flats (each with plinth area of 1485 Sq. ft.) and 38 two bedroomed flats (each with area of 1130 Sq. ft.) with all modern amenities. The total estimate cost of the scheme is Rs. 4.50 crores.

The Tower Block at Nandanam with 13 storeys is a Commercial complex with 19,892 Sq. m. shopping and office accommodation with all modern amenities. The estimate cost of construction is Rs.9.27 crores.

The interesting feature of this complex is the shopping Mall with its 3 floors overlooking each other and creating living activity for the users.

The Tamil Nadu Housing Board has decided to entrust all the construction works in Metropolitan area and Neighbourhood upto 30 Kms. radius to Engineering Projects of India Limited a Government of India concern. This company has sophisticated machinery and follows latest technology and has vast international experience in the field of construction. It is therefore expected that by entrusting the work to Engineering Projects of India, there will be improvement in quality of work and shortening of the time taken to complete the works.

IV. Public Grievances Redressal :

A Public Grievance Officer has been nominated last week in the Board Office to attend to the grievances of the public expeditiously. This officer will be available at Head office and he can be approached for all help.

—Selvi Ramesh, I.A.S.
Chairperson
Tamil Nadu Housing
Board.



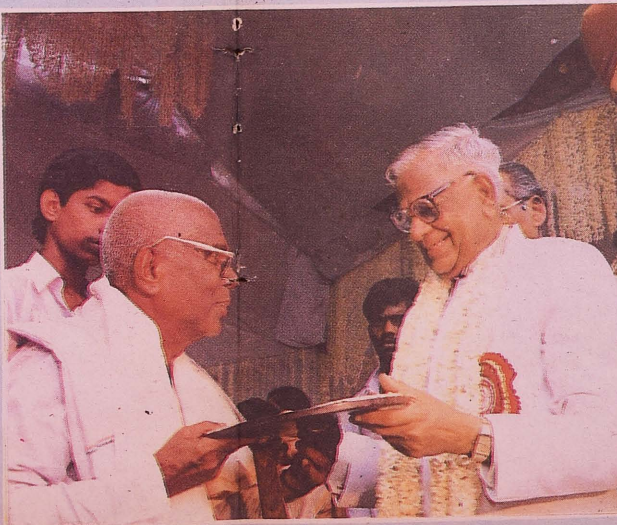
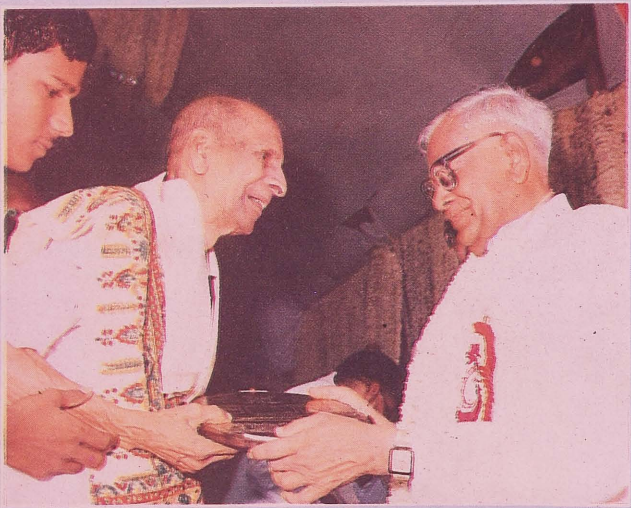
**RE-ENACTMENT
MARCH OF THE
SALT SATYAGRAHA**

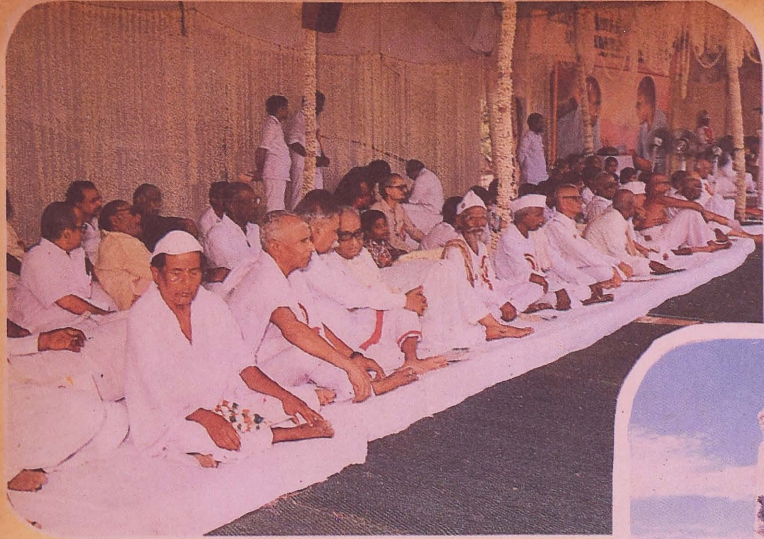


PHOTOGRAPHS

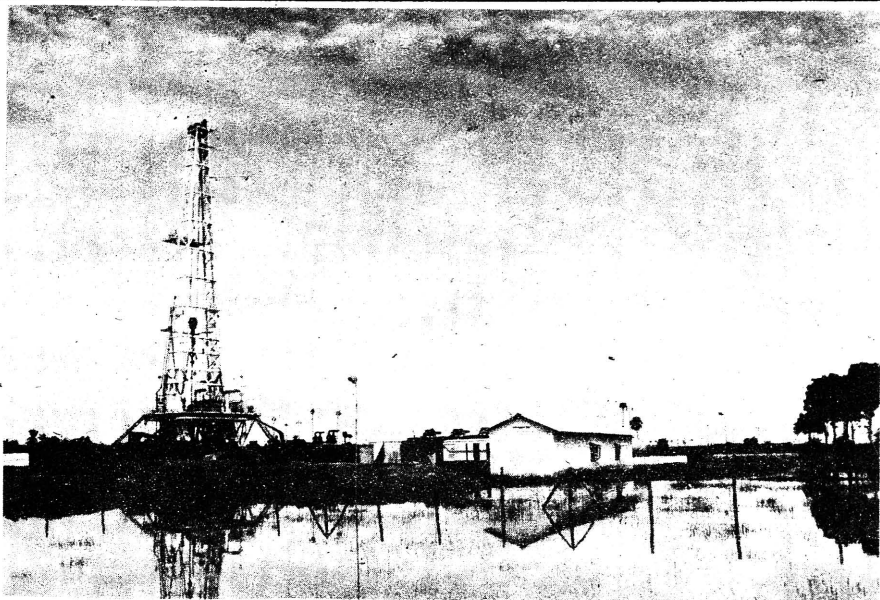
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Oil Struck at Nannilam



Oil and gas have been struck at Nannilam in Thanjavur district, the fourth successful on-land hydrocarbon find in the Cauvery basin.

The Oil and Natural Gas Commission, whose activities in the region have been intensified, is getting a flow of 150 barrels of oil and 2,933 cubic metres of gas per day from the new well drilled to a depth of 3,460 metres.

Since the first hydrocarbon strike at Narimanam about two years ago, followed by Kovilkalappal in the same area, and Bhuvanagiri in South Arcot district, the Cauvery

Basin "is emerging" as a major producer in the oil map of the country. The basin was spread over a total area of 48,000 sq. km in Tamil Nadu and the Union Territory of Pondicherry, including 23,000 sq. km. upto 200 metres isobath in the off-shore. As on January 1, 1987, the prognosticated resources of the basin were estimated to be about 370 million tonnes (130 million tonnes on-shore and 240 m.t. off-shore).

Narimanam, Kovilkalappal and Bhuvanagiri are already under the "Early Production System", and about 1,40,500 barrels of oil have so far been supplied by them to the Madras Refineries.

So far, 61 wells have been drilled in the basin (36 on-land and 25 off-shore), and another 42 locations have been identified for on-shore drilling, out of which 15 are deep locations (over 3,500 metres deep).

The ONGC has so far spent, about Rs. 260 crore in the Cauvery basin, and an additional Rs. 200 crore is earmarked for the remaining period of the seventh plan.

The ONGC plans to supply 40,000 cubic metres of gas to the TNEB for the proposed 5 MW gas turbine to be set up at Kovilkalappal.

Yet another Discovery By ONGC

The efforts of the Oil and Natural Gas Commission Southern Region in Cauvery Basin have been rewarded with rapid success in quick succession one after the other. Yet another discovery of oil and gas has been made by ONGC at Nannilam located 12 Kms. west of Tiruvarur town in Thanjavur District of Tamil Nadu.

Well drilled down to a depth of 3460 metres is flowing oil at the rate of 150 barrels per day and gas

at the rate of 2933 cu. metres per day. Further testing is in progress.

The discovery at Nannilam is the 4th Hydrocarbon strike in the Onland Cauvery Basin, since the first hydrocarbon strike was made at Narimanam about two years ago followed by Kovilkalappal in the same district and Bhuvanagiri in the South Arcot District. All the three earlier structures at Narimanam, Kovilkalappal and Bhuvanagiri have already been put on production.

The Cauvery Basin is emerging as a major producer on the oil map of the country. It is spread over a total area of 48,000 sq. kms. in the state of Tamil Nadu and the Union Territory of Pondicherry including 23,000 sq. km. upto 200 metres isobath in the offshore. As on 1-1-87, the prognosticated resources of the basin are estimated to be about 370 MMT (130 MMT Onshore and 240 MMT Offshore).

Through the previous three discoveries in the Cauvery Basin about

1,40,500 barrels of oil have so far been supplied to the Madras Refineries from Narimanam, Kovilkalappal and Bhuvanagiri structures.

The Early Production System has been introduced in ONGC as an innovative measure to bring the hydrocarbon strike on production without waiting for the development of the complete infrastructural facilities. This not only aids in early assessment of reservoir/well potentials also helps to generate revenues. In ONGC about 24 discoveries have been put on Early Production System (EPS) out of which 23 are onland and one offshore.

The discovery of hydro-carbons heralds a new era of prosperity for this Region. Recently ONGC has started supply of gas to the Steel Rolling Mill located at Nagapattinam from its wells at Narimanam in the Thanjavur District of Tamil

Nadu. The total gas quantity already committed by ONGC to the present consumers and other Chemical Industries is around 15,000 cumeters per day.

ONGC is also drawing a plan to supply 40,000 cu.mtrs. of gas to the Tamil Nadu Electricity Board (TNEB) for power generation at Kovilkalappal. Necessary action to set up 5 m.w. Gas Turbine Unit at Kovilkalappal is being taken up by TNEB.

ONGC has also attempted a market survey for the utilisation of associated/free gas that may be available by 1990 from Cauvery basin which has revealed the extent of interest of local Entrepreneurs in setting up gas based Industries.

In an attempt towards developing local Industries about 15 Entrepreneurs in Tamil Nadu are being

encouraged to manufacture equipment used by ONGC. The estimated value of the equipment being manufactured is likely to be to the extent of Rupees 60 lakhs.

Besides, the local Entrepreneurs are also being encouraged to take up low technology jobs of ONGC.

ONGC has so far drilled 61 wells in the Cauvery basin (36 onland and 25 offshore). It has identified 42 locations on new structures to be undertaken for onshore drilling, out of which 15 are deep locations (over 3500 mtrs. deep).

Since inception the cumulative expenditure on the activities in the Cauvery Basin has been about to Rs. 260 crores and an additional Rs. 200 crores are proposed to be spent by ONGC during the remaining period of the seventh plan.

State may exceed

Rice Production Target

Thiru G.V. Ramakrishna, Adviser to the Governor, has said the State was likely to marginally exceed the targeted rice production of 58 lakh tonnes during this year despite the shortfall in area of cultivation due to adverse seasonal conditions.

With the allocation of 8000 tonnes promised by the Centre every month and with the local stocks it would be able to ensure the supply of 12kg. of rice to card-holders till October, Thiru Ramakrishna told presspersons on 17th April 1988. He was on a two-day visit to Pudukkottai and Tiruchirappalli.

Thiru Ramakrishna attributed the poor procurement to the reluctance

of the producers to part with the marketable surplus paddy feeling that the monsoon might fail them. The monthly offtake from the PDS and for the noon-meal centres is over 4.4 lakh tonnes of rice, he said.

Thiru Ramakrishna also said that the Centre has been approached for increasing the palmolein oil quota to the State.

Promise on water supply: The Adviser also promised that no village in any part of the State would be allowed to experience any drinking water scarcity. He said an action plan had been drawn up for sinking, 4000 borewells which would be

commissioned before the end of July. He ruled out the prospects of taking water from Neyveli for Madras city because of operational constraints and the cost factor.

Thiru Ramakrishna said industries were now utilising at least 40 million gallons of potable water for their industrial uses. They have been advised to switch over to recycled water from sewerage, he added. He said he had recently inspected the installation of plants put up by the Government for recycling the 45 million gallons of sewerage water.

National Information Policy

needed for
constructive response.



Dr. S. S. SIDHU

Adviser to Governor

Dr. S.S. Sidhu, Adviser to the Governor of Tamil-Nadu, participating at the Conference of State Information Ministers held at New Delhi on (25-5-88) emphasised the need to hold the Conference of State Information Ministers annually. This is a forum for taking decision of policy relating to vital planning of information. He also said that it was necessary for holding zonal conferences to sort out special problems pertaining to various zones in the country.

He said that National Media Policy or National Policy on Information should be formulated and communicated to the State Governments as early as possible so that State Governments and the Public may be aware of the thinking of the Government of India and respond constructively. This will help to identify broad objectives and mechanism to solve national problems and to formulate a uniform policy. Regional Services may be extended to Tamil Nadu immediately by assigning one of the Transmitters still available in INSAT-1B, so that the entire state is covered.

Dr. Sidhu also pointed out that six television 'U' Matic cameras available in Madurai Kamarajar University, Tamil Nadu Films Division and Madras T.V. Centre should be pooled together and used purposefully to telecast development programmes of the State for atleast 15 minutes every day.

He welcomed the decision of the Government of India to commission the second channel in Madras Television on July 1st. With this additional facility, additional telecast for 10 minutes in Tamil by Madras T.V. Centre can be made possible.

The policy of setting up Low Power Transmitters in Towns over a population of 1-lakh should be implemented.

The Adviser, Dr. Sidhu pleaded with the Government of India for a separate channel for the 'Yuvavanj' for youth programmes as it has been done in New Delhi, Bombay, and Calcutta. It may help the youth to develop their talents. He said that the Districts of North Arcot and Dharmapuri are backward and they are not fully covered by any one of the stations of All India Radio. To improve the Media Coverage in this area, the Adviser wanted that the transmission capacity of Coimbatore All India Radio Station should be strengthened or new station opened at Salem. Commercial channel should be opened in the A.I.R. stations at Tirunelveli and Coimbatore.

Referring to the recommendations of Godbole Committee appointed by the Government of Maharashtra, Dr. Sidhu said that the Government of Tamil Nadu have already taken necessary action to reduce the burden of Entertainment Tax, and a committee has been set up to study the Entertainment Tax on award winning films. The tax exemption is being given to such film selectively.

As regards video piracy, effective steps are being taken by the State Government to contain the video piracy. The Adviser Dr. Sidhu mentioned that out of 13 thousand Cinema Theatres in the country, 2,400 Cinema Theatres are functioning in Tamil Nadu. The Tamil Nadu Theatre Corporation and National Films Development Corporation are rendering necessary assistance for the construction of Cinema Theatres.

Dr. Sidhu wanted the Government of India to send copies of 16mm documentaries and News magazines produced by the Films Division of Government of India free of cost to exhibit them in rural areas through 73 projectors available for this work in rural parts in Tamil Nadu. This may help the Centre and the State Government to disseminate information on this subject of national importance.

As regards the exhibition of obscene and objectionable material in films, Dr. Sidhu said that Tamil Nadu have enacted two Acts.

Dr. Sidhu made the following suggestions :

The Tamil version of 'Yojana' should carry more information relating to developmental programmes in this state. The DAVP of the Government of India should participate in all the district level exhibitions organised by the Government of Tamil Nadu which are very popular. The State Governments should also avail of the exhibition facilities provided by Tamil Nadu Government for projection of their programmes. The Government of Tamil Nadu will provide exhibition plots to them free of rent.

The Inter Media Publicity Co-ordination Committee should be activated for better co-ordination.

Training of Information Officers should be encouraged. The Government of Tamil Nadu should propose to set up an Institute of Mass Communication to impart training in various areas of Mass Communication.

The Union Minister for Information and Broadcasting Thiru H.K.L. Bhagat, presided over the conference. The Chief Ministers of Kerala, Pondicherry and Gujarat and Information Ministers of State Governments participated in the meeting.

Address at the State Information Ministers' conference held at New Delhi

(25-5-88)

THE INDIAN AND THE AFRICAN LION.

AHMEDABAD : Only two places in the world have lions in the wild—India and Africa.

The Asiatic lion now in its last home in Gujarat, differs from his African counterpart in a few respects.

The Indian lion is more shaggy and lighter in colour. He has larger tail tassels and more prominent elbow tufts and belly fold than the African.

But the African lion has a larger mane, probably due to the cooler climate of the place where he is found.

Their habits too are similar, both preferring to rest in the shade by day and going in quest of food at dusk. An interesting difference is that while the Indian lion is purely a predator the African lion supplements its diet by feeding on carrion.

"AN ANCIENT BELIEF IN CHINA."

"Every sin is a disordering of the universal harmony, a breaking through the laws of nature ; out of sin must come harm for the individuals as well as for the Universe, whereas virtuous men are accompanied with good fortune. This direct sequence of sin and punishment lets also the natural evils, such as sickness, famine, flood, earthquake, etc., appear as the consequences of disturbance in the order of the universe due to the evil deeds of the rulers and peoples; therefore the state is obliged to keep watch over morality just as it does over the obedience paid to civil laws. In the common interest it must punish sin and reward virtue in order to restore the disturbed equilibrium. There is a close relation between the heaven and the people."

CIVILISATION

"Civilised man was nearly always able to become master of his environment temporarily. His chief troubles came from his delusions that his temporary mastership was permanent. He thought of himself as 'master of the world', while failing to understand fully the laws of nature.

"Man, whether civilised or savage, is a child of nature—he is not the master of nature. He must conform his actions to certain natural laws if he is to maintain his dominance over his environment. When he tries to circumvent the laws of nature, he usually destroys the natural environment that sustains him. And when his environment deteriorates rapidly, his civilisation declines".

"One man has given a brief outline of history by saying that 'civilised man has marched across the face of the earth and left a desert in his foot prints.' This statement may be somewhat of an exaggeration, but it is not without foundation. Civilised man has despoiled most of the lands on which he has lived for long. This is the main reason why his progressive civilisations have moved from place to place. It has been the chief cause for the decline of his civilisations in older settled regions. It has been the dominant factor in determining as trends of history".

"The writers of history have seldom noted the importance of land use. They seem not to have recognised that the destinies of most of man's empires and civilisations were determined largely by the way the land was used. While recognising the influence of environment on history, they fail to note that man usually changed or despoiled his environment.

—Tom Dale and
Vernon Gill Carter.

TAMIL NADU PROGRESSES

Rs. 1,457 Crores outlay for Tamil Nadu

The planning Commission approved the plan outlay of Rs. 1,457 crores for Tamil Nadu for the next year. It marked an increase of 16.5 per cent over the current year's amount. 12-2-'88.

Cauvery Water for Tamil Nadu

Karnataka and Tamil Nadu have entered into a barter deal—Karnataka giving four tmc ft of the Cauvery waters in return for an equivalent in power supply from Tamil Nadu. 18-2-'88.

Centre urged to ban export of yarn

The Tamil Nadu Government has urged the Central Government to announce a ban on export of yarn and to allow import of cotton and staple fibre as measures to control prices.

In a telegram to the Union Minister for Textiles, the State Government also urged that cotton and yarn be declared as essential commodities so as to prevent hoarding. These steps might ease the present situation, ensure smooth supply of yarn and lead to fall in prices. 18-2-'88.

Additional power supply to spinning mills

The Tamil Nadu Electricity Board has agreed to spare some seven million units of additional power to the willing spinning mills (both co-operative and private mills) to enable them supply yarn to handloom weavers at concessional rates. 24-2-'88

Four zones in State for better monitoring

For the effective supervision and close monitoring of important programmes and activities, the Tamil Nadu Government has decided to divide the State into four zones and place each zone under the charge of a Special Commissioner. 24-2-'88

Campaign for a cleaner and healthier Madras

His Excellency the Tamil Nadu Governor, Dr. P.C. Alexander visited the Corporation of Madras and discussed with officials the working of the civic body. An intensive campaign for a cleaner and healthier Madras would be launched from March 88. 24-2-'88

22 Government Corporation Boards reconstituted :

The Tamil Nadu Government reconstituted the Boards of 22 State public sector Corporations and organisations nominating officials as chairmen. 25-2-'88

Cases against College Teachers to be withdrawn

The Government announced that cases filed against College Teachers who took part in agitations would be withdrawn. (Except some criminal cases) 26-2-'88

Cleaning drive in 30 Corporation divisions

As part of the campaign for a cleaner city, the Madras Corporation chose as a beginning 30 divisions for intensive clearing. About 80 labourers were deployed in each division to remove garbage, debris and encroachments on the pavements. Spraying and fogging operations were carried out by the Health Department. 2-3-'88

More Rice for Tamil Nadu

Tamil Nadu would get more rice from the Central pool. The State used to get 50,000 tonnes of rice per month until January and this was stepped up to 80,000 tonnes in February. 3-3-'88

Yarn Prices—Action taken by Government of Tamil Nadu

(1) Southern India Mills Association has agreed to supply 5,000 bales of plain reel cotton yarn by the member mills to the Director of Handlooms and Textiles every month for a period of two months in the first instance, at a price of Rs. 12/- less per bundle of 4.54 Kgs. than the ruling market price. The Tamil Nadu Electricity Board has been requested to make additional power supply to the mills at the rate of 17.5 units per bundle of 4.54 Kgs. supplied under this scheme.



My notion of democracy is that under it the weakest should have the same opportunity as the strongest.

Mahatma Gandhi

(2) South India Viscose Limited has agreed to supply a quantity of 25 tonnes of viscose filament yarn per month to Co-optex for distribution to the actual users at 10% below the price fixed for dealers. As a result of this, the total price reduction for the quantity of 25 tonnes per month supplied by the South India Viscose Ltd. through Co-optex, would be about 16% to 18% depending upon the denier of the yarn.

The official machinery is being geared up to prevent hoarding of yarn and cotton by agent and dealers.

3-3-'88

Package of concessions to drought-hit Farmers

The Tamil Nadu Government on April 11th announced a package of concessions (including stay of distraint proceedings) to farmers hit by drought.

The concessions are :

1. Time is granted till August 30 for payment of electricity charges in respect of agricultural services, that had fallen due in February 1988.
2. There shall be no disconnection of electricity for agricultural services for non-payment of dues relating to the period ending in February 1988.
3. Agricultural services already disconnected because of non-payment of half-yearly dues payable in February, shall be reconnected.
4. Where power has been cut off for non-payment of arrears other than those referred to above, reconnection will be done on payment of 50 per cent of the amount due for payment up to February 29, 1988. In cases where there has been no disconnection so far for non-payment of arrears, the Electricity Board will not disconnect if 50 per cent of the amount due for payment up to February 29 is paid by March 31, and for the balance, time is extended upto May 31.

These concessions will not apply to agricultural services disconnected for theft of power or malpractices.

Distraint proceedings will not be resorted to until further orders for collection of arrears of land revenue, penal interest, local cess and local cess surcharge, irrigation rates, additional assessment, additional water cess, special projects water cess and betterment levies. Normal collection of dues will, however, continue.

Coercive processes will not be resorted to for collection of cooperative loans, but only normal methods of collection will be followed.

11-3-'88

Plan to revive sick small units

The Tamil Nadu Government has taken up a crash programme for the revival and rehabilitation of sick small scale industrial units in the State during the next couple of months.

11-3-'88



All Commodities at a Time to Cardholders :

The State Government is making arrangements to ensure that every family cardholder gets in one instalment the full rice entitlement of 12 kg a month.

As part of the efforts to streamline the public distribution system the fairprice shops have been asked to issue all the essential commodities at a time to the cardholders on the days allotted to them to minimise problems for consumers.

11-3-'88

Quick disposal of files

About 3,500 pending files have been disposed.

16-3-'88

Kotturpuram Bridge declared open

The Kotturpuram bridge across the Adyar river was declared open by His Excellency the Governor. The bridge connects Kotturpuram and Nandanam.

2-4-'88

Rs. 154 crore for poverty alleviation

A massive poverty alleviation programme has been taken up by the State Government under which schemes costing Rs. 154 crores will be implemented during the current year. The schemes include construction of 52,000 houses, 1,200 community centres, 235 school buildings and 2,900 other works, besides raising social forestry over an extent of 19,000 hectares.

8-4-'88

Four thousand borewells before July end

To augment water supply in rural areas four thousand additional borewells will be sunk before the end of July. A target to sink 685 borewells by April 30, another 915 by the end of May, 1,215 by June and 1,185 by July 31, has been fixed.

8-4-'88

High-priority areas

Provision of drinking water, streamlining of public distribution system, implementation of economic regeneration programmes and helping industries to overcome their sickness were among the high priority areas which came up for an in-depth discussion at the conference of Collectors and Superintendents of Police, which was held at Madras. This was announced by His Excellency the Governor, Dr. P.C. Alexander at the end of the two day conference.

8-4-'88



PTC's New Year Gift

20 new routes were introduced by the Pallavan Transport Corporation on the occasion of Tamil New Year's Day. Adviser to Governor, Dr. S.S. Sidhu launched the new routes. Besides, the PTC has augmented its services in 21 existing routes. As a Tamil New Year gift to the citizens of Madras, the PTC added 150 new buses to its fleet.

13-4-88

Anna Nagar Water Supply Scheme inaugurated

Immediate, short and long term measures, to augment drinking water supply to Madras City with a view to lessening the dependence on the monsoon are reviewed by the Government.

The water supply scheme for Anna Nagar (West) was inaugurated by Thiru G. V. Ramakrishna, I.A.S., Adviser to the Governor. 78,000 residents in Anna Nagar West, Villivakkam and Kolattur will be benefited by this regular piped water supply.

14-4-88

Crash Plan for Industrial Estates

The Tamil Nadu Government has decided to undertake a crash programme to improve the maintenance of the industrial estates in the State with the full involvement of the entrepreneurs.

This was announced at a meeting on "Strategies for development of small scale industries in Tamil Nadu" convened by the Government and chaired by the Adviser to Governor, Thiru A. Padmanabhan, I.A.S.

The crash programme to rehabilitate sick industries got off to a good start and 319 units had been taken up for assistance by the banks upto the first week of April. The Tamil Nadu Industrial Investment Corporation had also extended assistance to over 500 sick units by rescheduling loans to the tune of Rs. 23 crores.

The State Government has arranged to introduce a new scheme wherein the TIIC with Industrial Reconstruction Bank of India would be able to refinance and extend assistance upto Rs. 5 lakhs to viable units for rehabilitation.

22-4-88

NEW INITIATIVES

(Excerpts from the speech of His Excellency Dr. P. C. Alexander, Governor of Tamil Nadu, at the National Development Council on 19th March 1988.)

Finding that the pace of progress made so far in the matter of SC/ST welfare to be slow, it has now been proposed to give an added thrust in this sector. An additional provision of Rs. 27 crores has been made in the Annual Plan for 1988-89 mainly to undertake schemes and programmes for the welfare of these weaker sections. Under a special programme called "Kamarajar New Harijan Housing Scheme" it is proposed to construct fire proof houses, at a cost of Rs. 10,000 per house for 8,000 SC families. A sum of Rs. 8 crores has been proposed for this. Another sum of Rs. 9 crores has been proposed for providing village link roads to ensure that Adi-Dravidar habitations have proper road facilities. We are also keen that all Adi-Dravidar habitations should have their own drinking water source and towards this end it is proposed to create such facility in the remaining years of the Plan and a provision of Rs. 10 crores will be made for this purpose during 1988-89.

Destitute women and physically handicapped people constitute another substantial section of the society needing special assistance from the State. A provision of Rs. 30 crores has been made in the Seventh Plan for this Sector. The expenditure in the 3 years of the plan has been of the order of Rs. 20.69 crores. Finding the allotment so far made to be inadequate we have now planned to provide in the annual plan for 1988-89, another Rs. 4 crores for the welfare of physically handicapped and poor women, with special emphasis on scheduled castes and scheduled tribes. Under the physically handicapped we would like to concentrate on deaf and dumb children particularly in the pre-school stage. To promote employment opportunities for the women it is proposed to evolve new schemes for the self-employment for atleast 25,000 beneficiaries in the coming year.

Some of the other initiatives we have proposed to undertake :

- (i) We are proposing to introduce a new scheme for the training of rural young women for a period of two years during which they will be imparted skills in useful occupations besides a basic education in health, family welfare and nutrition. At the end of the training period the scheme contemplates payment of a lumpsum grant to those who postpone their marriage or postpone the child birth as the case may be during this period.
- (ii) We have also proposed to hold rural camps for the college students for better interaction between the rural community and the educated

youth. These camps will enable the educated youth to understand the problems of the villagers on first hand and also utilise their energies to create communal assets wherever necessary.

- (iii) In order to promote science education among the youth it is proposed to introduce a scheme of supply of free scientific text-books to meritorious college students under a scheme called "Jawaharlal Nehru Science Talent Text-Book Scheme."
- (iv) Tamil Nadu is the only State where the entire Public Distribution System is run solely by the Co-operatives. Recently we have taken a number of steps to improve the working of the

system to ensure that all the cardholders are assured supply in time of their entitled quantities of essential commodities. It is also proposed to revamp the co-operative structure in the State by enforcing the provisions of the new Tamil Nadu Co-operative Societies Act 30 of 1983 to hold elections and usher in an era of democratisation and professionalisation of the Co-operatives.

- (v) A massive cleaning campaign has been undertaken in Madras City with a specified target for intensive conservancy measures in the divisions of the Corporation. During the campaign it has also been proposed to evict all-unauthorised encroachments on the roads and streets.

Tamin Bags Indo-German award for outstanding Achievements in Economic Relations for 1986-87

M/s Indo-German Chamber of Commerce, Bombay, has instituted two types of Awards since 1976 as specified hereunder :—

- (i) Awards for outstanding Export Performance by an Indo-German Joint venture.
- (ii) Awards for outstanding contribution towards the promotion of Indo-German Economic Relations.

Of this, TAMIN has been selected for the Indo-German Chamber of Commerce Award for its outstanding achievements in Indo-German Economic Relations for the year, 1986-87.

The Award Distribution Function was held at Experimental Theatre, Bombay on 22-4-'88. Mr. A. Hoser was the President of the Chambers who gave a resume of the activities of Indo-German Chamber of Commerce (IGCC) for the year 1986 and he was happy that the largest-ever German industry fair was held outside of Germany, in New Delhi in March '88. The other important Speaker was Dr. G. Krueger, Executive Director, IGCC and he read out the names of the Award Winners. Mrs. H. Steeg, Executive Director, International Energy Agency was the main speaker on the subject of 'World Oil Price Rise Forecast' and distributed the Awards to the Winners. On behalf of TAMIN, Dr. S. Saravanan, Chairman and Managing Director received this export Award.

THE HIGHEST NATIONAL CAUSE

Freedom can be won only by taking up the cause of the poorest as the highest national cause. Today we must remember that we can make our country great only by making the poorest in our land great.

The greatness of the unity of India is that each of us retains his particular cultural identity while belonging to the larger entity called India. This has been our genius for 5000 years.

A coward can never make a true satyagrahi.

The building of the new India requires more true satyagrahis than even the struggle for freedom.

It is our privilege as Indians to be the inheritors of one of the greatest traditions of human civilization. It is our privilege as Indians to be the direct descendents of Gandhiji and his noble companions in the war of independence. In all humility let us prove worthy of them.

Prime Minister

PROJECTS FOR PROSPERITY

At a Press Conference on 3.5.1988, the Chief Secretary, Thiru M.M. Rajendran, I.A.S., detailed out the various projects at work for the prosperity of Tamil Nadu. They are given here.

Housing and Urban Development Project :

A delegation of officials of the Government of Tamil Nadu and Government of India held negotiations with World Bank and finalised the Tamil Nadu Urban Development Project at a total cost of about Rs. 632 crores of which about Rs. 428 crores will be loan from World Bank.

Rs. 60 Crore Family Welfare Project under India Population Project—V.

A project costing Rs. 60 crores is to be implemented in a period of 7 years. The project, will cover, besides Madras city, the outlying areas in Madras Metropolitan zone.



The project provides for revamping and strengthening the Family Welfare maternal and child health services. The credit from the World Bank for this project (IPP v) covering Bombay and Madras is 50 million dollars.

The project is to establish 78 new Health posts, besides reorganising existing 74 Health posts each post to cover 40,000 people providing Health Comprehensive services and helping slum dwellers. 58 posts are to be established in newly constructed structures to strengthen management of Health and Family Welfare delivery system, to provide Facilities such as operation theatre, sterilisation wards and maternity wards.

ENVIRONMENT CONTROL

Foreign Aid to improve the environment of Cooum and other waterways in the city :

With a view to improve the environment of the water ways in Madras city, the Government constituted a task force with Chief Secretary to Government of Tamil Nadu as Chairman and twelve members. An outline proposal for Rs. 194.14 crore has been worked out for this project. The Government of India were addressed for getting external aid. The Government of India approached the British High Commission requesting aid, finding the services of *British consultants to prepare a detailed project report*. The 'Pre-Appraisal Report'

has since been sent by the British High Commission and it is under study by the various organisations of the State Government.

Rural Water Supply :

Out of 64,083 habitations in the State 58,869 habitations have been covered upto the end of March '88 at a cost of Rs. 341.6 crores. It is proposed to cover 2,225 habitations during the current year at a cost of Rs. 58.00 crores.

Rehabilitation of Moore Market fire victims:

A modern multi storeyed building will be constructed at the Lily Pond premises to rehabilitate the fire victims of the Moore Market shopkeepers. The cost of the building is estimated at Rs. 22 crores.

Education Department :

The Government of India have sanctioned a grant of Rs. 480.80 lakhs for appointment of teachers in 450 single teaching schools and for providing teaching and learning materials.

1669 upper primary schools, 152 High schools and 405 Higher Secondary schools have been selected under the scheme of improvement of science education in schools. A total grant of Rs. 2.17 crores has been released by Government of India for implementing this scheme.

It is proposed to implement vocationalisation of Education at Plus 2 level in 100 Higher Secondary schools in the State. The Government of India have released Rs. 1,12,56,400 as first instalment and agreed to release Rs. 79 lakhs after watching the implementation of first stage.

National literacy Mission :

National literacy Mission was inaugurated by the Governor of Tamil Nadu at Madurai on 5th May, 1988. The project is to remove illiteracy in the age group 15-35 before the end of 8th plan. Out of the estimated 117 lakh illiterates in this age group, 70 lakhs will be covered by the end of the 7th Plan. 40 voluntary organisations are existing.

Noon Meal Scheme :

Under the Chief Minister's Nutritious Noon Meal Programme 91.391 lakhs will be benefited during 1988-89,

the beneficiaries during 87-88 were 91.39 lakhs. A sum of Rs. 178.21 crores has been earmarked against this scheme for 1988-89, the allocation for 1987-88 was 174.37 crores.

Integrated Rural Development Programme :

During 1987-88, under IRDP, 1,99,938 old and 78,189 new beneficiaries were assisted. The amount released for the purpose was Rs. 5,344.67 lakhs. (Subsidy released Rs. 3962.49 lakhs.)

Rural Landless Employees Guarantee Programme:

Percentage of achievement during 1987-88 is 101% Rs. 54.97 crores spent (target 54.25 crores). Man days generated 284.05 lakhs against 255.62 lakhs target.

Biogas:

20,828 plants have been installed as against the target of 13,000 for 1987-88. Amount of subsidy is 338 lakhs.

Expedition for unity and National Integration :

As part of the commemoration of India's Independence, a team from the Indian Hang Gliding Association headed by Ms Shymala Prasad, the first woman Micro-light pilot in the country will fly through 37 cities in 19 States. The expedition starts from Jammu on 1st May and ends on 12 June, in Delhi. It is expected to reach Madurai on 21-5-88. The team will also touch Coimbatore (on 22-5-88) and Madras (on 24-5-88 and 26-5-88) in Tamil Nadu.

It is to spread message of unity and national integration and raise a purse for Prime Minister's National Defence Fund, primarily for War widows.

DO YOU KNOW ?

—When a puffer fish is attacked it inflates itself by swallowing water and becomes a prickly football, quite unswallowable. It remains like this till the danger has passed and then deflates itself and swims away.

—The trunk of the elephant which is so beautifully mobile is controlled by no less than 40,000 muscles and is capable of lifting a ton.

—The giraffe can survive in waterless tracts for as long as seven or eight months.

—The porcupine cannot shoot its quills at an attacker.

—The chimpanzees eats from as many as 20 different species of plants a day and 300 species in a year.

—In a single day a bamboo plant may grow more than 90 cm.

—In Winter a hibernating woodchuck breathes only once every 6 minutes, which is about 200 times slower than their normal rate.

—If a cuttlefish is attacked it releases a cloud of black 'ink' into the water which diverts the predator's attention and possibly also obscures vision while the cuttlefish quietly swims out of danger.

PUBLIC RELATIONS: NEED FOR POSITIVE APPROACH



Thiru C.N. Ramdas, I.A.S.,
Special Commissioner and
Secretary,
Information and Tourism
Department.

Public Relations is a profound art and achieving excellence in this art is not so easy. A keen desire to understand and excel, unlimited effort, training, in-depth experience and an interest in the welfare of the people are the basic ingredients for achieving excellence in 'Public Relations.'

Today, almost all arts and science have grown tremendously. In every field of human activity, there is excellence, and a singularity that provides it uniqueness.

Sometime ago, a heart patient visited a cardiologist at a famous hospital in the USA. After examining the patient, the cardiologist advised him to go over and see another cardiologist. 'Why', the patient protested, "aren't you a cardiologist,". The cardiologist answered, "Yes, but I have specialized in the left artery and you have a problem in the right artery". It is amusing to describe the degree of specialization this way, but, on second thought, one does realize that in the contemporary world, excellence has been the hallmark of almost all human activities.

How does a person equip himself to be a fine practitioner of public relations, Education, hardwork and a degree of self preparedness can be the tools by which a person can accumulate the assets of Public Relations.

We find that at a factory there are various departments dealing with

diverse matters named Production Department, Sales Department, Administration Department etc. There is also the Public Relations Department, which needs a careful handling of affairs and sustained efforts.

What exactly is the purpose of Public Relations? To give 'a name' (it may be an organisation, an idea or even a product) its fame, to build its singular uniqueness and individuality and to make it popular among the public is the purpose of Public Relations. Public Relations attracts people's mind, touches it, makes it receptive and deeply involves with "the name", and, above all, builds a credibility to the organisation.

Public Relations is the bridge between the manufacturers and the consumers, the employees and the people, and the Government and the public. To be successful, the Public Relations practitioner must identify the problems and needs and then

work out a modus operandi towards his goal.

Public Relations does not just improve social relations, it builds personal relationships too.

To improve the available resources and create a good infrastructure for the education and training of practitioners, the Government of Tamil Nadu have decided to establish an Institute of Mass Communication at the campus of the Government's Film Institute Campus at Adayar. This Institute will become operative from June 1988. A two-year Semester Programme is being planned as also an in-service training to service personnel.

The Government have stipulated that to become an Assistant Public Relations Officer, the candidate must have a degree and two years of experience in Journalism. These stipulations must be raised to include, a qualification in journalism, advertising or mass communication.



To provide a product or an idea or an organisation, 'credibility and popularity' is the aim of Public Relations. But unless the Public-Relations practitioner has credibility and the status of trust-worthiness, his effort will back fire.

Presently, under the Directorate of Information and Public Relations, an Information and Public Relations Officer works at the District level and heads a separate office. This job of the Information and Public Relations Officer must be re-designated as Personal Assistant (Information and Public Relations) to the District Collector. This re-designation, it is believed, will provide a new status and recognition to the office.

The Public Relations practitioners must meet, get to know and understand the ideas of every Government Department and then must work hand in hand with them. They must never be isolated or secluded. The Public Relations practitioners must be positive under all circumstances, not just in their outlook but also in dealing with people.



There is an example to this. A glass half filled with water can be described in two ways: 1. The glass is half full and 2. The glass is half empty. Looked at superficially, both the statements are true. But which sentence does appeal to one's mind? Of course, it is the sentence that the glass is half full. The Public Relations practitioners must be positive and careful in all their communications.

There is a great future in our country for the practitioners of Public Relations. The Government have been providing encouragements and incentives for starting new industries. The Government's licensing policy has been liberalised and

permits to start new industries are being given in abundance. Under these circumstances, every industry and every organisation would need to prop up its image and this is where the role of Public Relations practitioners becomes essential. The Public Relations practitioners have a great responsibility and they can contribute to the total growth and prosperity of the country. The youth of India must come forward to exercise the mantle of Public Relations and contribute their mite to the nation.

(From the speech at the PRSI Function, in Madras on 21.4.1988.)

SPECIAL MINOR IRRIGATION PROGRAMMES AND DESILTING CUM RECLAMATION SCHEMES

Under this programme, schemes such as, formation of tanks, construction of anicuts and excavation of supply channels, formation of ponds, river pumping schemes are taken up.

Desilting cum reclamation of tanks is taken up to make good a part of the storage lost by silting by excavating the silted earth and depositing it on the bund and foreshore land of the tank. During 87-88 the expenditure was Rs. 280.59 lakhs. 11 works were completed to increase the potential by 1115 ha. The proposed outlay for 88-89 is Rs. 251.28 lakhs. 12 works will be completed to achieve an increased, irrigation potential of 570 ha.

Integrated Tribal Development Programme, Hill Area Development Programme and Western Ghats Development Programme are special programmes for development of special areas. During 1987-88 an expenditure of Rs. 79.40 lakhs was incurred under these programmes to create an additional potential of 578 ha. The proposed outlay for 88-89 is Rs. 87.00 lakhs and the potential increase anticipated is 424 ha.

EEC AIDED TANK MODERNISATION SCHEMES **Modernisation of Tanks, Phase I**

As a first phase of Modernisation of the tank irrigation system in TamilNadu, modernisation of 150 rainfed tanks has been taken up in 7 districts. Additional 60 tanks have been proposed to be taken up during 88-89 under this phase. The total outlay for the project is Rs. 44.5 crores. The EEC grant is 25 million ECU approximate to Rs.

35.9 crores and the rest is the share of the TamilNadu Government. During 87-88, an outlay of Rs.9.74 crores was incurred on this project. 45 works were completed to create additional potential of 748 ha. For 88-89 an outlay of Rs 9.42 crores has been approved. 61 works will be completed by June '89 and this will create an irrigation potential of 974 ha. Additional 60 tanks will be taken up under this project itself and all the works will be completed by September 1990.



The President unveils statue of Kamaraj.

His Excellency the President, Thiru R. Venkataraman, unveiling a statue of Kamaraj after whom the Madurai University has been named, in the university wanted industrialists to make full use of the talents and facilities in universities and other academic institutions. The Madurai Kamaraj University had

on its staff four or five Bhatnagar awardees and it was but appropriate to make full use of their services.

Thiru Venkataraman appealed to the University to inculcate among the students the Gandhian spirit of selfless service to the nation. He wanted the university to take up

research in depth on Gandhian thinking on values in life.

Paying tributes to the services and sacrifices of Kamaraj even from his early years, Thiru. Venkataraman said that Kamaraj had participated in all agitations of the freedom struggle.

Kamaraj proved to be a great administrator and he respected bureaucrats but never hesitated to over rule their advice whenever it was necessary. His was a clean administration in Tamil Nadu. Kamaraj had never hesitated to change the rules and regulations when they went against the interests of poor and weaker sections, Thiru. Venkataraman said.

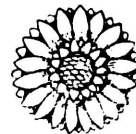
Defining Pesticides

Pesticide is a general term for any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest, including insects, rodents, fungi or weeds. There are three major types of synthetic pesticides, classified, by chemical components:

Chlorinated hydrocarbons, or organochlorines, are "hard" pesticides that break

down chemically quite slowly and can remain in the environment for long periods. They include DDT, DDD, DDE, Eieldrin, Chlordane, Toxaphene, aldrin, endrin, helptachlor and lihdane.

Organic phosphates, or organophosphates are highly toxic to humans but are not persistent in the environment. They include parathion, malathion, chlarethion, themet, phosdrin, methylparathion and trichlorphone.





TAMIL NADU MINERALS LIMITED

MADRAS – 600 005

(An Undertaking of the Government of Tamilnadu)

TAMIN exports Black and Grey Granite Blocks to Foreign countries like Japan, West Germany, U.K., Italy and Australia.

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TAMIN also offers the following important Industrial Minerals from their Mines for supply within the country and for exports to the required specification of the consumers/industries.

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4. FELDSPAR	:	+12% K ₂ O
5. ROSE QUARTZ	:	Semiprecious variety
6. SILICA SAND	:	+99.7% SiO ₂
7. FIRE CLAY	:	Refractory Grade 32.1% Al ₂ O ₃
8. RAW GRADED VERMICULITE	:	Volume expansion on heating 14 times (average)
9. EXFOLIATED VERMICULITE	:	Golden Yellow in colour
10. LIMESHEEL	:	average CaCo ₃ +.94%

for your requirements, kindly address :

The CHAIRMAN & MANAGING DIRECTOR,
TAMIL NADU MINERALS LIMITED,
P.B. No. 2961 TWAD HOUSE, GROUND FLOOR,
31, KAMARAJAR SALAI, CHEPAUK,
MADRAS – 600 005.

FACTORY :

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Stone Laid for Moore Market Shops



Three years after a disastrous fire consumed the famous Moore Market in the heart of Madras, His Excellency the Governor, Dr. P.C. Alexander, on 14th May, 1988 laid the foundation for a Rs. 22.56 crore Lilly Pond complex that would rehabilitate the 857 merchants and traders who were doing business in the old market.

Dr. Alexander assured the traders that the Government would try best to complete the new shopping complex in 24 to 27 months instead of the scheduled 32 months that were normally required for it.

Moore Market was engulfed in a fire on the night of May 29, 1985 and was virtually reduced to ashes. The final clearance for the new complex, that will take shape in what was once a Lilly pond-now filled up - came only in November 1987. It should take at least another two years to complete.

Six floors to be sold: The new Lilly Pond complex will have a basement to park 62 vehicles, a ground floor and nine floors. The Moore

Market traders would be accommodated up to the third floor and the remaining six floors would be sold for commercial shopping to bring revenue to the Madras Corporation which is putting up the structure.

His Excellency the Governor justified the emphasis that was now being given to the cleaning up of Madras, which would get a lion's share of the Rs. 650 crore World Bank urban development programme to be implemented soon. "Madras city has a history dating back to the first or second century AD. To maintain and live up to that glory, with a cultural, religious and industrial tradition built up over the years, the city had to be made cleaner and healthier for the people. Let me tell you it is not a beautifying project we have taken up. It is a drive to make it more liveable for the 4.5 million residents and a sizeable floating population visiting the city, the Governor added."

He thanked the people for the generous cooperation and participation in the cleaning campaign.

The Commissioner and Secretary to the Government, Municipal Administration, Thiru R.A. Seetharamadoss, IAS, said the Governor, who had taken a very keen interest in the development of Madras, had released Rs. 30 crores for various projects to improve the city. An immediate loan of Rs. 2.5 crores had been given to start work on the Lilly Pond complex.

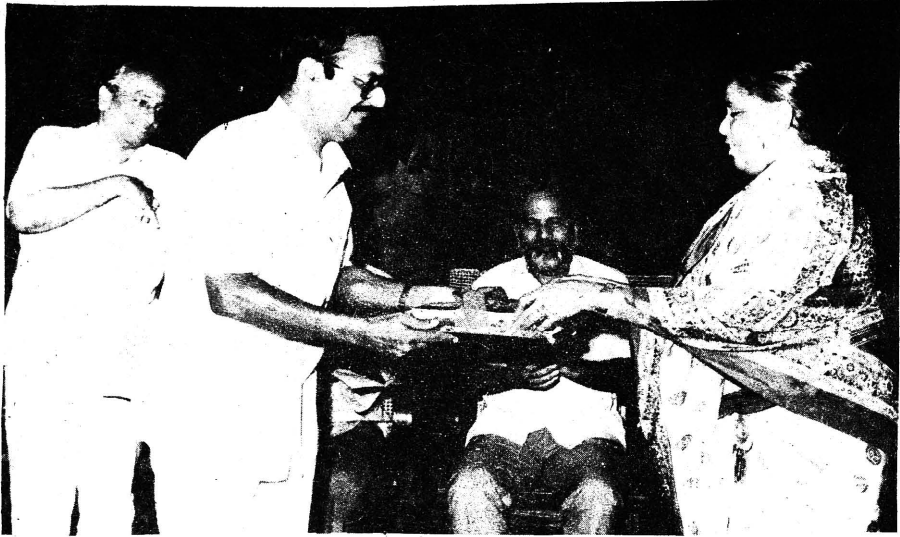
The Chief Secretary, Thiru M.M. Rajendran, IAS wanted the Corporation to explore new avenues for generating additional resources to meet the growing needs of the city. Recalling his days in the Corporation as Assistant Commissioner 25 years ago, he said since that period its revenue had increased only three fold. More shopping complexes could be considered.

Thiru G.V. Ramakrishna IAS, Adviser to Governor, presided over the meeting.

Thiru S. Sivasubramaniam, Chairman, Tamil Nadu State Construction Corporation, which would construct the complex, said provision had been made for 976 shops in all up to the third floor. The remaining six floors with 4,200 sq.m space in each, would be sold. Six lifts and six staircases with two emergency exits would be provided. Work on the complex would begin soon.

Welcoming the gathering, the Corporation Special Officer, Thiru L.M. Menezes, IAS said the Moore Market, built by Lt. Col. George Moore in 1900, had become a landmark in the city and a popular market for second hand things besides housing a veritable treasure house of old books. There were 527 stall owners and 330 vendors in the old market, who would be rehabilitated in the new complex. "We will make sure it will remain a market for the middle and lower income group", he said.

The Corporation Commissioner Tmt. Shantha Sheela Nair, IAS, said it was a special year for the civic body and the Lilly Pond complex would be a modern landmark.



Two Films on Civic Awareness

Two six-minute films on civic awareness entitled "Sinthithuppaar and Nalavazhvu", produced by the Tamil Nadu Films Division for the Corporation of Madras were handed over to the Madras Television Centre by the Special Commissioner and Secretary, Information and Tourism Department, Thiru C.N.Ramdas, I.A.S., at a function held at Kalaivanar Arangam on 10-5-88.

A preview screening was held before the "U-matic" video tapes were handed over.

Handing over the tapes, Thiru C.N.Ramdas, I.A.S., pointed out that television was a very powerful medium of communication, and Quickies could be effectively used to inject messages.

Tmt. Akila Sivaraman, Director of Television Centre who received the tapes, stressed the need for such films.

In his presidential address, Special Officer, Corporation of Madras, Thiru L. M. Menezes I.A.S., asserted that it was wrong to asso-

ciate the lack of civic awareness with the poor alone. The message conveyed by the films are for both the educated and uneducated public. The urban public must be educated.

As part of the Corporation's tricentenary celebrations, the films were produced to heighten the common man's sensitivity to civic awareness. Corporation Financial Adviser Thiru R. Sellamuthu said in his welcome address.

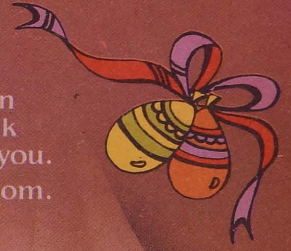
Thiru C. N. KrishnaBharathi Director of Information and Public Relations proposed a vote of thanks.

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— MAHATMA GANDHI

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