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2

Cover Story

Chief Minister Unfurls
National Flag

Chief Minister warns that criminals will not be allowed to take refuge in politics, at the Golden Jubilee National Independence Day on 15.8.96.

4

Song of The Rain

A poem of Kahlil Gibran.

6

'94 State Film Awards

Chief Minister Kalaaignar M. Karunanidhi presents the 1994 State Film Awards. Governor Dr. M. Channa Reddy and Super Star Thiru. Rajinikanth participate in the function.

10

News from Legislature

Some important announcements made on the floor of the Assembly.

18

Prime Minister at Madras

Chief Minister pleads for special consideration for Tamil Nadu

At the meeting organised to commemorate the 40th Anniversary of LIC, the cream of Political leaders in Tamil Nadu participate along with the Prime Minister - A report.

21

Children & Discipline

In an age of increasing nuclear families, disciplining children is becoming difficult. We discuss on means to discipline them.

24

Start a Small Industry

In our final article in the series, we discuss the ways to lay the foundation for business success.

29

Our Environment

We reproduce the fascinating article, a global plan to save our planet's environment, published in USA Today.

35

Asthma

Asthma is on the increase mainly due to increasing pollution. An article that would help understand the disease, especially in children.

37

Home Accidents

Some potential home accidents and the ways to avoid them.

COVER STORY

Chief Minister unfurls National Flag on 50th Independence Day

CRIMINALS WILL NOT BE ALLOWED TO SEEK REFUGE IN POLITICS

- Kalaingar M. Karunanidhi
addressing at the ramparts of
Fort St. George, Madras on 15.8.96

The Hon'ble Chief Minister, Kalaingar M. Karunanidhi unfurled the National Flag at the ramparts of Fort St. George on the occasion of the 50th Independence Day on 15.8.96 and declared that the nexus between criminals and politicians will be broken and an honest and corruption free administration will be provided in Tamil Nadu.

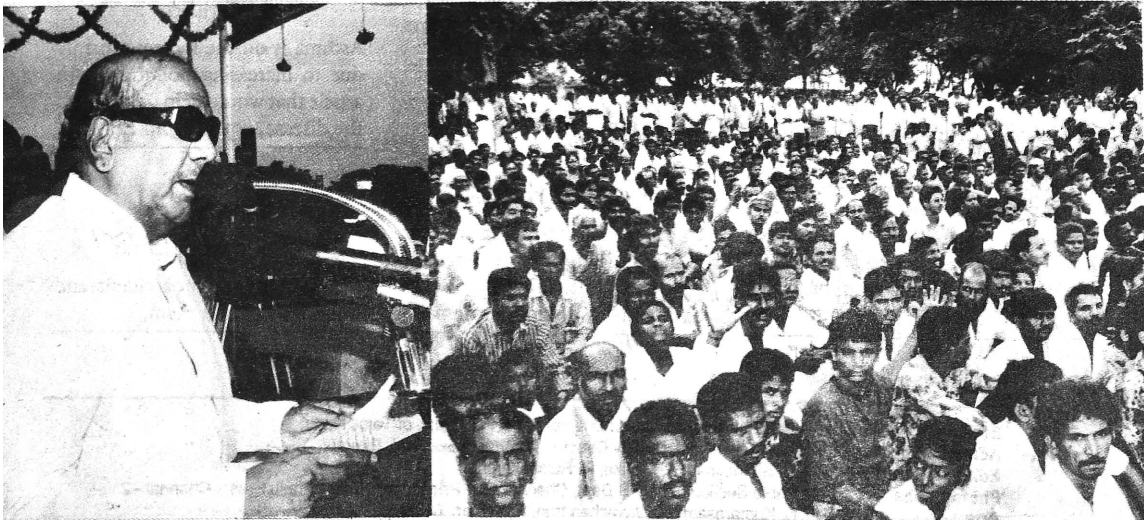
The people were well aware of this determination of the Government from the actions

initiated in the three months since it assumed office. Whether they were politicians or officials, severe action had been taken against those who had committed irregularities, the Chief Minister said.

Simultaneously, the Government had taken steps to simplify the various procedures by decentralising the powers which were now concentrated at the higher levels of the administration. The attempt was to provide a greater access for

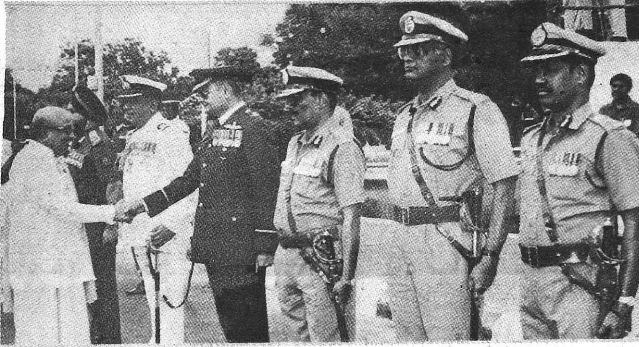
the people to seek redressal for their grievances which would make the administration more responsible.

The Chief Minister said that his Government had assumed office at a time when people had lost faith in the police and anti-socials were ruling the roost. Extortionists, dacoits, mercenaries and goondas were threatening the very security of life. The drive against them would be carried on with an iron hand and lawlessness would be



put an end to in the State. "The criminals will no more be allowed to seek refuge in politics or don the mantle of politicians", the Chief Minister warned.

The funds of the Government which found its way elsewhere had been routed back to the



exchequer. The efforts now would be to further increase the income of the Government and provide efficient administration which would be alive to the problems of various sections of society.

Besides weeding out corruption, the Chief Minister said the Government had taken various measures to bring about a second green revolution in the State. A lot of efforts had been made to give a new thrust to the industrial development in the State. As the State had a good infrastructure and trained manpower, the Government wanted to create more employment opportunities. A committee of legislators, representatives of consumers and officials had been appointed to revamp the public distribution system in the State. The Government had taken a massive scheme on a war-footing to

provide basic amenities, like protected drinking water supply, proper roads and street lights.

"We may be confronted with many problems but they will be overcome with confidence and fortitude", the Chief Minister said.

He said that the Nation had

entered the Chief Minister warned a new era and the formation of the United Front Government at the Centre marked the dawn of true federalism in the country. Such a Government was necessary to recognise the diversity of culture and aspirations of the people of various States, languages and religions. The common minimum programme of the United Front was based on this principle.

While the State Government was pressing for greater autonomy to ensure a truly federal set up, it was also keen on delegating powers to the lower levels. This could be realised by the people soon when the elections to the local bodies were completed, he added.

The Chief Minister distributed sweets and food packets to physically

handicapped children and distributed awards to persons who rendered appreciable service to the physically handicapped and aged persons.

Earlier, on arrival at Fort St. George, the Chief Minister was received by the Chief Secretary, Thiru. K.A. Nambiar and introduced to the representatives of the three Defence Services, the Director-General of Police, Thiru. K.K. Rajasekaran Nair, the Commissioner of Police, Thiru. V.K. Rajagopalan and other senior police officers. Before he was conducted to the flag mast, the Chief Minister took the police salute and inspected a guard of honour.

The Chief Justice of the Madras High Court, Thiru. K.A. Swami, the Assembly Speaker, Thiru. P.T.R. Palanivel Rajan, Ministers, MLAs, MPs, the TMC Leader Thiru. G.K. Moopanar, Prince of Arcot Thiru Mohammed Abdul Ali and Senior officers of the Government participated in the function.

In the evening, the Governor, Dr. M. Channa Reddy, held the customary Independence Day reception at Raj Bhavan. The Chief Minister, Kalaingar M. Karunanidhi and his cabinet colleagues, former Maharashtra Governor, Thiru. C. Subramaniam, former Chief Justice of Madras High Court Thiru M.M. Ismail and several retired and serving IAS and IPS officers and prominent citizens were among the distinguished invitees who attended the reception.

SONG OF THE RAIN

- KAHILIL GIBRON



*I am dotted silver threads dropped from heaven
By the Gods. Nature then takes me, to adorn
Her fields and valleys.*

*I am beautiful pearls, plucked from the
Crown of Ishtar by the daughter of Dawn
To embellish the gardens.*

*When I cry the hills laugh;
When I humble myself the flowers rejoice;
When I bow, all things are elated.*

*The field and cloud are lovers
And between them I am a messenger of mercy.
I quench the thirst of the one;
I cure the ailment of the other.*

*The voice of thunder declares my arrival;
 The rainbow announces my departure.
 I am like earthly life, which begins at
 The feet of the mad elements and ends
 Under the unraised wings of death.*

*I emerge from the heart of the sea and
 Soar with the breeze. When I see a field in
 Need, I descend and embrace the flowers and
 The trees in a million little ways.*

*I touch gently at the windows with my
 Soft fingers, and my announcement is a
 Welcome song. All can hear, but only
 The sensitive can understand.*

*The heat in the air gives birth to me.
 But in turn I kill it.
 As woman overcomes man with
 The strength she takes from him.*

*I am the sigh of the sea;
 The laughter of the field;
 The tears of heaven.*

*So with love -
 Sighs from the deep sea of affection;
 laughter from the colourful field of the spirit;
 Tears from the endless heaven of memories.*

1994 STATE FILM AWARDS PRESENTED

Tamil Nadu has great potential for development and people must extend their support to the Chief Minister in this task.

*- His Excellency the Governor
Dr. M. Channa Reddy in his Presidential Address at the
Film Awards Funcion on 18.8.96 .*

Hon'ble Chief Minister Kalaighnar M. Karunanidhi distributed film awards to producers, directors, actors, actresses and technicians at a function held at the University Centenary Building, Madras on 18th August'96. His Excellency the Governor of Tamil Nadu Dr. M. Channa Reddy, presided over the function.



In his presidential address the Governor commended the initiatives taken by the Chief Minister to put down lawlessness in the State. He said that he had been watching the proceedings of the State Assembly and the Government activities



outside. He said, the Chief Minister had embarked on himself a difficult task of bringing

sanity where lawlessness had reached its peak. The Chief Minister's determination to free Tamil Nadu from the clutches of violence and

lawlessness was praiseworthy. The Governor said the coming together of film actor Thiru Rajinikanth, Thiru G.K. Moopanar, and the entire film world to fight against the lawlessness created

in the State during the previous regime had made the task for Kalaighnar M. Karunanidhi easier. He said Tamil Nadu had a great potential for economic development and called upon people to extend their support to the Chief Minister

in this task.

The Chief Minister in his address said Tamil Nadu was

lucky to have a person of the stature of Dr. Channa Reddy as its Governor. Although the recipients of the awards for the year 1994 were chosen by a Committee set up by the former regime, the present Government accepted it as it believed in political ethics, the Chief Minister reminded. He assured the film industry that he would do his best to fulfill its demands as early as possible. Referring to Rajinikanth's statement that a leader had conveyed his appreciations of the way he was ruling the State now, the Chief



Minister said he wanted Thiru Rajinikanth to convey his personal thanks to the leader who was in the other corner of the country.

Movie Super Star Thiru Rajinikanth said God had saved Tamil Nadu from the lawlessness and



has installed Kalaignar Karunanidhi as Chief Minister.

Earlier, Thiru V. Mullaivendan, Minister for Information and



Publicity welcomed the gathering. Thiru Durai Sundaresan Secretary, Information and Tourism Department later proposed a vote of thanks.

RECIPIENTS OF THE FILM AWARDS FOR THE YEAR 1994

Best Feature Film :

- First Prize : Naattamai (R.B. Chowdhri, Super Good Films)
 Second Prize : Nammavar (P. Venkatarama Reddy, Chandamama Vijaya Combines)
 Third Prize : Pavithra (K. Subash, Thanuja Films)
 Special Prize : Mohamull (J. Dharmambal, J.R. Circuit)

Best Tamil Film

Portrayed women in a good manner : Karuthamma (Bharathiraja, Vetrivel Art Creations)



Awards for Best Actors, Actresses and Technicians

- Best Actor : **Sarathkumar** (Naattamai)
 Best Actress : **Selvi Rajashri** (Karuthamma)
 Best Actor : **Nagesh** (Nammavar)

(Special Prize)

- Best Actress : **Selvi Oorvasi** (Magalir Mattum)



(Special Prize)

- Best Director : **Ravikumar** (Naattamai)
 Best Script Writer : **Erode Sounder** (Naattamai)
 Best Dialogue Writer : **Balakumaran** (Kaadalan)
 Best Music Director : **A.R. Rahman** (Kaadalan)
 Best Lyricist : **Vairamuthu** (Karuthamma)
 Best Playback Singer (Male) : **S.P. Balasubramaniam** (Jai Hindh)
 Best Playback Singer (Female) : **Swarnalatha** (Karuthamma)
 Best Cinematographer : **Jeeva** (Kaadalan)
 Best Sound Recordist : **Sridhar, Sivakumar** (Duet)





- Best Film Editor : Lenin, Vijayan
 Best Art Director : Thotta Tharani
 Best Stunt Master : Raakki Rajesh
 Best Choreographer : Sundaram, Raju
 Best Make-up Artiste : Sasi
 Best Costume Designer : Kasi
 Best Child Artiste : Monisha



Awards to outstanding Film Veterans

Arignar Anna Award :

Aroor Dass

Paventher Bharathidasan Award:

Kavignar Vali

Raja Sandow Award :

S.P. Muthuraman

Kalaivanar Award :

Senthil

M.G.R. Award :

Vijaykanth



TAMIL NADU LEGISLATIVE ASSEMBLY NEWS

CM hints at reinstating Madhavaram dairy workers

The Chief Minister, Kalaingar M. Karunanidhi on August 20 hinted at the possibility of reinstatement of the Madhavaram dairy workers who were dismissed in 1980 and still remained unabsorbed in service. He said the trade unions could sit together and draw a list of the workers who should be restored to the job and the Government would be prepared to consider the list.

20 fishing harbours to be developed in Tamil Nadu.

Fisheries Minister Tmt. Jenefer Chandran, on August 20, informed the Tamil Nadu Assem-

bly that the State Government would take steps to develop 20 fishing harbours in coastal areas in the State.

Replying to the debate on August 20, on the fisheries demands, she said based on the demands from Tamil Nadu Fishermen, a master plan was sent to the Centre for the development of the fishing harbours. A survey was being conducted in Colachel and Rameshwaram areas. After obtaining the report, the harbours would be built with Central Financial assistance.

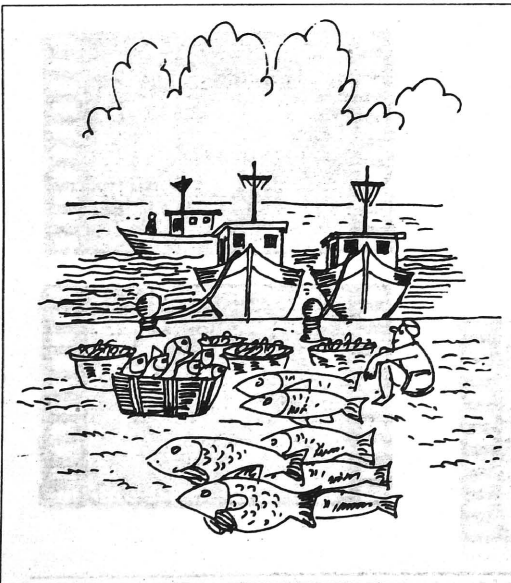
Fishing harbours in Palayaru, Mallipattinam and Tuticorin would be expanded, she said.

Grace time to renew job registration

Unemployed persons who had failed to renew their registration with the employment exchange in the period 1993 during 1995 would be given a three month grace period to revalidate their registration, the Labour Minister Thiru A. Rehman Khan, announced in the Assembly on August 20.

The grace period would be from the date of the Government Order be issued in this regard.

Likewise for defaulters in the current year, the renewal period had been relaxed to 18 months from the normal one year, he said replying to the



discussion on the demands for grants on Labour, Factories, Employment and Training.

SSG to be disbanded

The Special Security Guard, created during the previous AIADMK regime for providing protection to the then Chief Minister Selvi. Jayalalitha will be disbanded forthwith.

Announcing this in the Assembly on August 26 the Chief Minister Kalaingar M. Karunanidhi said the 606 personnel inducted in the SSG would be deployed for the 'Service of the People', the training facility created for them would be utilised for the benefit of other police personnel.

As the SSG was created by the statute, necessary legislation would be brought forth to disband the force, he said replying to the discussion on the police demand.

Selvi Jayalalitha was enjoying the protection available for a "Z" category VIP. For this category of people, three inspectors, two sub-inspectors, two head constables and 20 constables were provided protection. Since she wanted that her Protection should be like that afforded by the Special Protection Group to the Prime Minister, the SSG was created, Kalaingar M. Karunanidhi charged. For no other Chief Minister, a force like the SSG was created in the country.

A total expenditure of Rs. 21.23 crores had been incurred for providing protection to Selvi. Jayalalitha during her Chief Ministership, he said.

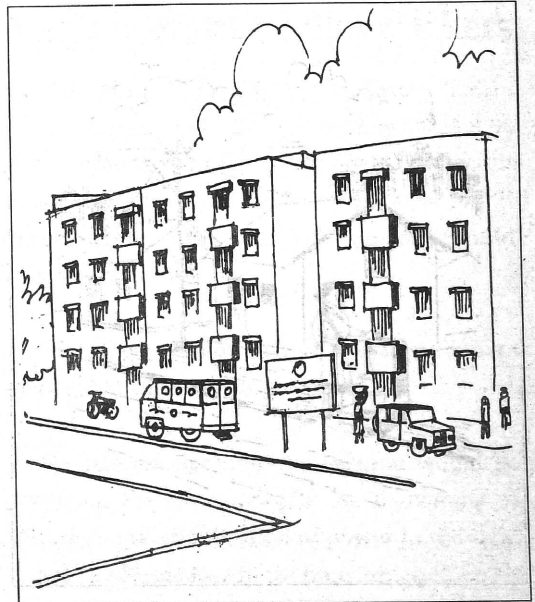
The Chief Minister also announced the abolition of the prohibition enforcement wing (PEW) and the forest cell CID Police wing. The

decision on the latter was a sequel to the recommendation of the Police Commission set up by the DMK Government in its earlier rule in 1989. The Commission had suggested that the local police station could investigate offences relating to the forests. Special forest police stations in the vicinity of forests would also be set up to prevent sandalwood smuggling. Kalaingar M. Karunanidhi said that since a special task force had been created to apprehend the forest brigand, Veerappan, abolition of the forest cell CID would not hamper that work.

Police City for Madras

A 'Police City' will be formed in Madras at a cost of Rs. 100 crores.

The Chief Minister Kalaingar M. Karunanidhi, told the Assembly on 24th August 96 that 3,000 residential quarters for the officers upto the level of Assistant Commissioners of Police would be constructed in the proposed city to be located at



Greens Road in Thousand Lights by dismantling the existing 637 police quarters.

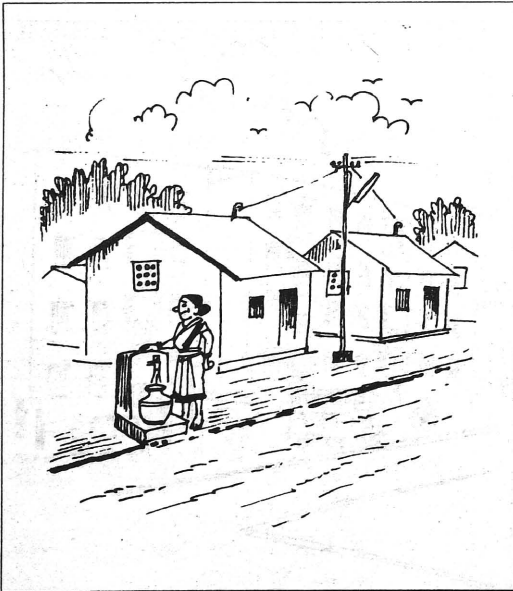
The project would be implemented in a phased manner over a period of four to five year. HUDCO had been entrusted with the work of preparation of layout and type designs.

In the first phase 400 flats would be constructed and action had been initiated to vacate the existing occupants, he added.

Government ready to build houses for gypsies

The State Government would not hesitate to provide houses to gypsies if they gave up their nomadic practice and settle down in a place, the Chief Minister Kalaingar M. Karunanidhi told the Assembly on 25th August.

Not only 'pucca' houses were constructed for



them near Tiruchi under a free housing scheme some decades back, but assistance was extended to help them start trades but they did not stick on in that place, he said during the question time.

Qualifying Service for full pension reduced

The Tamil Nadu Government has decided to reduce the maximum qualifying service to get full pension from 33 years to 30 years.

This was announced by the Education Minister, Thiru K. Anbazhagan, while replying to the discussion on the budgetary demands for miscellaneous subjects in the Assembly on August 27.

The Minister said the option would be given to the employees either to opt for pension at 50 percent of average emoluments drawn during the last 10 months prior to retirement, or 50 percent of the pay last drawn at the time of retirement. This would come into effect from June 1, 1996.

According to the policy note, the Government has decided to extend the enhanced gratuity of Rs. 2.5 lakhs to employees who had retired on or after April, 1995 against the earlier eligibility date of October 1, 1995.

MLAs get pay hike

Education Minister Thiru K. Anbazhagan, on 27.8.96 announce an increase of Rs. 550 in the monthly pay and allowances of the members

of the State Assembly. With this the MLAs would draw a total emolument of Rs. 5,000 a month.

Replying to the debate on demands for grants for pension, State legislature and election departments in the Assembly, he said the basic salary of the members would be increased to Rs. 1,800 from the present Rs. 1,700. The rates of various allowances also would be hiked. The enhanced rates are :

Travelling allowance would be Rs. 1,200 from Rs. 1,000, constituency touring allowance from Rs. 400 to Rs. 500, Postal allowance from Rs. 450 to Rs. 500 and Telephone allowance increased from Rs. 900 to Rs. 1,000.

Further hike in the salary of MLAs

The Chief Minister announced a further hike of Rs. 1,000 by way of allowances to the MLA's and they would now be getting Rs. 6,000 per month. The salary of the Ministers and the Assembly Speaker would be increased to Rs. 7,000 and that of the Deputy Speaker, the Government Whip and the Leader of the Opposition to Rs. 6,500.

The monthly pension for those who has participated in the language agitation would be increased to Rs. 1,500 from the present Rs. 500. They would also get a monthly medical allowance of Rs. 15. The freedom fighters who were not getting any Central pension were paid at present Rs. 1,500 per month. For those who received a Central pension of Rs. 1,500, the State was giving a token of Rs. 250 besides the medical allowance.

The widows of the freedom fighters and the language agitators would be allowed free travel facility in State transport buses.

Four lakhs of new jobs to be created

The Chief Minister hoped that 4 lakh jobs would be created in the current year itself against 18,000 in 1995 and 14,000 in 1992. The break up was 25,000 Makkal Nala Paniyalargal in rural areas, 10,000 more for municipal areas, 25,000 women to be recruited for prohibition campaign, 3 lakh jobs for women under the integrated women's development programme, 11,000 junior grade teachers, 3,000 graduate and post graduate teachers, 10,000 police personnel selected in the previous AIADMK rule, 5,000 police constables to be recruited in the current year, 1,100 Sub-inspectors and 1,060 fire service personnel.

TNEB to recruit 4,000 workers

The Minister for Electricity, Arcot Thiru. N. Veerasamy told the Assembly on 28.8.96 that the Tamil Nadu Electricity Board will recruit 4,000 persons in the next two years to fill vacancies at various levels. Of them 2,000 would be appointed this year.

Replying to a question, the Minister said there were 8,000 vacancies in the TNEB.

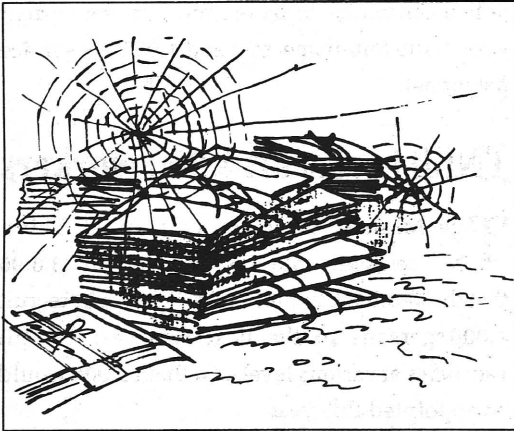
He said an electricity sub-station would be set up at the DMS complex at Teynampet to ensure proper distribution of power in the area. Orders had been issued for transferring the land

for the purpose from the health department to the TNEB.

New Technology for old factory

The Chief Minister Kalaingar M. Karunanidhi on 28.8.96 said that the State Government would take steps to reopen the closed Marine Chemicals and Magnesium Plant at Valynokkam in Ramanathapuram District using new technology with Rs. 5 crore assistance from the Centre.

'Unproductive' files kept pending.



In all 2,681 files were kept pending by the previous AIADMK Government because, there was no 'revenue-earning potential' in them, the Chief Minister Kalaingar M. Karunanidhi revealed in the Assembly on 28.8.96. The Chief Minister in a lighter vein, said he was subjected to dust allergy while clearing those files, kept pending for periods ranging from one year to

five years.

While on the one hand such files were allowed to pile up, other files which had a 'revenue earning potential' were cleared in just a day, he said. The details are :

Thirty-four files were kept pending for five years.

60 files for four and a half years, 457 files for three years.

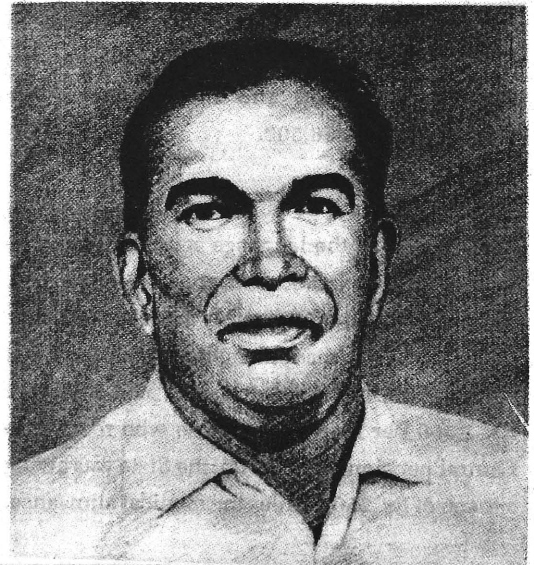
238 files for two and a half years, 229 files for two years.

276 files for one and a half years and 184 files for one year.

While the previous Government has created 14,000 jobs in 1994 and 18,000 jobs in 1995, the present Government would create four lakh jobs in the next year, he added.

Memorial for Jeeva

The Chief Minister, Kalaingar M. Karunanidhi, announced in the



Assembly that a memorial would be constructed for the veteran communist leader, late P. Jeevanandam, at Nagercoil, on 28.8.96.

The District Collector had been asked to choose a suitable site for the memorial within 15 days, he said.

Though the previous AIADMK Government made an announcement in the Assembly in 1994 that a memorial for the communist leader would be put up and the Chief Minister, Selvi. Jayalalitha, herself reiterated it at one of the meetings in Kanniyakumari subsequently, no efforts were taken in this regard, the Chief Minister pointed out.

The Chief Minister's announcement was hailed by all leaders cutting across partylines.

Krishna waters will reach Madras on September 15

The long awaited Krishna waters will reach Madras on September 15, the birth anniversary of Anna, the Chief Minister Kalaignar M. Karunanidhi announced in the Assembly on 28.8.96.

Though the project agreement envisaged a supply of 15 tmc ft of water to the city, in the first phase it would get 3 tmc ft of water. On account of the efforts taken by the Andhra Pradesh Chief Minister, Thiru N. Chandrababu Naidu, the Krishna waters will flow into the city by the middle of next month, he announced.

An official function would be organised at

Uthukottai on that day to mark the formal receipt of water and a thanks giving meeting on the same evening in the city, the Chief Minister said.

Sales tax abolished

The Chief Minister on 28.8.96 said in the Assembly that sales tax would be abolished on coir made out of coconut fibre and on the ornamental Thanjavur plates.

Ceiling increased for crop loans

To meet the growing needs, the ceiling on cooperative credit for crops as well as jewels had been increased, the Cooperation Minister Thiru V. Thangapandian announced in the Assembly as August 14th.

The limit had been increased by Rs. 10,000 for each of these categories. Presently, cane growers were getting a maximum of Rs. 45,000 and cultivators of others crops Rs. 25,000 while those raising a loan against their jewels Rs. 40,000, he said.

As waiver of crop loans was not possible under the MoU signed between NABARD and the State Government, the present Government had come forward to give an incentive for prompt repayment of loan in the form of fixed deposits or small savings certificate to the value of half a per cent of the loan repaid.

The Ceiling on loan extended by the Central banks for petty trade and that by the urban banks for the poor to start trade had been increased to Rs. 2,000 from the present Rs. 1,500, the Minister added.

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The Speaker, Tamil Nadu Legislative Assembly Thiru P.T.R. Palanivel Rajan met the Chief Minister Kalaingar M. Karunanidhi on 16.8.96, before leaving for Malaysia to participate in the Commonwealth Parliamentary Conference at Kuala Lumpur.



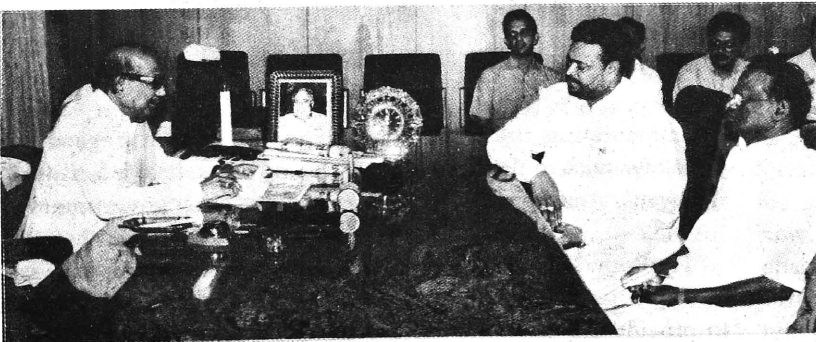
The Governor of Tamil Nadu, Dr. M. Channa Reddy inaugurated the All India Folk and Classical Dance Festival of the South Zone Cultural Centre on 13.8.96. The Minister for Tamil Development and Culture Dr. M. Thamizhkudimagan was present.

In commemoration of the Birth Anniversary of the Former Prime Minister Late Rajiv Gandhi, the Chief Minister Kalaigñar M. Karunanidhi paid floral tributes to his portrait and administered the Pledge for National Integration and Communal amity to the officers and staff of the Secretariat on 20.8.96.



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Former Captain of the Indian Cricket Team Thiru Azaruddin called on the Chief Minister, Kalaigñar M. Karunanidhi on 19.8.96.



The Union Minister for Rural Development and Employment, Thiru Erran Naidu called on the Chief Minister Kalaigñar M. Karunanidhi at the Secretariat, on 19.8.96

Chief Minister calls for special consideration for Tamil Nadu

BASIC MINIMUM SERVICE WILL BE PROVIDED IN ALL THE VILLAGES IN THE COUNTRY

- Prime Minister Thiru Deve Gowda
at Chennai on 24.08.96

"I assure Mr. Karunanidhi and Mr. Moopanar that the question of letting down Tamil Nadu will not arise at all on any issue" declared the Prime

Minister during the last five years. The Prime Minister was addressing the nation "Jeevan Suraksha" a new pension scheme of the Life Insurance Corporation and

conference of Chief Ministers held at Delhi was a step in this direction. The Prime Minister was confident that within the next four years, no village will



Minister Thiru Deve Gowda at Chennai on 24.8.96.

The Prime Minister was responding to an appeal made earlier by Chief Minister M. Karunanidhi requesting him to show special consideration for Tamil Nadu as the State has remained an "emaciated" child

commemorating the LIC's 40 years of service to the people at Kalaivanar Arangam.

The Prime Minister reiterated his government's, commitment to provide the basic minimum services in all the villages of the country, in the next four years. He said that the recent,

have any grouse regarding drinking water, health facilities, roads etc. His governments, endeavour was to see that the poorer sections were taken care of. Thiru Deve Gowda stated that Rs. 250 crores was provided in the Central Budget to provide basic facilities to slum dwellers.



Paying encomiums to LIC, Thiru Deve Gowda said that the institution has contributed to the nation by building a social security network to the common man and also by providing long term development funds for the country. The LIC had over eight crore policies with a life fund of over Rs. 72,000 crores. The LIC has till March this year, released towards social sector investment an amount of over Rs. 18,000 crores in the form of loans for purpose such as housing, power generation, water supply and sewerage schemes, road transport development etc, the Prime Minister added.

Chief Minister Kalaignar M. Karunanidhi, said during the last five years Tamil Nadu has wallowed in darkness and the sunshine was on only after the DMK came to power. The Chief Minister felt that there is nothing wrong in Thiru Gowda having a soft corner for his home state,

'Karnataka' and added that unless a leader has such sentiments he cannot be expected to have similar sentiments towards other states.

Kalaignar M. Karunanidhi appealed to the Prime Minister to show special consideration towards Tamil Nadu in the light of the suffering it had undergone in the last five years. The Chief Minister quoting statistics said that the LIC's contribution to the joint sector on Tamil Nadu nose dived to 0.36 percent during 1994-95 from 7.96 percent in 1989-90. The Chief Minister hoped that there would be an increase in LIC assistance.

The Chief Minister referred to the large number of banks and financial institutions having chosen their head quarters in Bombay and Delhi, and the general impression that the states located nearby reaped the benefits because of the

proximity. The Infrastructure Development Corporation should be located at Madras, the Chief Minister urged.

The Governor of Tamil Nadu Dr. M. Channa Reddy paid tributes to the LIC for introducing a new pension scheme for the benefits of the middle class, the self employed professionals and the salaried.

Union Finance Minister, Thiru. P. Chidambaram called on the LIC to be more active and evolve new schemes to spread the social security network in the country.

Thiru G.K. Mooppanar, Member of Parliament, offered his good wishes to the new pension scheme.

Earlier, the Chairman of LIC, Thiru N.M. Govardhan welcomed the gathering.

REPORT OF COMPTROLLER GENERAL OF INDIA

TAMIL NADU FINANCE IN BAD SHAPE DURING THE LAST FIVE YEARS

The gap between the liabilities and assets of the State Government has grown ten-fold in the past five years from Rs. 480 crores in 1990-91 to Rs. 5,075 crores in 1994-95.

According to the Report (Civil) of the Comptroller and Auditor General of India for the year ended March 31 1995, placed in the State Assembly, the revenue deficit of the Government, persisting from 1987-88 stood at Rs. 415.55 crores for 1994-95 and the deficit was covered out of borrowings.

The non-plan revenue expenditure increased by 73 per cent from Rs. 4,529 crores in 1990-91 to Rs. 7,848 crores in 1994-95. The Internal debt of the Government stood at Rs. 2,561 crores at the end of 1994-95. As much as 78 per cent of the public debt receipts was utilised for repayment of principal and interest.

The interest payment of borrowings of the Government increased by 153 per cent from Rs. 455 crores in 1990-91 to Rs. 1,152 crores in 1994-95. Fifty-six per cent of the Central loans was appropriated towards repayment of loans

and interest payment. The return on Government investments of Rs. 781 crores was only Rs. 7.86 crores (1.01 per cent) and was far below the rate at which the Government was borrowings (12.5%).

The assets of the Government increased by 29 per cent from Rs. 6,596 crores during 1990-91 to Rs. 8,525 crores in 1994-95 while liabilities grew by 92 per cent from Rs. 7,076 crores to Rs. 13,602 crores.

Against the total grants and appropriations of Rs. 13,422 crores sanctioned for 1994-95, only Rs. 11,844 crores was spent. Expenditure of Rs. 208 crores incurred under 15 grants and eight appropriation was without the approval of the legislature. A sum of Rs. 131.4 crores was withdrawn by booking it to final head of account, indicating that the amount was spent for the purpose it was granted but actually the amount was not spent, the C.G. reports says.

Another significant observation is that in relation to 1990-91, assistance to local bodies during 1994-95 declined by 30 per cent.

BLESSED ARE THOSE WORK HARD

Work is the foundation of all business, the source of all prosperity and the parent of genius.

Work can do more to advance youth than his own parents, be they ever so wealthy.

It is represented in the humblest savings and has laid the foundation of every fortune.

It is the salt that gives life its savour but it must be loved before it can bestow its greatest blessings and achieve its greatest ends.

When loved, work makes life sweet, purposeful, and fruitful.

PARENTS' GUIDE

How to infuse discipline in Children?

One day a friend of mine threw a pan of porridge at her children. (It missed I am happy to say. The incident had a drastic effect for months afterwards. If one of the children played up at breakfast time, the others would whisper : "Remember the porridge."

I can't recommend throwing porridge at children but all the same I do think that Children need discipline. It's quite surprising how many parents are afraid to lay down rules in their own home, afraid to say "No" when occasion demands.

No human group, including the family can live together happily without rules. You should have as few as possible but to make sure everybody sticks to them.

This was brought home to me when my children went to stay with some rather eccentric acquaintances. They were old when they came back. They were told "There is only one rule in this house. You can do what you like, when you like". The three of them stayed up late, ate when they felt like it, and didn't wash the dishes or do any other jobs around the place.

And they were all glad to come home again. They all looked tired out. "It was fun for a while," said one, "but it was so chaotic". There was no semblance of order to make them feel safe.

Children like order. And they like to know where they are. What is expected of them. They will put up with very strict discipline providing it is consistent. It is the parent who smacks them one minute and praises them the next who really confuses them. Of course, it's difficult to be consistent all the time. But we can try.

What do children need?

They like sweets, pocket money and cream

cakes but do they really need them? I think that the basic needs of children are the same the world over; they are love, security, a feeling of belonging, a sense of their own worth and last but, not least - some responsibility.

Nowadays, we tend to buy children toys, bikes, roller skates or new clothes to prove that we love them. A simpler and cheaper way would be to give them a hug and a kiss from time to time and praise them when they have been helpful. With children (as with adults) it's those little shows of affection that mean such a lot.

What we have to learn to do is to enjoy our children's company and to keep our sense of humour rather than taking every thing so seriously. We should be natural and spontaneous with our children when they are young. Try to have some fun with them. After all, they grow up terribly quickly.

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The basic needs of children are the same the world over: they are love, security, a feeling of belonging, a sense of their own worth and last but, not least - some responsibility.

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That's one reason, one disagrees with pseudo psychological techniques being used to frighten children and make them submissive. If a young child deserves to be punished, and you are angry, then give it a light smack there and then, and forget it. Don't threaten children incessantly. Saying things like: "Do that just once more and you're for it".

One thing you shouldn't do is say "if you do that I won't love you any more". Your child

might think that you really mean what you say and that is very frightening. John Steinbeck tells us: "The greatest terror a child can have is that he is not loved".

Now for some don'ts: Yours, not theirs

Don't use dad as a threat, saying: "What until your father comes home". Mum should have her own rules of behaviour, preferably the same as dad's and she should insist on them being kept whether dad is there or not.

Don't instil fear into children by saying: "The bogey-man will come for you." Young children find it hard enough to distinguish reality from fantasy, and this kind of warning will confuse and frighten them.

Don't overdo loss of privileges or pocket money in order to get your child to behave. One boy I knew had to forfeit two years pocket money for a misdemeanour. By the time the two years was up he'd forgotten what he'd done in the first place. He was still aware of the unfairness involved.

Try to ignore children when they behave badly (or, at least don't give them too much attention). I know this is difficult. The thing to do is give them lots of attention (and praise) when they behave well. Many parents make

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Try to ignore children when they behave badly (or, at least don't give them too much attention). I know this is difficult. The thing to do is give them lots of attention (and praise) when they behave well. Many parents make the error of only noticing children when they misbehave.

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the error of only noticing children when they misbehave.

A grave mistake is to wait on children hand and foot. Even young children can do jobs about the house and sharing in family chores gives them a feeling of responsibility and a sense of belonging. Where everybody has something to do (and knows what it is) there's less need for formal discipline.

If you think this is going too far. You can still let your child do some cooking. Make sure he/she helps in the housework, and keeps his/her bedroom tidy. Why shouldn't they? A house should be a home, not a hotel with you as honorary cook plus chambermaid.

We underestimate children

Children want to be trusted, to contribute. It's their family too so why let them get away with idleness? It's the spoilt pampered child who is so objectionable in later years, and not the child who has been subjected to rules, and given responsibility.

Children need kindness and consistency not indulgence. Remember this and you shouldn't have many discipline problems. I haven't smacked any of my children for years. Now that they're older, they discipline themselves; which is the aim of the exercise.

“And here are the “do's”

Do show your children affection (if you love them, show it) and have some rules in the home (make sure your children know what the rules are). Do know your own 'no' and stick to it; never be afraid to say: "Don't do that" (and mean it).

Do find a good playgroup, neighbour, club or child minder to take your child(ren) off your hands for a morning whilst you have a rest/ coffee with a friend/your own. Little breaks from each other make the heart grow fonder.

If you do all this I can't see you 'll have much bother with the perennial problem of discipline. The whole thing is much easier if you stick to the simple things.

Courtesy : Parenting by Heart

by Dr. Ron Taffel with Melinda Blau

HOW TO ENSURE A CHILD BECOMES MALNOURISHED (OR NOT TO)

Start with the smallest possible mother. This probably means that she was malnourished in her own childhood. Any extra food she may receive during pregnancy will be used to fuel her own metabolism and to make good her own chronic energy deficiency rather than to nourish the child in her womb.

If the diet of the mother to be is inadequate and unvaried, and she continues to do heavy work, then this will sharply increase the chances of the baby being born with low birth weight. At this point, the mother's anaemia can be almost taken for granted. Frequent illness, malaria, reproductive tract infections, mental and physical abuse, and exposure to smoke from domestic fires and cigarettes, will further increase the possibility of pre-mature birth and low birth weight.

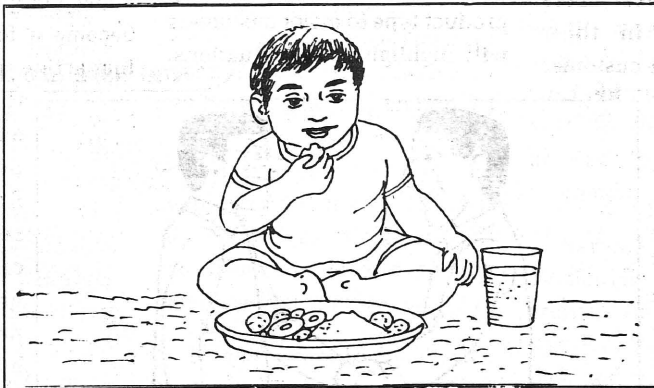
When the baby is born, the malnutrition of the mother may reduce the micronutrients in her breastmilk. Delaying the start of breastfeeding for 48 hours will further reduce the supply and also prevent the infant from receiving colostrum, the yellowish fluid which precedes normal breastmilk and protects against infection.

From now on, breastfeeding either infrequently or not at all will deny the child both the best possible food and a source of protection against common infections. If the child is instead fed from an unsterilized bottle using

milk powder over diluted with unsafe water, then a self-reinforcing cycle of poor growth and frequent infection will be set up.

Introducing solid foods too early, especially if the food is a watery gruel with little energy value, will further increase the risk of infection and growth faltering. If the child is also kept away from health centres and vaccination points, then this too will increase the likelihood of frequent infection, giving the child little time to recover properly and catch up on growth in between episodes of disease. Measles and diarrhoeal disease, in particular are sure to take away the child's appetite and cause growth to falter, especially if it is part of the culture to refuse food to a child who has an infection or withhold fluids from a child who has diarrhoea. The process will be accelerated if the child's immediate

environment is unhygienic, especially if there is neither safe water nor sanitation.



If the mother continues to eat last and least, she may have insufficient fat reserves to breast feed adequately and very little energy for looking after her child. If she also

has six or seven other children to look after, no help from her husband or partner, and a job outside the home, then this will make it virtually impossible for her to give the kind of care and attention that all small children need if they are to develop properly.

Article Courtesy : UNICEF

HOW TO START A SMALL INDUSTRY?

How to lay the foundation for Business Success?

In the fourth and final part of our series, we present an article that would mould the businessman in you.

An outstandingly successful business needs a sound foundation which ensures that simple but vitally important day-to-day matters are consistently handled well. This article gives a brief reminder of some of the things which require constant attention but are often allowed to slip.

Sales opportunities

People have a tendency to think that diversification is more attractive, and miss sales opportunities within their existing business and customer base as a result. For instance, when the customer is a subsidiary of a group of companies, the opportunity should be taken to ask for either an introduction to someone, or at least the name of a person to contact, either at group level or in other subsidiary companies, in search of business.

Many companies

list their most important customers in the order of invoiced sale, and understandably so, but it may be more important to list major customers and non-customers in the order of potential sales value, and alongside each one to record actual sales. Large differences between potential and actual sales to a customer should be analysed in order to understand the reasons, and a sales attack mounted. Quite often a customer buys only some of the product range. An analysis of sales by product type to major customers will highlight these situations,

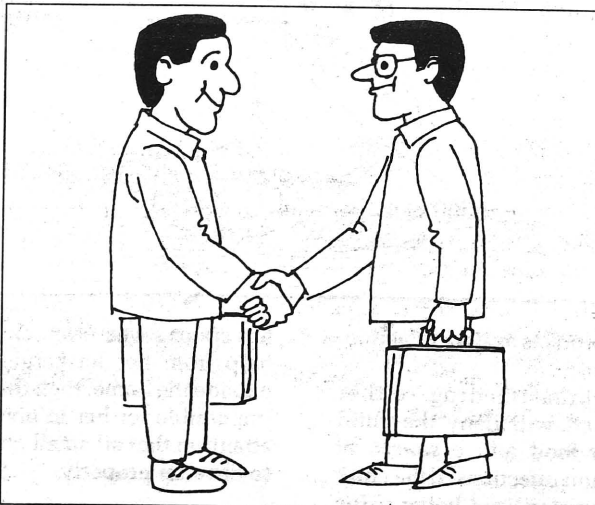
so that efforts can be made to sell the remainder of the range equally effectively.

Cross-selling is not done as systematically as it deserves. Subsidiary companies in a group should be cross-selling by exchanging client lists and providing personal introductions wherever appropriate for other subsidiaries.

Former customers and clients often do not get the attention they deserve. It is important to know promptly that someone has become a former customer, so that action may be taken before

the competition entrenches itself. Some professional firms perform one-off services for their clients, such as a house purchase or a patent application, but do not keep in contact in order to build a continuing business relationship.

New product may sometimes arise from the needs of



seemingly demanding or difficult customers, in service industries as well as in highly technical fields such as electronics or biotechnology. A corporate client of a company commissioned the design a seminar to train major systems salesman in the use of discounted cash-flow awareness to help to sell the financial benefits, because no suitable training programme was available.

Customer Service

We live in what seems to be increasingly a self-service world. When a service is provided, therefore, it is more noticeable and appreciated today.

Often good service is inexpensive or even cost-free to provide. It does require, however, a company-wide belief and commitment to provide outstanding service. Not just the salesman, but everyone dealing with a customer must regard themselves as an ambassador for the company. Telephonists, secretaries, receptionists, and delivery drivers are an integral part of the customer service.

Staff attitudes are crucial. Company-wide training programmes may be needed to bring about the required awareness and commitment to service. Airlines and railway

companies, for example, have put tens of thousands of their employees through specially tailored programmes. It is desirable to reinforce this kind of training with specific companies to improve customer service. People must feel it is part of their job to provide good service, and be continually

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reminded of its importance.

Measurable standards are needed for customer service, and performance should be measured regularly. Standards should be set for these few key features which are important to the customer; too many different standards of service to aim for are likely to diminish the response from employees.

If there is doubt about what customers regard as important, then surveys or questionnaires should be used to determine their requirements.

By measuring the service provided, important selling features may often ensure calls

are attended within an hour of notification as part of an advertising campaign to attract new members. Speed of service response is equally important to a wide range of customers from television set owners to corporate computer users.

Some customer complaints are inevitable. There is no doubt, however, that speedy and effective handling on a complaint may result in a satisfied and loyal customer. Once again, standards must be set and measured regularly. Equally money must be invested in training staff to ensure that complaints are handled well.

Quality and reliability are strong selling features. The whole workforce needs to be aware of how important these are. Continuous training and the wish to give good service are needed to maintain quality standards.

Service operations require particular attention. It is not enough to have the required standard at the beginning of the day, and then to allow things to deteriorate. Standards need to be set and monitored regularly. Attention to detail is important. For example, one chain of restaurants checks the lavatories every hour for cleanliness, and each check is recorded to ensure

the discipline is maintained.

Quality circles have been published widely and used successfully in many manufacturing operations. The concept is just as applicable to service companies, but does not seem to have been used to the same extent.

Business image

Every business has an image, even if no one makes a conscious attempt to create or improve it. The image is created not just by the product and service, but by everything that the customer sees and experience.

First impressions do count. So things such as reception area, letters and promotional literature are important.

Sometimes the reception area is unwelcoming, untidy, shabby even used for temporary storage of office supplies. It should contain product samples or display boards, company and product literature, the annual reports of the company, award certificates won and anything else that helps to create the desired image. Some

of the worst reception areas and letter headings are to be found

“ Letter headings need be designed and not left to the printer offering the cheapest price. Equally the quality of paper used and the standard of typing or word-processing need to be good. Large companies invest in design, but small companies wrongly tend to look upon designs as an avoidable expense rather than a source of extra sales and profitability. ”

amongst the smallest professional firms. As their 'product' is meeting people to give advice which is confirmed in writing, there in no excuse.

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extra sales and profitability.

Design in the widest sense is not just part of an intangible company image, but can lead to dramatic increases in sales and profits. Customers do look for better designed products and often are prepared to pay a premium price for than. The

presentation of products can have a tremendous impact on sales, and there are numerous examples of dramatic increases in sales of existing products as a result of repackaging. Equally shop and store design as a total

concept can produce similar results.

Cost reduction

Turning off the lights

“ Offices in the centre of major cities, whether owned or leased, are expensive. Whilst a prestigious or convenient city centre presence may be needed or desirable, the number of people located there should be kept to an absolute minimum. For example, the group financial accounting staff do not need to be located in a city centre to produce consolidated accounts. ”

paper used and the standard of typing or word-processing need to be good. Large companies invest in design, but small companies wrongly tend to look

whenever one leaves the office is common sense, but cost reduction needs to be tackled with strategic common sense to be effective. A desirable aim must be to become the lowest cost producer for a given specification of goods and selling or higher profit margins at any given price for the item to be achieved.

Value analysis should be used to challenge the specification of products. The customer buys the product or service for the benefit of using it or the pleasure of owning it, and if the specification is unnecessarily high for purpose intended, then the product cost is higher than it needs to be.

Value analysis should be used to attack the cost of significant items of expenditure, and not just in production departments. For example, management information is deceptively costly to produce, and should be subjected to value analysis.

Employment costs and items of expenditure not directly concerned with making, distributing or selling the products and services should be subjected to particular security. The existence of service departments should be challenged and alternatives examined. Should staff catering be handed over to a specialist catering company? Is it cost-

effective for the company to repair its own lorries and cars? Could more expert tax advisers would to rather than having an internal department? Why are internal painters and decorators employed? Should product delivery be completely, or partly, subcontracted?

Similar questions should be asked of numerous other peripheral activities. Not only cost, but the drain on management time should be considered when deciding whether or not to make a change.

Offices in the centre of major cities, whether owned or leased, are expensive. Whilst a prestigious or convenient city centre presence may be needed or desirable, the number of people located there should be kept to an absolute minimum. For example, the group financial accounting staff do not need to be located in a city centre to produce consolidated accounts.

Asset and cash management

Managers should manage assets and not imagine that these should be left to the accountant to handle. The reality is, however, that too many managers concern themselves only with profit. Assets which managers should manage include debtors, inventory, fixed and surplus assets, and equity investments.

Debtors

Amongst professional partnership and small businesses, debtor managements is often poor. The starting point for cash collection is to prepare and despatch invoices promptly, and interim invoicing should be agreed with the customer-of client whenever appropriate.

In some circumstances a deposit should be requested at the outset, and this is appropriate for the provision of professional services as well as for the supply of products. Outstanding debts need to be chased as soon as they become due for payment. The reason for non-payment needs establishing quickly and dealing with promptly, because standard fellow-ship letters are often ignored. For example, a query concerning the amount to be paid may be used as an excuse for not paying. The first telephone call to chase an overdue payment should establish the reason or excuse for delay. Partners and directors should know each month the number of debtor days outstanding; an increase of only 1 or 2 days needs prompt action to retrieve the situation.

Inventory

The inventory levels for materials, work-in-progress and finished goods stocks are the responsibility of line managers.

Standards need to be set and monitored.

Stock levels should be set in relation to anticipated sales, which may be quite different from recent experience. Unsaleable stock should be disposed of and space released. In many inventories 10 percent of the number of lines account for up to 90 percent of total stock by value. Clearly the key items of stock by value need to be identified and managed tightly.

Fixed assets

Within the medium term the cash invested in some fixed assets may be 'unfixed'. Existing property could be sold and leased back. A fleet of vehicles could be sold to a leasing company and leased back. Equally future acquisitions of property, equipment and vehicles could be leased. Strategic common sense means that the option should be examined and appropriate action taken as part of a sensible approach to financing the business.

Surplus assets

Surplus buildings, or even vacant floor space within a buildings, are apparent to everyone and action is usually taken. Surplus equipment and stocks are often allowed to remain for years, using up valuable floorspace.

If the stock really is unsaleable or unusable in the normal course of trade, then it should be disposed of at best price obtainable. A newly appointed divisional manager of an oil company,

finding he had inherited a huge stock of redundant replacement parts for the processing had written off nearly all the value in an earlier year, so the manager boosted his profit as well as his cash flow.

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A paper manufacturer decided to close an old plant, even though it was in good working order, because quality standards had improved in recent years beyond the capability of the equipment. The initial assumption was that the cost of removing it from the site would be greater than the scrap value, but the chief executive intervened and instructed people, to find a buyer. Enquiry quickly revealed a secondhand equipment broker who had a ready buyer in a developing country.

Equity investments

Companies take minority equity stakes in both quoted and unquoted companies from time to time, no doubt for sound commercial reasons at the outset. Over the years the reasons for and benefits from the investment may disappear because that circumstances change. Whilst a moderate dividend yield may have been acceptable when other benefits were being obtained, today it may make sense to realise the investment and use the cash to develop wholly owned businesses. Nonetheless some companies never seem to review their minority equity investments.

A GLOBAL PLAN TO SAVE OUR PLANET'S ENVIRONMENT

“As the world enters the 21st century, the community of nations either will have rallied and turned back the threatening trends, or environmental deterioration and social disintegration will be feeding on each other.”

Many societies have been tested severely, over the several thousand years since civilization began. Some successfully met the challenges confronting them and thrived; others did not. However, the world as a whole has never been so challenged as it is today. The questions humanity now faces are profound ones: Can we protect this and future generations from harmful doses of ultraviolet radiation? Can we avoid the biological impoverishment of the Earth projected for the next two decades? Can we head off runaway climate change? Can we bring population and food supplies into balance so that

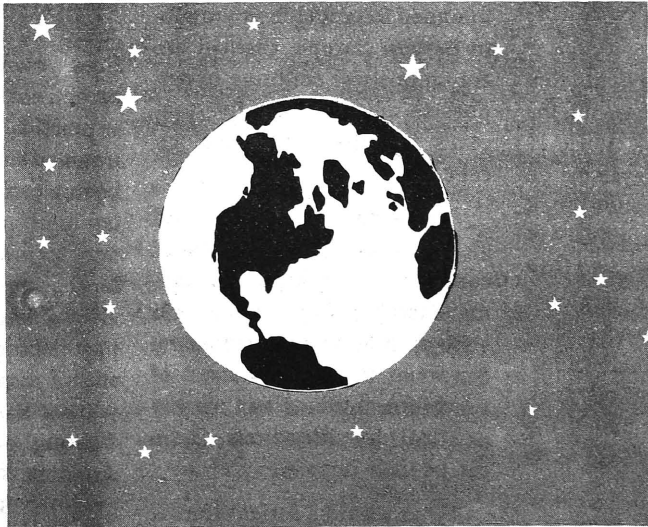
famine does not stalk the land persistently?

An affirmative answer to these questions depends on restoring and preserving the conditions that make the Earth capable of supporting a diversity of life and modern indus-

trial civilization. Human activities have pushed the planet's natural support systems dangerously out of kilter. Continuing on a business-as-usual path virtually assures severe economic disruption, social instability, and human suffering.

In the last few years of the 20th century, difficult questions are emerging of social equity, national sovereignty, and individual rights and responsibilities. For example, a person may be able to afford a large, energy-consuming automobile, but can the planet afford it? Indeed, how many carbon-emitting automobiles can the atmosphere tolerate without Earth's habitability being threatened?

Like it or not, we find ourselves in a world where we are responsible for each other's well-being. Inefficient use of fossil fuels in the Soviet Union and the U.S. contributes to global warming and thus to the eventual inundation of rich cropland in the



Nile River delta of Egypt. Uncontrolled air pollution by any country in central Europe threatens forests throughout the region. The use of chlorofluorocarbons anywhere puts the ozone layer at risk everywhere.

Obviously, a comprehensive global action plan would include many other issues - meeting the world's food needs, curbing population growth, infant mortality, inequitable wealth distribution, and industrial pollution, to name a few - but failure to meet the challenges of global warming could make dealing with other pressing needs virtually impossible. The capacity of national leaders and international institutions will be tested severely in the effort to put the world on firm ecological footing. Yet, in the end, it is we as individuals who are being tested. Our values collectively shape social priorities - what policies are formulated, how resources are used, and when change begins to occur.

There can be little doubt that energy systems are changing the Earth's climate and, with it, many of the natural systems on which humanity depends. Food production, water supplies, forest products industries, and fisheries will be at risk if global warming continues to accelerate during the next several decades. The huge quantities of oil, coal, and natural gas that fueled the modern age well may lead to its decline.

Replacing fossil fuels

There are no quick fixes to this problem. Avoiding destructive climate change will require a fundamental reordering of natural energy priorities within the next decade. Carbon dioxide (CO²) accounts for about half of the global warming now occurring. Producing less CO² requires using less fossil fuels, which means that other energy sources must be found to run the global economy.

Unfortunately, the challenge of making global warming a central concern of national energy policies is far from being realized. Energy policymaking often is driven by self-interested industries and unions, and some, such as the oil and coal lobbies, push for policies that accelerate global warming. Key legislative committees are dominated by provinces or states that produce fossil fuels, and many of the laws and tax breaks that emerge are intended to propel their growth. In Eastern Europe, ossified energy ministries continue to emphasize meeting their five-year plans, regardless of the ecological costs.

The tendency is simply to add global warming to a long list of considerations that go into making energy policy. This is not enough. If energy policymaking continues to be the domain of short-term thinking and narrow political considerations, there can be little hope.

What would a series effort at

slowing climate change look like? There are essentially three ways to displace fossil fuels: improving energy efficiency, thereby accomplishing the same tasks using less oil and coal; developing renewable sources of energy; and expanding the use of nuclear power. Our conclusion is that the simultaneous pursuit of renewables and efficiency - and the abandonment of the nuclear power "option" - is the only safe and cost-effective way to slow global warming. Meanwhile, natural gas has an important role to play as a transition fuel since it produces less carbon per unit of energy than do the other fossil fuels.

The problem with nuclear power is that, over the past 40 years, it has absorbed the vast preponderance of government energy investments and diverted political attention from the real choices at hand. Nuclear power does provide about 15% of the world's electricity and, in theory, could be used to replace coal-fired power plants and reduce carbon emissions, but this is not a practical response. Since its troubled start, nuclear power has been a problem-ridden technology and, unlike renewable energy, its problems are growing. It has become increasingly expensive and accident-prone in the past decade, and the critical issue of disposing of radioactive wastes has yet to be solved. Throughout most of North America, Western Europe, and even the Soviet Union, people

are rejecting the expansion of nuclear power. Unless the tech-

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Worldwide, lighting accounts for about 17% of electricity use or 250,000,000 tons of annual carbon emissions. For common household use, compact fluorescent bulbs using 18 watts of electricity can provide the same illumination as incandescent bulbs that use 75 watts.

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nology is revamped completely and there is a sea change in public attitudes, both of which are increasingly implausible, that scale of expansion is impossible.

Improved energy efficiency can have a much larger and more immediate impact. Shifting to more fuel-efficient transportation could reduce carbon emissions sharply. If vehicles average 50 miles to the gallon rather than the current 20, automobile carbon emissions would fall to 273,00,000 tons, half of what they are today. (Already, prototype cars have been developed that get over 70 miles per gallon.)

They also could be lowered by improving the efficiency of electricity-using devices. Currently, 64% of the world's electricity is produced using fossil

fuels (chiefly coal), accounting for 1,500,000,000 tons of global carbon emissions annually.

More efficient lighting systems have a particularly large potential. Worldwide, lighting accounts for about 17% of electricity use or 250,000,000 tons of annual carbon emissions. For common household use, compact fluorescent bulbs using 18 watts of electricity can provide the same illumination as incandescent bulbs that use 75 watts. Improved bulbs and ballasts can cut the electricity use of commercial buildings lighting by 75% using existing technology. Cogeneration (the combined production of heat and power) also has enormous potential to improve the efficiency with which electricity is generated. This technology allows the inevitable waste heat from electricity generation to be used directly by buildings or industry or for further electricity generation in a combined cycle system.

Over all, energy efficiency improvements worldwide between 1990 and 2010 could make a 3,000,000,000 ton difference in the annual amount of carbon being released into the atmosphere. A study by Irving Mintzer of the World Resources Institute suggests that a reduction in emissions of this magnitude could make a difference of 0.5-1.5. Celsius in the global average temperature by 2075. There is simply no other approach that offers as large an opportunity for limiting carbon

emissions.

Renewable sources of energy do not have nearly as large a potential to displace fossil fuels in the years immediately ahead. However, that potential will grow as the technologies are improved. Solar, hydro, wind, and geothermal power have been pursued with notable successes by governments and private companies since the mid-1970's. Across a broad spectrum of technologies, costs have fallen steadily and performance has improved. If renewable sources are to supply a large share of the world's energy by mid-century, they must be vigorously developed today.

If policymakers do not grasp the link between energy efficiency, renewable energy, and global warming, climate stabilization will not be possible. Although governments have supported these technologies for over a decade, their commitment has been inconstant and wavering. This is particularly true in the U.S., where research and development budgets for renewables and efficiency soared in the late 1970's, but then were cut by 80% between 1981 and 1988, slowing the reduction in carbon output. The U.S. Department of Transportation's recent decision to lower fuel economy standards for automobiles and light trucks will exacerbate global warming, as will the choice of Chinese officials to emphasize extensive coal mining, rather than efficiency. A serious and

lasting government commitment to the development and use of energy-efficient and renewable technologies is a prerequisite to stabilizing world climate. So, too, are individual decisions about the kind of refrigerator to buy, the amount of home insulation to install, and how much to drive a car.

For policymakers, the essential challenge today is to improve energy efficiency in a period of low energy prices. The costs of climate change and other environmental effects of fossil fuels can be reflected in prices for consumers by raising taxes on gasoline and other carbon-based fuels. The U.S., for example, could raise \$100,000,000,000 annually by hiking its gasoline taxes \$1.00 per gallon to the European average tax of \$1.50 per gallon. Alternatively, governments could levy a "carbon tax" on fossil fuels, corresponding to the amount of carbon in each fuel. This would hit coal appropriately hard, since it produces more carbon per unit of energy used than oil or natural gas. Energy prices would rise, efficiency would improve, and renewable energy sources would become more competitive.

Ideally, such taxes should be agreed on internationally so that the additional costs would not hit economies disproportionately. The revenues could be used to offset other taxes and

develop permanent and stable funding for energy efficiency and renewable energy programmes.

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It would, for example, make sense for the international community to devise a programme to use photovoltaics, rather than coal, to electrify all Third World villages by 2010.

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If industrial-country governments devoted 10% of the revenues of such a tax to energy efficiency, renewable energy development, and reforestation in the Third World, it would encourage a broad-based assault on the problem of climate change.

Large-scale investments in energy-efficient buildings also can help stabilize climate. Governments can provide building owners with technical assistance and utility companies can invest in improved building efficiency, rather than new plants. These investments can be essentially self-financing via a revolving fund since they pay for themselves in lowered fuel bills.

Fuel efficiency standards for automobiles, appliances, and other energy-using devices are another proven way to reduce fossil fuel use. U.S. appliance efficiency standards already enacted will displace over 300,000,000 tons of carbon by

the year 2000. The international market for technologies and the common interest in climate stabilization argue for international efficiency standards for automobiles, trucks, lighting systems, appliances, and electric motors. Reaching a minimum new-car fuel efficiency of 50 miles per gallon by the year 2000 and 60 miles per gallon by 2010 would be an important step toward restoring climate stability.

Cost-effective options

To slow global warming significantly, hundreds of billions of dollars of investments in improved energy efficiency ultimately will be required. Although it might seem that such levels are impossible in a debt-swamped world, many energy efficiency options are inherently cost-effective. Companies and individuals ultimately would save money via reduced fuel bills, and the more energy-efficient economies would tend to be more competitive in world markets. Government's role is to set the framework that allows these kinds of cost-effective investments to proliferate.

In other areas, government has a more direct role to play. It would, for example, make sense for the international community to devise a programme to use photovoltaics, rather than coal, to electrify all Third World vil-

lages by 2010. The United Nations and the World Bank, thereby, could spur sustainable development and help slow global warming.

The challenge of raising sufficient funds to invest in efficiency in the Third World is particularly severe. Carbon emissions are growing at annual rates as high as five percent, driven by rapid population growth and expanding economies. China, for example, has plans to more than double its use of coal by sometime after the turn of the century, an "achievement" that well could push it past the U.S. and the Soviet Union as the world's number-one carbon emitter. Already deeply in debt, most developing countries are chronically short of capital. One answer is to redirect a portion of the enormous flow of international lending currently devoted to building power plants and electric lines. The World Bank has begun to consider major loans for improved efficiency.

Global warming already has opened a new chapter in the debates over energy policy in many national capitals. Old battlelines, first established when high oil prices commanded attention, have been redrawn in many cases. Numerous politicians still seem to be hoping for technical fixes that will allow them to avoid making hard choices. This resistance will

have to be overcome if effective energy policy is to be forged out of the global warming threat.

To redirect world energy trends in the absence of direct market pressures is an unprecedented challenge. Politicians will have to rise above the parochial interests that often motivate them, and companies and individuals will have to focus on the real bottom line, which shows that improved efficiency is both cost-effective and can slow global warming. Action will be facilitated if governments adopt short- and long-term carbon reduction goals along the lines of the 20% reduction by 2005 suggested at the 1988 Toronto climate conference. Perhaps more productive would be energy efficient targets, either by

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sector or for the economy as a whole. In any case, there is a clear need both for early national initiatives and eventual international agreements to reduce carbon emissions from fossil fuels.

If, instead, societies persist with business as usual, letting current trends continue, the new age will look very different. Climate change will accelerate, causing untold economic disruption. Summertime heat waves will bring more water shortages, power blackouts, and crop failures. The hunger and malnutrition that has engulfed much of Africa and parts of Latin America during the 1980's will spread. In more countries, infant mortality will rise and life expectancy will fall, as is already happening in Ghana, Madagascar, and Peru. As food riots and famine become more commonplace, and as the chasm between the haves and have-nots widens, social and political institutions will begin to unravel. At some point, a mounting preoccupation with the unstable present will begin to obliterate hopes for reclaiming the future.

There is little precedent for the scale of action needed over the next decade. In recent history, the only time when change even remotely approached what needed now was in the early 1940's, when countries mobilized for war. There are, however, important differences. Despite its name, World War II scarcely touched many parts of the globe. The dangers were clear and immediate for those involved, and they knew the military effort was temporary. This made the sacrifices

and adjustments needed to mount an effective fight easier to bear.

By contrast, the battle to protect the Earth's life-support systems lacks definition in the minds of many. The danger is not so clear at present. Climate change is a gradual process and therefore difficult to mobilize against. Moreover, the adjustments needed are permanent, for they are the prerequisites for long-term progress. Given these characteristics, a timely response to environmental threats depends less on emotion and more on reason - which may explain the growing gap between what needs to be done to secure the future and what is being done.

Social change on the scale needed will take society into uncharted territory. It will require converting a global economy now using six percent of its resources for means of destruction into one devoted to the reconstruction of the planet. In essence, the task is to organize and sustain a survival economy much the way countries today maintain permanent standing armies and strategic weapons in the hope of deterring war. Rather than sitting idle, however, the investments in our planet's future will be used productively - for planting trees, developing renewable energy sources, and expanding food production, among other vital tasks.

Launching and carrying through on the initiatives needed to safeguard the planet will place

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Our values, choices, and behaviors shape social and political change. Unless more of us join the effort, there is little hope of halting the planet's deterioration.

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extraordinary demands on political leaders and a high premium on imaginative leadership. As shown by the progress of air pollution control in Europe or protection of the ozone layer globally, action by just a few countries can inspire many others to join in. When the prime ministers of Canada and Norway publicly embraced the goal of reducing carbon dioxide emissions by 20% by 2005, they helped move concerns about climate change from research institutes into legislatures, where they now need to be.

Whether the 1990's becomes a turn-around decade also will depend heavily on the response of scientists and the communications media, for both play key roles in broad-based public education. As important as scientists' findings in their laboratories will be their ability and willingness to translate these discoveries into terms understandable

to nonscientists. Similarly, the media will serve the public's need for information better when it begins conveying, for example, that deforestation rates are as important an indicator of societal health as inflation rates.

Ultimately, responsibility for the future rests with individuals. Our values, choices, and behaviors shape social and political change. Unless more of us join the effort, there is little hope of halting the planet's deterioration. The risk is that, if we do not move fast enough, pressures on social institutions will become excessive, and they will be in to unravel. By the end of the next decade, the die will pretty well be cast. As the world enters the 21st century, the community of nations either will have rallied and turned back the threatening trends, or environmental deterioration and social disintegration will be feeding on each other. The ultimate rationale for a massive social mobilization to reverse these trends is summed up in a bit of graffiti painted on a bridge in Rock Creek Park in Washington, D.C.: "Good planets are hard to find."

Article by :

**Lester R. Brown,
Christopher Flavin and
Sandra Postel**

Courtesy : The USA Today.

HEALTH

ASTHMA IN CHILDREN

Asthma can start at any age and it is one of the most common childhood diseases. There are many causes for this disease but understanding the disease can help you care your child better.

Asthma is a disorder of the respiratory (breathing system) involving the lungs and the airways. The typical signs and symptoms are attacks of breathlessness, wheezing (that is breathing with difficulty and whistling sound) and coughing which can start within 15 minutes of exposure to the stimulating factors. If there is great breathing difficulty, the person may perspire and have a fast pulse rate. These attacks come in episodes and are usually reversible spontaneously or on treatment. Between attacks, the patient has a normal breathing pattern.

Childhood asthma is one of the most common diseases causing absence from school. Boys are twice more likely to develop asthma than girls. In many children, the attacks become less severe and occur less frequently from the age of 6-8 years and at least one third of them grow out of it by puberty.

What can start off an attack?

The air passage of the asthmatic are abnormally, sensitive (hyper-reactive) to a variety of substances and conditions. For an asthmatic child, the stimuli for an attack can be any of the following.

Environmental Factors :

- * Allergens, pollens (especially, grasses) mould spores, animals fur and dandruff, house dust, mite, biological detergents.
- * Foods, milk, eggs, nuts, alcoholic drinks, tartrazine, (food additive) sulphur dioxide preservative.
- * Non specific irritants, dust, cigarette smoke,

air pollutants,

- * Exercise
- * Stress and emotional disturbance
- * Change of air temperature
- * Chemical fumes including exhaust fumes. Medical condition & medicines.
- * Respiratory infection (especially viruses)
- * Some antibiotics and other medicines.
- * Certain medicines and devices used in asthma treatment.
- * Certain ingredients in the medicine such as preservations and dyes.

Although some children are sensitive to only one of these agents, most are sensitive to several, so attacks may be due to combined effects of these factors.

How is asthma first diagnosed?

The diagnosis of asthma can be fairly straight forward. However, in some children, it can take a while for the picture to become clear. But, there are several pointers which help health care professional make the diagnosis.

- * Is the cough, tightness or wheeze worse at night, just before going to bed or just after walking?
- * Is the cough, tightness or wheeze better after using a relieving inhaler?
- * Is the cough, tightness or wheeze worse after exercise?

If the answer is yes to any of the above questions then the child probably has asthma. Cough is a more important sign than wheeze in preschool children. In fact, wheeze in an infant is more likely in be due to a viral infection than asthma.

Common questions about asthma

* Is asthma hereditary?

Most childhood asthma is linked to a family history of allergy, such as eczema, allergic rhinitis and asthma.

*** Is asthma contagious?**

Asthma cannot be passed from one to another by contact or by being in the same room, unlike infective diseases such as measles or the common cold. It is also not transmitted when an asthmatic mother breast-feeds her baby. However, certain asthma medication taken by the mother may be passed through the breast milk and this may be harmful to the child. Therefore it is best to take medication under your doctor's supervision during pregnancy and when breastfeeding.

*** What happens during an asthmatic attack?**

In an asthmatic attack, some of the muscles in the airway contract and the airways also become swollen with the buildup of this (also known as inflammation). At the same time an abnormal thick mucus is secreted which may plug smaller airways.

The result will be the child experiencing difficulty in breathing due to the reduced capacity of the airways.

*** Do asthma attacks occur more in the night?**

About 90% of asthmatics suffer attacks at night and in the early hours of the morning. There are several possible biological explanations for the phenomena. As air temperature may contribute to a small extent, it is best for the asthmatic not to sleep in cold rooms.

Management of asthma

Parents need to understand the nature of asthma and plan firstly to control symptoms, minimize anxiety and permit as normal a life as possible; next to educate the affected child about the possible agents and conditions which provoke to the attack and avoid them.

Some general measures include removing pets, using non allergenic bed clothing, minimizing house dust, stopping smoking in the family, reducing stress, controlling any chest infection promptly, encourage the child to take up swimming which helps to develop their airways.

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The other aspect of managing asthma is medications. Asthma is controlled by basically two groups of medications. The first group are the 'relievers' or bronchodilators eg. salbutamol, theophylline. The second group are the 'preventors' or as anti-inflammatory agents eg. Corticosteroids, sodium cromoglycate and ketotifen. One or more

medicine may be prescribed by the Doctor depending on the severity of the asthmatic attack.

Traditional medicine for asthma

Before the advent of western medical sciences, numerous traditional herbal treatments were used to relieve the symptoms of asthma. Some are soothing and may break-down the mucus.

In general, traditional tonics considered to be food supplements and may be used if they do not interfere with the prescribed medication. In order, not to upset the management of the asthma condition, parents are advised against discontinuing or substituting the medications prescribed by the doctor without consulting the doctor again.

However, cautions should be exercised as some herbal, preparations, may be adulterated with asthmatic medicine, like theophylline and cortisteroids to achieve faster results. This can lead to undesirable side effects if there is an overdose of the asthma medicines. It is therefore always wise to buy herbal remedies of reputable brand with assurance from established retailers.

Prevent Home Accidents

SIX POTENTIAL ACCIDENTS YOU CAN AVOID FROM HAPPENING TO CHILDREN

Home accidents have been on the rise, often because of carelessness. Tamil Arasu 'discusses' ways to avoid a few house accidents that can happen to children. Please take care.

CHOKING

Infants put almost anything and everything into their mouth. Parents should keep all small objects or items that have tiny, detachable parts out of a baby's reach as they can pose a choking hazard.

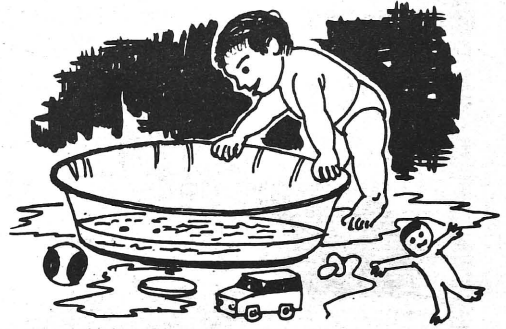


Safety measures :

- * Buy toys that are appropriate for your child's age. Check the labels if you're unsure.
- * Encourage your older kids to keep their toys (that can be potentially dangerous) away from their baby brother or sister.
- * Check toy frequently for loose or broken parts that could cause choking.
- * Make sure that baby's toys like rattle and teethers are large enough so that they cannot become lodged in an infant's throat.
- * Regularly check floors for small objects like coins, paper clips, hair pins etc.
- * If your child is under four, do not give him hard candies, popcorn, nuts, raisins or grapes.

DROWNING

A baby can drown in only one inch of water

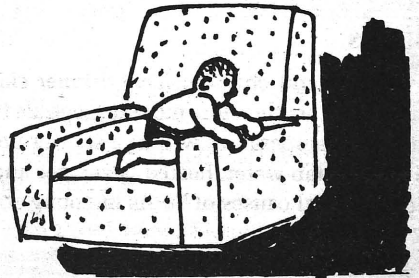


Safety Measures :

- * Never leave your baby or toddler unattended in the bath while you answer the phone or the door.
- * If you live in a house near a pond or with a private swimming pool, instal a four sided fence around it so your baby or toddler will not risk falling into the water.

FALLS

Babies or even toddlers can roll of a high landing such as the bed onto the floor if the



parents is not looking or doing something else.

Safety Measures :

- * Never leave your baby unattended on the bed, sofa, chair or tabletop.
- * Always use safety straps to secure your baby in her high chair or baby seat.
- * Install window guards on all windows.

POISONING :

In an annual report by the American Association of Poison Control Centers Toxic Exposure Surveillance System, over 415,000 kids of one year and below were exposed to poison in 1993 (in USA).



Safety Measures :

- * Keep all potentially harmful products out of reach of your child. This may include medicines, pesticides of household detergents. Never refer 'medicine' as a 'candy' to your Child and misguide them.
- * Keep perfumes, cosmetics and mouthwash on high shelves.
- * If you keep plants at home make sure they are not poisonous or pose a potential threat to your child.

BURNS

Babies and children have thinner skin than adults and are therefore more susceptible to burns at lower temperature within a shorter period of time. Hot tap water, heated beverages and foods are potential causes of burns in young children.

Safety Measures



- * Always test the water temperature before putting your baby in the bathtub, or before pouring hot water on the child.
- * Sterilise the milk bottle in hot water and cool it down before re using it.
- * Do not hold your child and a cup of hot beverage at the same time.
- * Keep hot foods and water away from the table edge.
- * Never carry your child when you are cooking. He could reach out and touch the hot pan or worse get scalded by heated oil.
- * Do not let your child come near you when you are ironing. He may accidentally pull the iron cord when you are not looking and get scalded.
- * Always keep matches and lighters safe in a high cabinet. It is better to be a little inconvenient for yourself than for it to pose a danger to your child.

SUFFOCATION AND STRANGULATION



Young children, especially babies fall easy prey to these hazards, most often than not due to the parent's negligence.

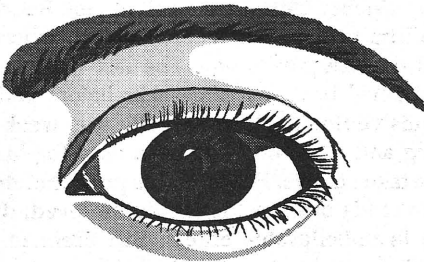
Safety Measures :

- * Make sure the baby's cot mattress is firm and fits the cot perfectly.
- * Check that the gap between the cot railings are not wide enough for the baby to get his head struck.
- * Do not put pillows or thick comforters in the bay's cot.
- * Keep Plastic bags away from your child.
- * Avoid toys that come with strings or cords which could pose a strangulation hazard.
- * Never tie a pacifier or anything around your child's neck.

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EYE HOSPITALS TO BE SET UP IN DISTRICTS

Separate Eye Hospital with independent infra-structure will be opened in all Districts before the end of this year, the Minister for Health Thiru N. Veerasamy, said on 10.8.96.



Inaugurating the "District Seminar on Vision Care" the Minister said that the State had received Rs.65 crores from the World Bank for the purpose. The State had plans to offer eye care in rural areas needing the services of Ophthalmologists.

Tips to perfect health

- * Do not use elevators when you can climb.
- * Focus on breathing. Take a deep breath, then exhale slowly. Repeat a couple of times every day.
- * Learn to relax. Spend 20 minutes consciously relaxing each muscle of your body.
- * Spend 20 minutes a day in silent meditation, prayer or contemplation.
- * Learn the healing power of laughter. Watch a crazy movie, recall a joke, read a funny book and laugh out loud.
- * Tap the powers of the sub-conscious. Relax your body for 20 minutes and project the 'Perfect You' on your mind screen.
- * Balance your lifestyle. Devote equal time each week to work and fun.
- * Join kids in a sports activity and re-discover the joys of childhood.
- * Do keep in touch with friends. Call up, visit and be at peace with the world.
- * Enrol in an activity (like dancing, swimming or roller skating...) you never indulged in because you were afraid of "what people might say".
- * Forgive the person who you think has done you wrong and cleanse your spirit of rancour.
- * Do a nice turn to someone you don't know too well, but who could do with a friend.
- * Spend a quiet half-hour chatting with your family.
- * Listen to soothing music for 15 minutes atleast each day.
- * Read a great book once a week.

TRUE STORY

CALL OUT THE RESERVES

The desire to win enables many people to win, who at least theoretically couldn't, against overwhelming odds. Billy Miske was such a man. He was a fighter and boxing champion like Tommy Gibbons, Harry Greb and Battling Levinsky. He also fought Jack Dempsey for the heavyweight championship of the world. At 25, when he should have been at his peak and headed for even greater heights, he was hospitalized with a serious illness. The doctors told him to quit the ring. He should have, but fighting was the only thing he could do. By the time he was 29, his kidneys were shot. He knew he was dying of Bright's disease and he had only one fight that year. Too weak to go to the gym to train, too sick to seek any other job, he stayed at home with his family and watched his family's finances reach desperate straits.

Christmas was around the corner and his love for his family cried out to him to provide that "Merry Christmas" for them. In November, Miske went into Minneapolis to see his friend and manager Jack Reddy to persuade him to arrange a fight. At first Reddy was adamant in his refusal. He knew of Miske's condition and he would have no part in such a fight. Miske pleaded his case well, explained he was broke and that he knew he wouldn't be around much longer. He had to have just one more fight because Christmas was on its way and his family was in need. Finally, Reddy agreed under the condition that Miske train and get in shape. Miske knew he was too weak to get into shape, but promised he would make a good fight.

Against his better judgement, Reddy finally gave in and matched his old friend with Bill Brennan. The fight was slated to take place in Omaha, Nebraska. Brennan was a tough, hard fighter who had gone twelve rounds with Dempsey. He was past his prime, but he was still a formidable opponent for a dying man.

Since Miske didn't have the stamina to train, he stayed to home to conserve his strength. He went to Omaha just in time for the fight. In those days, Boxing Commissions were considerably more lenient than they are today, so they passed Miske. The fight drew well and when it was over Billy Miske picked up his \$2, 400 purse and went home to his family and Christmas. He spent

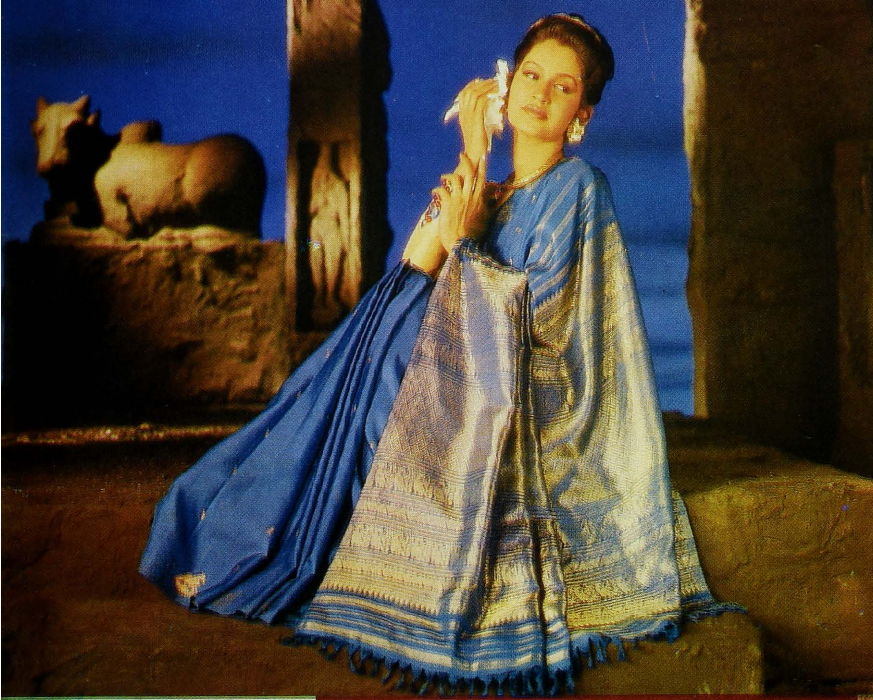
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His pride and desire to be at his best for the family he loved, drove him to unbelievable efforts.

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it all on the things the family wanted and had been doing without. It was truly a happy occasion, the biggest Christmas the Miske family ever had. On December 26th, Miske called Jack Reddy to take him to the Saint Paul Hospital, where he died on New Year's day. The last fight on his record had been just six weeks before and his friends couldn't believe it. Billy was weak and dying and it would have been easy for him to have taken a dive. However, his pride and desire to be at his best for the family he loved, drove him to unbelievable efforts. Bill Brennan was knocked out in four rounds. Miske tapped his reserve resources because of his desire to win. Your reserves are available too - when you have the desire to use them.

(Courtesy : Ziz Ziglar's See You at the Top)



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PURE
silk

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Royal purples...
daring reds...
bright yellows...
exquisite silks
in almost every
imaginable hue.
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