

Tamil Arasu

APRIL 1987 Re. 1



TAMIL ARASU

In scope this month

Library Buildings for the Tamil University inaugurated

Hon'ble Chief Minister, Dr. MGR inaugurated the buildings for the library buildings of the Tamil University at Thanjavur on April 14th. The Chief Minister announced a medical university for the state on the occasion.

Co-operative Sugar Mill inaugurated

Hon'ble Chief Minister Dr. MGR inaugurated a co-operative sugar mill at Mayiladuthurai on the 15th April. The Chief Minister also launched a host of welfare schemes for the benefit of the people.

War against Water Scarcity

Tamil Nadu, because of the failure of monsoons, is in the grip of a severe drought. Even drinking water is becoming scarce. A study of the measures at Madras to improve the situation.



Bharathidasan-The bard of revolt

Bharathidasan, the poet who revolted against social injustice and inequality, is fondly remembered by the people of Tamil Nadu. A glimpse of his thoughts.



Thiruvalluvar Year, 2018

April 1987

Panguni—Chithirai



Medical University soon for Tamil Nadu: Chief Minister

Work for the early constitution of the Medical University in Tamil Nadu is on and will like the seven new universities in Tamil Nadu will aim at high standards of Medical education and research, the Hon'ble Chief Minister Dr. MGR said on April 14th after inaugurating the Rs.1.65 crore Tamil University library at Thanjavur.

The Chief Minister also laid the foundation for the Rs.2 crore museum of Tamil culture and the Rs.45 lakh computer centre for the University. He laid the foundation for development projects costing Rs.4.5 crores in the area and declared open completed projects costing Rs.3.5 crores.

Hon'ble Chairman of the Committee for Tamil Development, Thiru M.P.Sivagnanam presided.

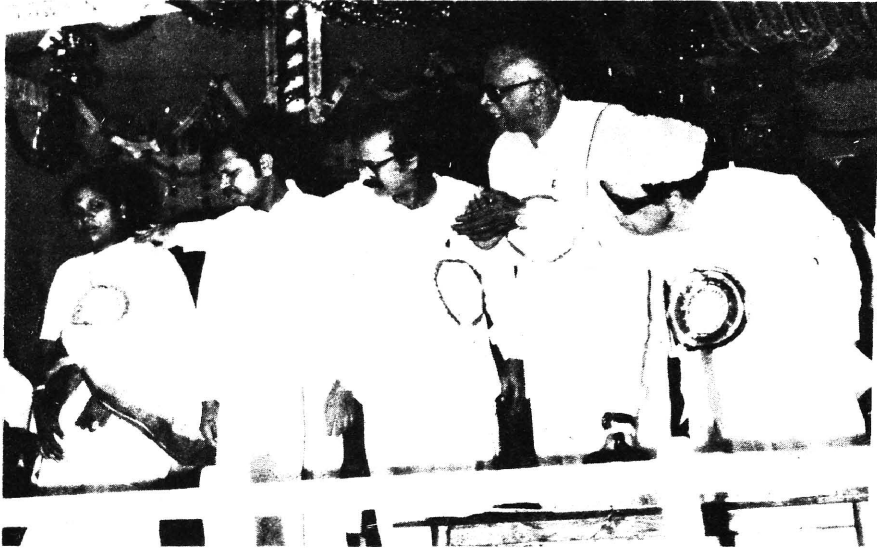
Hon'ble Finance Minister, Thiru V.R. Nedunchezian said that Rs.7 crores have been so far granted to the Tamil University for buildings and other facilities, besides the Rs.90 lakhs occurring annually.

Hon'ble Education Minister, Thiru C. Ponnaiyan announced a grant of Rs.250 a month to those who sacrificed and fought for the cause of Tamil and Tamil Development from the New year.

Hon'ble Food - Minister, Thiru S.Rama-chandran, Hon'ble - Transport Minister,

Thiru S.Muthusami, Hon'ble Minister for Noon meals, Thiru R. Soundararajan & Hon'ble PWD Minister Thiru KKSSR. Rama-chandran spoke on the occasion.

Earlier, the Vice Chancellor of the Tamil University, Dr. S. Agasthalingam welcomed the gathering. The District Collector, Thiru M. Ramu said development works costing Rs.243 lakhs by TWAD, Rs.164 lakhs by the TNHB, Rs.37 lakhs by Cholan Roadways Corporation, Rs.16 lakhs by Khadi and Village Industries Board and Rs.30 lakhs by the Adi-Dravidar Department were being launched on the occasion.



Co-operative Sugar Mill inaugurated at Mayiladuthurai

The Hon'ble Chief Minister, Dr. M.G.R. inaugurated the Rs.12 crore Mayiladuthurai Co-operative Sugar Mill on 15th April 1987.

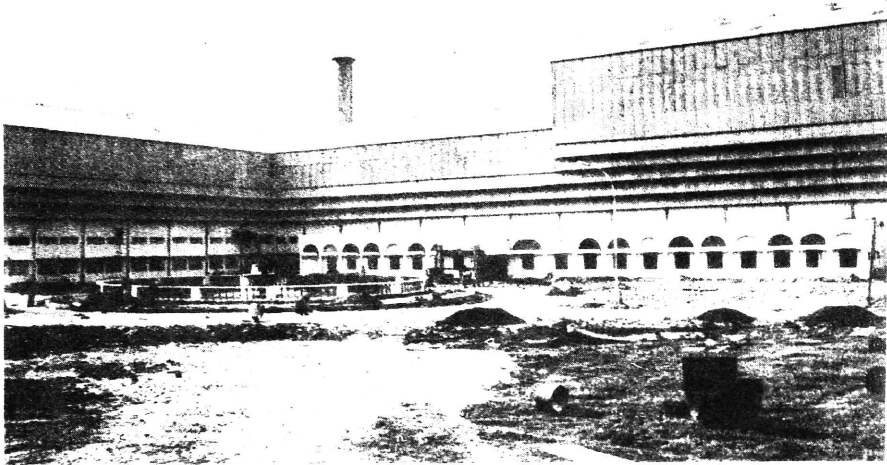
Speaking on the occasion, the Chief Minister said that the Government in its keenness to place agriculture on firm roots in the Thanjavur delta has urged the centre to constitute a time bound tribunal to solve the cauvery water dispute. He explained that the Government

is doing well to launch development projects for the poor such as the noon meal scheme, chappals for the poor, waiver of penal interest and interest on co-operative loans to poor farmers to the tune of Rs.125 crores.

Presiding over the function, the Hon'ble Minister for Industries, Thiru K. Rajaram announced that the Chief Minister has named the new mill

after the late film artiste, Nadippisai Pulavar, K.R. Ramaswami.

Welcoming the gathering, the District Collector, Thiru M.Ramu said the Chief Minister at the function will also launch 22 development projects at a cost of Rs.18.4 crores. They included a fishing harbour complex at Pazhayar constructed at a cost of Rs.1 crore, water supply schemes to Seerkazhi and neighbouring places



at a cost of Rs.1.43 crores, low cost sanitation scheme for scheme at a cost of Rs.30 lakhs, a milk chilling plant at Pattukottai constructed at a cost of Rs.19 lakhs and housing

schemes costing Rs.2.58 crores.

Hon'ble Minister for Food, Thiru S. Ramachandran, Hon'ble Education Minister, Thiru C. Ponnaiyan, Hon'ble Information

Minister, Thiru V.V. Swaminathan, Hon'ble Transport Minister, Thiru S. Muthuswami and Hon'ble PWD Minister Thiru K.K.S.S.R. Ramachandran participated in the function,

NEWS IN CAPSULE

A Rs.7 crore factory to make push button telephones is coming up at Madras. It will be a joint venture of the Government owned ELCOT and an industrial group. The company named 'Telematics Limited' will produce five lakh telephones, a year. Production will reach 2 lakh units in two years.

The first research institute - industry collaboration in India, a bio process laboratory is being set up at the Anna University with the help of a Rs.2.5 crore donation from the Southern Petro Chemicals Industries Corporation (SPIC)



War against water scarcity

Due to the failure of the North-East monsoon in 1986 the storage of water in the three reservoirs of Poondi, Cholavaram and Red Hills which supply drinking to Madras City was only 1493 mcft on 1.1.1987 as against the full capacity of 6483 mcft, and 5369 mcft on 1.1.1986. For comparison the storage on 1.1.1983 was 1251 mcft. Thus the position is serious but necessary steps have been taken by the Government and Metrowater to maintain drinking water supply to the residents of Madras.

All the water available in Poondi has already been drawn. The water above the

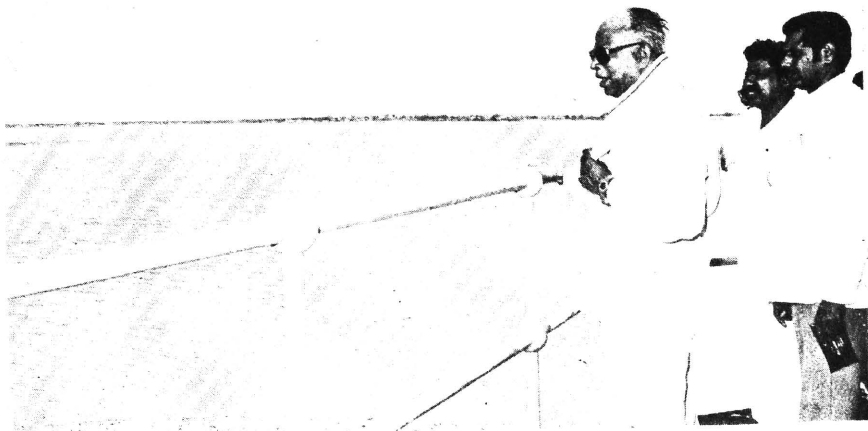
sill level at Cholavaram has been drawn and 3 giant pumps have been erected inside Cholavaram lake to pump out the water available below sill level. At present - water from Red Hills is being drawn by gravity and when gravity flow stops giant pumps will be used to pump out water from Red Hills.

Red Hills surface source : 31 mgd.

Ground Water from Tamarai-pakkam and Poondi Well-fields : 9 mgd.

Ground water from Besant Nagar, Thiruvanniyur, Neelankarai and Porur Tank 2 mgd.

-- Total : 42 mgd.



The ground water levels are being carefully monitored to avoid over pumping.

Government of Tamil Nadu sanctioned scheme costing Rs.15.00 crores for pumping 12 mgd of water from new well fields at Kannigaiper, Tamarai-pakkam Flood Plains and Poondi. The works are being carried out at a fast rate. The first 3 mgd will be available by the end of March and further quantities will be gradually added.

Within Madras City ground water is being tapped to provide water for non-drinking purposes. There are 3631 Nos. of deep bore wells hand pumps spread over Madras City and these have been renovated. Another 1,500 nos. deep bore wells are proposed to sunk in defective areas. The work will be commenced by 20th March and completed by 31st March. There are also 1121

nos. of India Mark-II Pumps. Repairs to the defective pumps and sinking of another 120 India Mark-II - pumps has been taken up. All these works are being carried out on a war footing to provide immediate relief to the public.

Government have sanctioned Rs.163.00 lakhs as a first phase for the various relief works to be carried out by Metrowater.

There are now 808 Nos. of steel tanks being filled by lorries for supplying drinking water especially in slum areas. Another 200 Nos. steel tanks have been made ready and will be erected as and when necessary. The number of steel tanks will be increased according to the necessity. For filling these steel tanks lorries will be hired and fitted with the tanks.

At the Metrowater Head Office a control

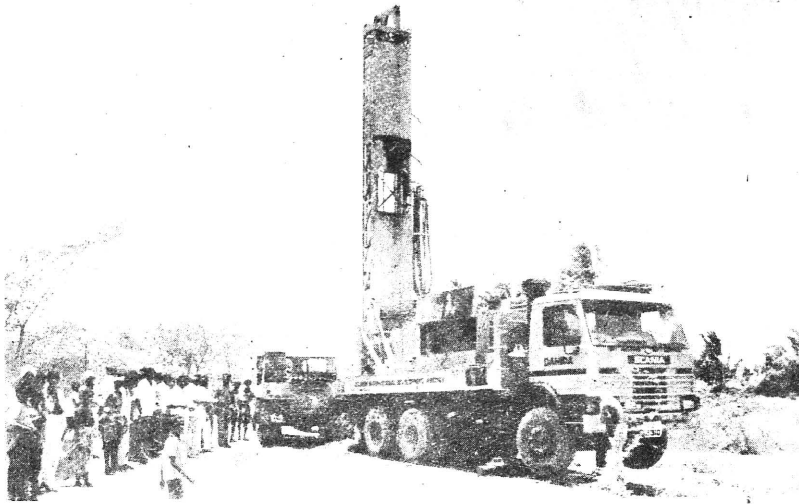
room has been set up with the Telephone No.568882 & 564236 to receive public complaints and transmit them immediately to the concerned field officers.

For transmitting complaints promptly and also to coordinate pumping of water from the Well Fields which are very far from Madras a separate wireless net-work is proposed to be established by the end of March.

Thus all possible steps to provide drinking water to the residents of Madras City have been taken by Metrowater and there is no need for panic.

However the public cooperation is required to ensure that all the residents of Madras especially those in the tail ends get their share of drinking water. The public are requested to observe the following:

1. All private wells may be cleaned and kept ready for use.
2. Tap water should be used only for drinking and cooking.
3. Tap water should not be used for gardening or washing.
4. Ground water or well water may be used for gardening and washing.
5. Direct sucking of water from the mains by electric pumpsets should be avoided. This is illegal and will lead to immediate disconnection of water supply.



Palm Craft Sales Bunk at Madras

The Tamilnadu State Palmgur & Fibre Marketing Co-operative Dederation has opened on 9.3.87 a Palm Crat sales Bunk in its office premises at Egmore, Madras. The products such a Palm-sugar-Ice cream, Palm sugar, Sukku coffee, Palmta, Palm cola, Palmgur, Palm candy, Palm leaf fancy and utility articles, palm Naar products and other palm products are being sold through this Bunk.

The Tamil Nadu State Palmgur & Fibre Marketing Co-op. Federation Ltd., Madras, has been selling hygenically

chilled Neera in sachets of 200 ml., at Rs.0.75 per packet through Palm craft sales Depots in the City during the season (Feb. to June).

Ginger coffee, Neera and Palm sugar ice cream attract the common public in the city. Palm sugar ice cream is being sold at Rs.1.00 per cone. Daily hundreds of people in the city are using palgur and other palm products.

The Neera, (The Sweet Sap of the palmyrah) available during the hot and scorching summer quenches the

thirst of the people. The public are aware of the medicinal and nutritive value of neera. In every year, sale of neera in the city alone comes to 4 lakhs of sachets to the value of Rs.3 lakhs, (during Feb. to June).

Neera contains Calcium phosphorus, vitamins and other stimulants, energy giving and body building substances. It is refreshing, cool and delicious natural beverage. Neera can be consumed daily in season both as a beverage and as a subsidiary diet.



Central Drought Team visits TamilNadu

The Central Drought Team which visited the Well Fields at Makaral on 15.4.87 had a word of praise for the efforts of Metrowater for tapping ground water resources to feed the water starved Madras City.

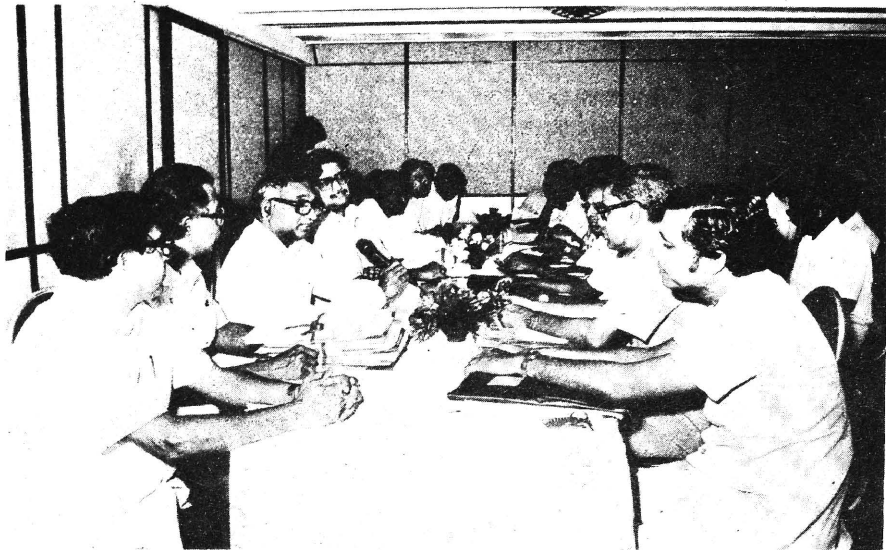
Leader of the Team Thiru J.R. Saha, Joint Secretary in Union Agriculture Ministry said "A definite plan of action is needed to tap water resources to feed this Metropolitan Town". The three member team visited the Red Hills Reservoir where pumping has been resorted following the stoppage of gravitational flow. The Metrowater Managing Director Thiru R. Varadarajulu, IAS.

who accompanied the Team said they could maintain the present rate of pumping at 24 million gallons from Red Hills alone per day. About 22.5 MGD of Ground water could be supplied. At Chollavaram the Team saw virtually an empty lake where even pumping of water could last for just one week. As against the total capacity of 850 mcft, the storage is hardly 44 mcft today. The team later visited the Well Fields at Makaral where ground water is tapped to feed Madras City.

Thirty two Wells in Minjur Tamarapakkam and Panjatti dug a few years ago now discharge nine million gallons to the industry

and twelve million gallons to Madras City, every day. Under the State Government's Rs.15 crore Ground Water Augmentation Scheme, 28 Wells have been commissioned and work in two other wells are in progress.

While six new Wells in the flood plains discharging three million gallons per day has been connected to the City water system, another six wells in Kannigaiper delivering three million gallons per day would be linked by next month. Another fifteen wells with an output of nine million gallons put up near Poondi will be operational from June. Since the conveyance system is long, the Engineers



expect an evaporation loss of three mgd here. The Team rounded off the visit to the City after seeing the filling points at the Kilpauk water works where lorries take off to meet the drink-

ing water requirements of Madras City.

The Central Team included Thiru J.R. Saha, Joint Secretary Union Ministry of Agriculture, Thiru V. Raghu of Rural Development Thiru Kori, Director

of Tobacco Development.

The Metrowater officials who accompanied the Team included Thiru R. Varadarajulu, IAS., Managing Director Thiru S. Daivamani Engineering Director and Chief Engineers.

SNIPPETS

From April 14th onwards, three million gallons of water is pumped into Madras city from the well-field in Kortaliyar flood plain. This is the first phase of Rs.15 crore project to tap an additional 12 million gallons a day from the Kortaliyar basin.

Metrowater plans to dispense cold drink-

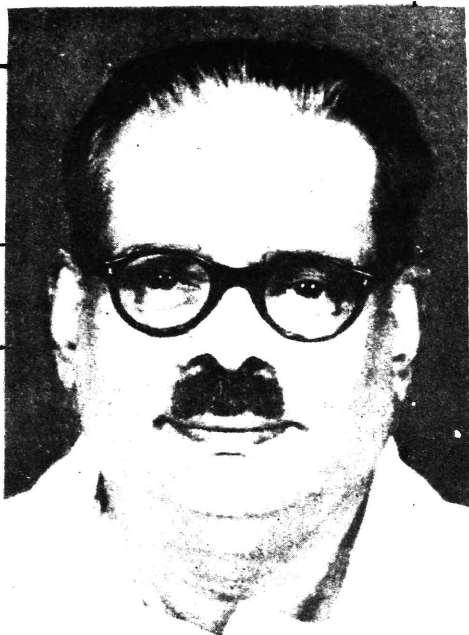
ing water at 60 busy locations in Madras during the first week of May. The water in plastic tanks would have an attendant to ensure the free supply to quench the thirst of the public. Tamil Nadu stood first among the states in achieving the targets in sterilisations under the Government of India's Family Welfare Scheme in 1986.

Bharatidasan -the Bard of revolt

Kanakasubburatnam alias Bharatidasan as he came to be known later, was born in the year 1891 in Pondicherry, when it was under French Rule. Pondicherry was an asylum for political refugees from India during the freedom movement. Subburathnam came into close contact with Subramaniya Bharati, who was himself one of the refugees on voluntary exile from India. He admired Bharati's poetry, and having developed a great regard for the nationalist poet he assumed the pen name "Bharatidasan".

Subburathnam had his early education in a French School in Pondicherry. He did his university education at Calway College, Pondicherry and stood first in Tamil. On completion of his education he became a teacher when he was barely eighteen.

Subburathnam possessed a sense of rhythm and a balanced felicity of expression in Tamil which enabled him to write enchanting poems. At a friend's marriage he sang one of Bharathi's folk songs. He was not aware that the great poet himself was present at the marriage in the year 1908. Bharathi was greatly impressed by the fire and fervour with which Subburathnam recited the poem and sensed that Subburathnam had in him all the makings of a great poet. Once when among his friends Bharathi announced that Subburathnam could compose poems many doubted. But Bharathi looked at



him encouragingly whereupon he sang the poem "That the power of Shakthi prevails everywhere". He earned the title "Kavignar" from Bharati and became the latter's ardent follower and disciple.

Among modern Tamil poets Bharatidasan was very popular and ranks next only to Bharati. A champion of Tamil renaissance, Bharatidasan has produced more than forty works which include poetical compositions, prose and a few dramas. Noteworthy among his works are the three anthologies "Alagin Sirippu", "Kudumba Vilakku" and "Pandian Parisu".

Bharatidasan's "Puratchi Kavi" and "Ethirparatha Mutham" bear testimony to his genius for romantic lyricism.

His love for nature is expressed with rare sensibility in his "Alagin Sirippu". Tamil is his religion and his songs on Tamil are uniformly popular in the Tamil knowing world. He looks on Tamil with great reverence and calls her the World Mother.

Love, emancipation of women, Tamil, Tamilians, and an aspiration for equality amongst men formed the core of his themes. "Sanjeevi Parvatathin Saral" and "Puratchi Kavi" are his best in this genre.

Bharatidasan was a crusader of social reforms. He was a great believer in education for all and was a protagonist of compulsory education in the ideal society he visualised. This is evident in his 'Irunda Veedu' where he deplores the plight of a family which is illiterate. Picturing the family's house, which is kept in an unkempt condition full of dust and dirt, the inhabitants living in a mire of ignorance and superstition, he emphasizes the need for universal education. As if in contrast he presents the picture of a happy family in his "Kudumba Vilakku" in which education, love and sense of duty reign supreme. He had a great faith in the women of the country and it is no wonder that his women characters are superior in all respects.

In his poems, Bharatidasan breaks free from the conventional tradition and introduces a refreshingly new and realistic view in Tamil literature. His works have generally been plebeian-oriented, the main characters being the farmhand the weaver and the industrial labourer.

He has inordinate faith in equality among men and believes in an ideal society where wealth belongs to everyone: In his "Panamum Manamum", he deplores current values, pointing out how the social mores of the day are borne on the monetary factor and not on human values.

Bharatidasan held Tamil literature in great esteem and regarded it as an embodiment of culture.

This is seen in his version of the great epics, Silappathi-

Hatred ever kills, love never dies, such is the vast difference between the two. What is obtained by love is retained for all time. What is obtained by hatred proves a burden in reality for it increases hatred.

—Mahatma Gandhi.

I am a firm believer in the people. If given the truth they can be depended upon to meet any national crisis. The great point is to bring them the real facts.

— Abraham Lincoln.

karam and Manimekalai, titled 'Kannagi Puratchikappiyam' and 'Manimekali Venba' respectively as also in his narrative poetry on the life of Kumaraguruparar and in his dramas on the lives of Sattimuthupulavar and the Sangam poet Piciranthaiyar. The play "Piciranthaiyar" is in chaste Tamil. He was awarded the Sahitya Academy Award for this play in 1969, posthumously.

Bharatidasan was drawn into the Self-Respect movement of Thanthai Periyar. Through his poems he tried to awaken the people from the slumber of inertia and beckoned them to free themselves from the shackles of superstition and bondage to conventions. His heart bled for the poor and the toiling masses. He became a champion of the downtrodden. He waged a crusade against pretensions of all kinds.

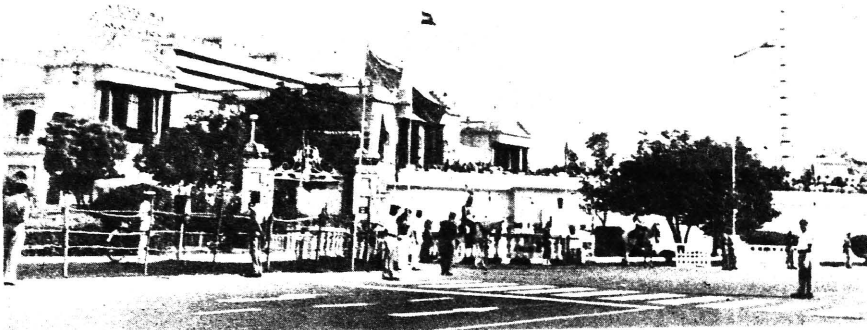
Bharatidasan in his unshakable faith in the ancient Tamil culture, sings the glory of the Tamil language with great fervour and pride.

"Our life and fortune is our eternal Tamil!

Our enemies have disappeared with fear and frustration

having seen the unity and strength of us.

O conch! Convey this message to the world!"



News from the Legislative Assembly

The Tamilnadu Government has requested the centre to set up a second refinery in Tamil Nadu, either at Tuticorin, Nagapattinam or Vedaranyam.

A decision on the setting up of a Bench of Supreme Court is pending at the centre.

All restriction on the movement of rice between Madras and Chengleput district have been removed since 9th April '87.

As against the target of 7 lakh tonnes for procurement rice in the Cauvery delta for 1986-87 the State Civil Supplies Corpora-

tion has procured 8.6 lakh tonnes upto March 15th.

The loss incurred by the State for supplying rice at subsidised rates through the public distribution system is about Rs.80 crores, a year.

The Public Distribution System has a network of 21,035 fair price shops supplying essential commodities to 119.66 lakh card holders.

The "Deemed University status" has been recommended by the State for three colleges. They are: Avinashilingam home science college, Coimbatore,

Parashakti College for Women, Courtallam and Kalakshetra, Madras.

Plus Two students could from 1988-89 onwards can opt for mathematics, physics, Chemistry and Biology in Group A.

An Educational TV Studio in Tamilnadu is to be constructed at a cost of Rs.63.5 lakhs and is expected to be commissioned by April 1988. This project is funded by the Government of India.

A Children's museum is to be set up in the Madras Museum complex at cost of Rs.34 lakhs. Thematic galler-

ies, activity rooms, a special exhibition hall and a landscape garden will form part of the museum.

50,300 houses for harijans through the National Rural Employment programme and Rural Landless Employment Guarantee programme will be built during 1987-88 by the State Government. This is in addition to the 5000 houses to be constructed by the State Housing Development Corporation.

During 1987-88, several new bridges-13 on the State Highways, 47 on district roads and 6 on Panchayat Union roads-would be executed at a cost of Rs.600 lakhs.

Vehicular population both transport and non-transport, has increased from 1,78,539 in 1975-76 to 8,02,710 in 1985-86. Transport vehicles above have gone up from 1,28,459 to 1,43,437 in 1986. The revenue collected by Motor vehicles taxes and fees is expected to touch Rs.128 crores in 1986-87.

The Government has proposed to achieve the production level of 32 lakh tonnes of milk and 2200 million eggs in Tamilnadu during 1987-88. The production during 1985-86 was malk milk 31.18 lakh tonnes and egg-2067 million.

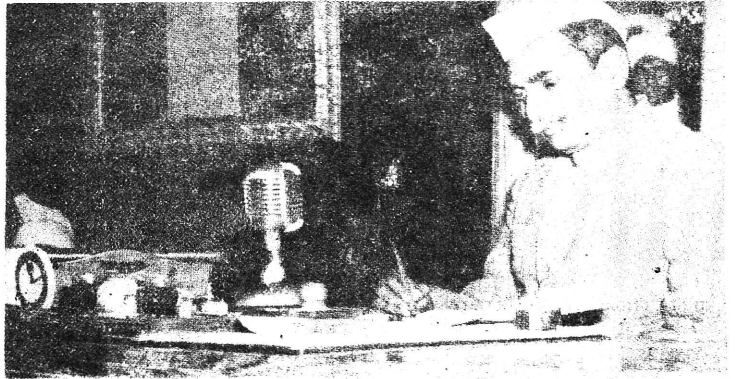
6000 Primary milk producers cooperatives are functioning in Tamil Nadu and 400 more would be started during 1987-88.

Milk marketing in Madras, now averaging 5 lakh litres a day would be stepped to 5.25 lakh litres dur-

ing 1987.

The Tamil Nadu Govt. has sanctioned the free distribution of a plastic bucket to each of the 1.79 lakh poor families living in slums and in slum clearance board tenements in Madras to enable them store water.

Significance of 26th Januray



Which is the date in the calendar of the recent history of Modern India which is full of revolutionary significance and which marks the beginning of a the new era? I apprehend there would be a sharp conflict of opinion in answer to this question. Many citizens may prefer August 15, 1947, when the epic struggle for freedom was crowned with success and India became politically independent. On that date the dream cherished by several generations of patriots was realised and the whole country was literally overwhelmed with a unique feeling of fulfilment and satisfaction. On the other hand there would be a large number of citizens who would vote for January 26, 1950. On this day the Constitution which the people of India had adopted, enacted and given to themselves, on November 26, 1949 came into force: the Constitution gave political freedom its economic and social content and thus clothed it with a revolutionary meaning, purpose and vitality. Speaking for myself I look upon January 26, 1950 as the day which marked the commencement of a new epoch in the history of modern India. It is on this day that modern India's conscious pilgrimage towards social, economic equality began and with it her adventure in the pursuit of the ideal of a secular welfare State.

The Constituent Assembly first met on December 9, 1946 and decided that it would be the Constituent Assembly of India. It reassembled after the midnight of August 14, 1947 as the sovereign Constituent Assembly of free India and on January 22, 1947 it adopted the historic objective resolution which the Prime Minister placed before it. It considered the broad principles of the Constitution which was proposed to be adopted and which had been outlined by the various committees of the Assembly. A drafting committee was then appointed which published the Draft Constitution in February 1948. On November 4, 1948 this draft was presented to the Constituent Assembly and it was followed by its first and second reading between November 15, 1948 and October 17, 1949. The assembly then sat again on November 14, 1949 for the third reading of the draft and on November 26, 1949 the Constitution was adopted, it received the signature of the President of the Assembly and was declared as passed.

(From the foreword by Justice P. B. Gajendragadkar to Principal T. K. Tope's book "The Constitution of India".)

Fifth Generation Computer Revolution

Dr. S. ANTONY RAJ,

(Editor : Tamil Nadu Journal of Science)

The World War II is a blessing in disguise to mankind because the countries engaged in war carried out intensive research towards inventing computer. The world has witnessed four generations of computers so far. The first generation computers introduced in 1946 were built using vacuum tubes. Around 1958, the second generation computers entered the international scene with solid state transistors and diodes. Further research in the direction of reducing the physical size of the computers and increasing the speed and the volume of transaction yielded the third generation computers in 1966 which operated on integrated circuit chips (IC). These computers were less expensive and much more compact. In the early seventies large scale integrated circuits (LSI) were incorporated in what are called the fourth generation computers. The first generation through the fourth generation computers could process only data (numbers) and information.



The current research that is going on in several countries is to produce intelligent computers that can converse with humans in natural languages, learn, make inferences, take decisions and otherwise behave in ways we have always considered the exclusive province of human reason. Efforts are in full swing for developing the so-called fifth generation computers which are intelligent and knowledge processing machines.

The Japanese are men of genius in adopting, adapting, imitating, copying any technology developed by a foreign country, giving a new look to the technology and thus overtaking the leader. Strange to say, the world witnessed the Japanese taking the lead in introducing a high degree of interest in developing the fifth generation computer systems. In 1981, Japan released a ten-year fifth generation computer project involving top scientists and planned to spend hundreds of millions of dollars. The basic assumptions made by the Japanese are that the fifth generation computer is going to be used by the common man; that the engineers, the architects and the doctors can use it without the help of the professionals and that it is meant for a wide variety of applications. In response to the Japanese challenge, the U.K. started its efforts in 1982 on developing the intelligence knowledge based system (IKBS). The strategy was developed in collaboration between academics, suppliers of

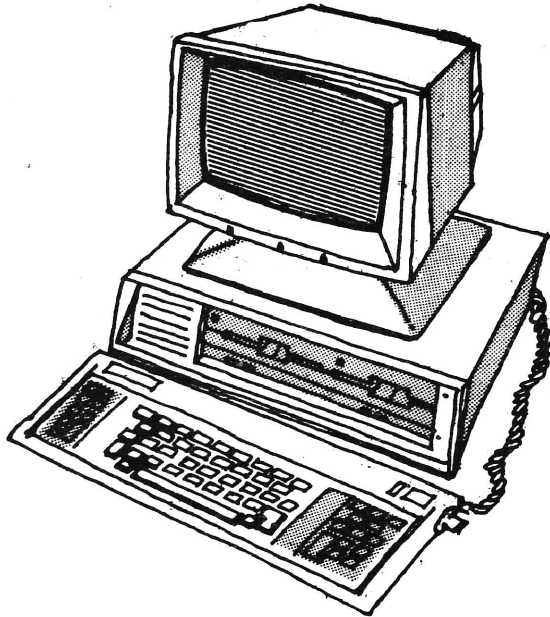
technology and users of technology. The Alvey directorate in the U.K. is responsible for policy and strategy, generation and implementation, placing contracts and the U.K. interface with the ESPRIT (European strategic programme for research in information technology). The U.K. effort involves intelligent computer aided instruction, expert systems, natural language, vision, logic programme and systems architecture. The effort has dramatically increased academic industrial collaboration. Several companies, Universities, polytechnics and public research laboratories are carrying out the research to achieve a breakthrough. The U.S.S.R. and the Microelectronics and Computer Technology Corporation in the U.S.A. are also actively engaged in developing fifth generation computer system.

The fifth generation computer which is also known as a system of artificial intelligence (AI) should be capable of processing natural language since the common man does not know FORTRAN, BASIC or COBOL. In the course of its operation it should acquire knowledge and improve its knowledge not by programme but by interacting and learning in natural languages. Thus one can define an AI system as a computer that diagnoses diseases; that proves a theorem; that solves a differential equation of certain degree; that analyses a sentence

that plays chess; that has certain level of common sense with reasoning; that can write small computer programmes; that understands human speech and natural language text; that is capable of exploring alternative action path as in human way of forming several hypotheses, then ruling out alternatives; exploring much more than one alternative path and that operates on non-numerical information. The AI language used by the Japanese is PROLOG (Logic programming). It is claimed that while using PROLOG, the programmer can concentrate on specifying what problem is to be solved rather than on how it is to be solved. Computer experts in the U.S.A. who experimented with almost all the languages in the world found recently that Sanskrit was the most logical, precise and unambiguous language for computer programming.

The important characteristics of the fifth generation computers :

- o Problem solving inference capability
- o combining several types of information
- o knowledge based; updating the knowledge and drawing inferences and action planning
- o intelligent programming
- o converting an informal and incomplete problem into a complete programme.
- o Combinatorial explosion under control
- o speech; music appreciation; reading a picture and commenting whether it is good/bad
- o taking management decisions
- o memory influenced by recent experience
- o expert system in medical, robotics, navigation and space exploration



- o Perpetuating the expertise unlike human being whose expertise is not consistent.

- iii) bounded domains;
- iv) for use by non-experts.

The methodology is as follows:

- i) Select an article
- ii) Represent the stated information.
- iii) Move each fact upto the most general unit for which it is valid.
- iv) Represent the additional facts that are needed to understand each fact.
- v) Represent the additional facts needed to understand what transpired between each pair of sentences.

The examples of ES are financial advisor, Tax advisor and credit authorizer. The DSS is the interactive system that produces support during decision making. It has the following characteristics :

- i) support rather than replace
- ii) relatively open ended problems.
- iii) for use by experts.

The examples for DSS are decision tree packages, planning languages and management advantage.

The fifth generation computer systems include expert system (ES) and decision support system (DSS). An ES is defined as an interactive system that is capable of expert based performance and behaviours in a problem solving situation. The characteristics of ES are:

- i) problem solving orientation;
- ii) knowledge is power;

Although our country missed the bus in the electronics and computer technology, the scientists working in the Indian front at Delhi, Bombay, Calcutta, Bangalore, Kanpore, Madras and Pune wish to be contemporary with their counterparts in the developed countries and to catch up with the latest development in the Computer technology.

News in capsule

A Rs.60 lakh modern Domestic air cargo complex built by Indian Airlines on a 10-acre land near the National air terminal in Meenam-bakkam was inaugurated on 12th April. The huge complex has a total cargo handling space of 20,000 sq.ft. including 10,000 sq.ft. in the main central hall to help free movement of cargo.



A formal inauguration of the Centenary building of the Madras Port and commissioning of the second oil berth and two new 30 tonne tugs, of the port at the hands of Hon'ble Union Minister for Surface Transport, Thiru Rajesh Pilot was held on 13th April 1987.

The Asian development Bank is likely to provide a loan of \$ 49.5 millions to Madras Port for expansion of its container terminal and for handling bulk handling facilities for fertilizers.

Hindustan Teleprinters Limited, Madras has planned to achieve a turnover of Rs. 100 crores by 1989-90. The sales turnover for 1986-87 was about Rs.19.50 crores as against Rs.12.21 during the previous year. The company had developed a bi-lingual (English/Hindi) Electronic Teleprinter and 20 of them are under field trials. Regular production of 2,500 machines would be taken up during 1987-88.

The weekly Madras-Patna express was flagged off on April 6th by Hon'ble Union Minister for Home, Thiru P. Chidambaram at Madras.



A private company, set up by a non-resident Indian is to produce components for helicopters in the Madras Export Processing Zone.

An Institute of spoken English is being set up in Madurai by the Madurai Kamaraj University. The institute to be located in the city complex of the university would have a language laboratory.

The Federal Republic of Germany has given loans to the tune of 840.9 million DM, equivalent to Rs.588.6 crores to the Neyveli thermal power project.

The Madras Refineries Limited's propylene project estimated to produce 17000 tonnes every year and costing Rs.14 crores will be commissioned in June 1988.

A plant for the manufacture of hexane at cost of Rs.88 crores would be commissioned in late 1989. A scheme to modernise the old refinery at a cost of Rs.9.2 crores would be completed by April 1989.





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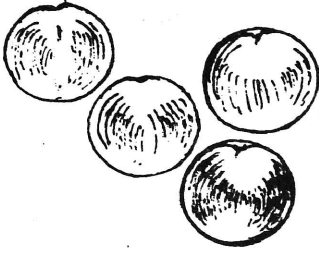
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TAMIL NADU MINERALS LIMITED,
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DIPR/26231/363/86 - 27/SAS



Amla-the wonder fruit

Amla - its multifarious uses

Amla or Indian gooseberry is described as one of the precious gifts of nature to man, contributing greatly towards his health and longevity.

Rich Vitamin C content

It is valued chiefly for its high Vitamin C content, which is readily assimilated by the human system. Repeated laboratory tests at Coonoor show that every 100 grams of fresh fruit provides 470 to 680 mgs. of vitamin C. Its vitamin C value increases further when the juice is extracted from the fruit. The dehydrated berry provides 2428 to 3470 mgs of Vitamin C per 100 grams. Even when it is dried in the shade and then turned into powder, it is said to retain as much as 1780 to 2660 mg of vitamin C.

Many medicinal virtues

Many medicinal virtues have been attributed to amla. It is especially effective in the treatment of tuberculosis, general weakness, weight loss and gastrointestinal disorders. It is also valuable in asthma, bronchitis, scurvy diabetes, anaemia, colds, infectious influenza, loss and greying of hair, stress and tensions. It is considered valuable in abscess, measles, diphtheria, small pox scarlet fever, pneumonia, typhoid piles, hepaticitis, dental caries and high blood pressure. The power of amla is valuable in burning eyes and soles of the feet.

The regular use of amla during the period of pregnancy is said to prevent infections and help in absorption of iron. It is also useful in preventing abortion and is used as a good medicine for leucorrhoea. It promotes clear flow of urine and relieves the burning sensation in urination.

A tablespoonful each of fresh amla juice and honey mixed together should be taken every morning in the treatment of various ailments mentioned above. This tonic is also used for preserving eyesight and for curing conjunctivitis and glaucoma. Its regular use will also promote vigour and vim in the body within a few days.

Its revitalising effects

Amla has revitalising effects too. It contains an element which is very valuable in preventing ageing and in maintaining strength

When you have convinced thinking over that it is right, and humane men that it is just, you will gain your cause. Men always lose half of what is gained by violence. What is gained by argument, is gained forever.

—Werdell Phillips.

in old age. It strengthens the heart, hair and different glands in the body. It is said that the great ancient sage Muni Chyawan rejuvenated himself in his late 70s and regained his virility by the use of amla.

Used in various ways

Amla is used in various ways. The best way to take it, with the least loss of vitamin C, is to eat it raw with a little salt. It is often used as pickles and marmalade. It can be preserved

for a long period when it is dried and turned into powder. The berry may also be used as a vegetable. It is boiled in a small amount of water and taken with some salt when it is soft.

As a hair oil

Amla has many other uses as well. A hair oil prepared from its fresh juice has calming, soothing and cooling effect on the brain. It gives lustre to the complexion.

Yet another record performance by

ONGC

198687 sees ONGC scaling new heights in performance due to its continued emphasis on productivity, efficiency and cost effective operations.

Among the prominent highlights for 1986-87, gas supplies have phenomenally increased along with a sustained record crude production of 27,855 which has been 101.8 per cent achievement against the original target of 27.37 million tonnes.

A record drilling performance to the extent of 106% in terms of metrage was attained in the year 1986-87. Innovative techniques in Rig skidding and close Monitoring

through computer controlled mudlogging units have made this possible. With the addition of 16 owned Land Rigs and 5 Charter Hired Rigs, the Rig count increased from 79 at the beginning of the year 198687 to 100 as in March 1987, indicating an increase in drilling activities to the extent of 26%. 42 new structures were taken up for drilling with 18 Onland and 24 off-shore.

ONGC entered into a contract with ABU DHABI NATIONAL OIL COMPANY (ADNOC) whereby ONGC would carry out studies of the stratigraphy and Hydrocarbon potential of Jurassic sequence

of ABHU DHABI at an estimated contract value of US \$ 1.43 million. This achievement, which comes in the wake of a general recession in the oil industry is a commendable one.

98687 saw ONGC claiming accolates and awards aplenty. ONGC bagged the Best Corporate Performance Award for 1986 amongst the Public Sectors, instituted jointly by THE ECONOMIC TIMES and HARWARD BUSINESS SCHOOL ASSOCIATES OF INDIA. ONGC earned the NATIONAL SAFETY AWARD for the third consecutive year for best performance in 1986. Four ONGC employees were given the SHRAM VEER AWARD for the second year for innovative efforts.

A Dream comes true



India is the largest sugarcane producer in the World and Tamil Nadu is the third largest in India. Yet no large scale exploitation of the sugar processing waste viz., bagasse has ever been undertaken until the TNPL concept was mooted. Though the Government of India came out, as early as April 1975, with a notification conferring 100% exemption of excise duty on printing & writing papers made with 75% bagasse, it still did not provoke any large scale proposals for bagasse based pulp and paper mills. The Tamil Nadu Government, which has a well established - Sugar Corporation owning a few sugar mills and which promotes new mills in the Government Sector, felt that it can play the role of a pioneer in promoting larger use of bagasse in the newsprint industry. This effort would also conserve the very meagre forest resources of the state while at the same time developing the pulp and paper industry within state.

Crystallizing the concept into a project proposal capable of

M V G RAO

Executive Director
Tamil Nadu Newsprint and papers
Limited

obtaining approval for loan assistance from Financial Institutions was a task entrusted to the Projects and Consultancy Division of M/s. Seshasayee Paper and Boards Limited which has restyled itself as M/s. SPB Projects and Consultancy Limited. With their assistance, the TNPL project concept was worked out threadbare and its pioneering role was recognised by financing institutions in India as well as the World Bank. The project was, therefore, able to take-off after tying-up the requirement of funds with whole-hearted support from the Indian Financial Institutions lead by IDBI and the massive assistance of US Dollars 100,000,000 from the World Bank.

Manufacturing Newsprint out of Bagasse was a dream till some time ago but has become a reality at TNPL. Earlier some of the - South American Countries attempted to make Newsprint with bagasse as prime raw material but the Newsprint made by them was not meeting the international standards. To get the quality Newsprint, process was simultaneously developed by Beloit with the support of SPB-PC, while Project execution was in progress.

The Project was commissioned in a phased manner so that no time is lost in establishing runnability of relatively weak bagasse pulp on a modern twin wire Paper Machine. The Paper Machine was commissioned during September, 1984 and stabilised for higher

speeds and production rates to achieve the targeted production by using 100% imported pulp.

The Pulp Mill consisting hardwood pulping street, chemical bagasse pulping street and mechanical bagasse pulping street was commissioned in a phased manner. First trial of Newsprint with 100% home pulp consisting 15% Hardwood Pulp, 35% Chemical Bagasse Pulp and 50% Mechanical Bagasse Pulp, was conducted during October, 1985 successfully.

With a view to maintaining profitability targets, Printing & Writing Paper production was also resorted to by using 75% Chemical Bagasse Pulp, balance being Hardwood Pulp.

The paper made out of this furnish was well received in the market and with the market encouragement, other cultural varieties of papers such as Azhurewove, Maplitho, surface sized maplitho were produced and the quality of these grades is well compared with similar grades products in the country.

Chemical Bagasse Pulp being short in fibre length and low in strength properties, doubts were expressed whether the furnish could run on relatively high speed machine. Mill experience had proven this beyond doubt at the machine speed of 650 mpm without any long fibre support.

The Newsprint made with higher percentage of Chemical Bagasse Pulp suffered with low opacity. With a view to having desired strength properties that too without affecting opacity, TNPL adopted a technology wherein the coarse fraction of Mechanical Bagasse Pulp after TMP refining is treated with chemicals and once again refined in atmospheric Refiner to get CMP fraction. The combination of TMP and CMP found to have desirable strength pro-

perties as well as optical properties to get the quality Newsprint.

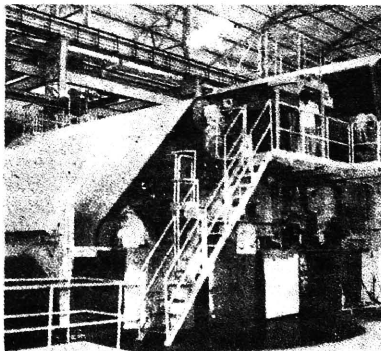
As it has been the first time in the country to handle huge quantity of bagasse, some fine tuning arrangements are needed to optimise the rate of handling and removal of pith in the system. The same fine tuning is also needed on various machineries and Refiners as handling of the bagasse is extremely unpredictable and only by experience problems could be solved. The Mill, however, endeavours to come out of such problems during the course of the next couple of months.

Coal Procurement

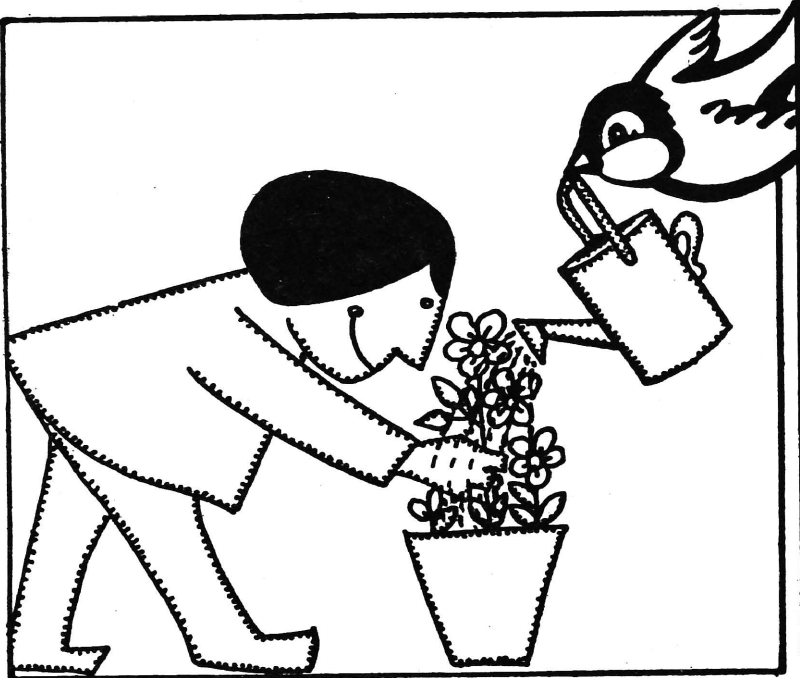
The Mill requires around 3 lakh tonnes of coal per annum to meet the fuel requirement of Service Boilers and Off-site Boilers. As Indian coals are well known for their low calorific value and high ash content, the main site boilers were designed to have ignifluid combustion and high thermal efficiency; they are also designed to fire any combination of fuels such as lignite, leco fines, furnace oil and pith which is a waste product from bagasse.

Implementation Schedule

The project implementation schedule originally targeted for 36 months was indeed accomplished, give and take a few days. An All



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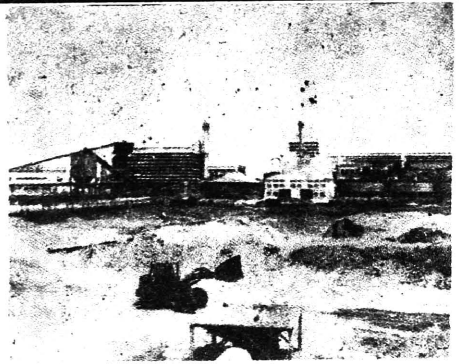
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India port strike materialised out of the blue at a very crucial stage of final shipment of critical items of plant and machinery. Notwithstanding this and many other handicaps, the project implementation proceeded in an almost clock-work precision. This was, in my opinion, due to some excellent co-ordination between the company, the project consultants and all major and minor suppliers of equipment and services. Departments of Governments, Central and State, lent a kind of support that had to be seen to be believed. The World Bank and the Indian Financial Institutions led by IDBI showed a great depth of understanding and eagerness to assist the project in its endeavour for timely completion. A comprehensive project implementation procedure and clear lines of demarcation of responsibility linked with appropriate authority had been instituted right from the start. Modern project management techniques were also brought into use and a computer aided PERT network programme was used to monitor about 2500 essential activities.

The mill commenced production of writings and printings in August 1985. All grades made by the mill so far have been well received in the market and, in



most characteristics, the papers are as good, if not better than what the market has been used to. Extensive laboratory work is still on to determine end-user requirements in more quantifiable terms, especially the printers' needs. We are confident that in the months to come, we will be able to add further dimensions to our quality assurance efforts.

The mill experience has demonstrated that almost the entire range of writing and printing paper required by the market today can be produced with a furnish of 75% bagasse pulp and 25% hardwood pulp at speeds around 600 mpm without any long fibre support. TNPL is perhaps today producing writing and printing paper out of 100% short fibre at the highest machine speeds ever recorded.

NEWS FROM THE ASSEMBLY

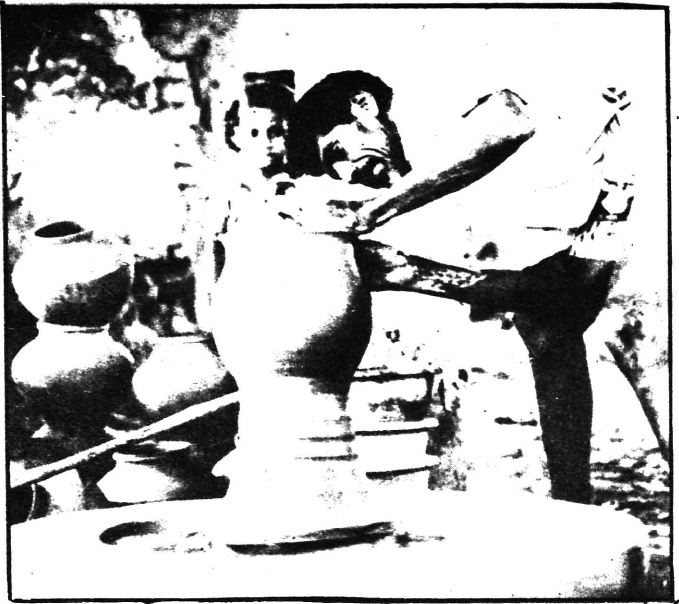
Tamil Nadu Government has proposed to set up a modern rice mill at Avudayar Koil in Pudukottai district.

The Government is extending financial

help to indigent municipalities on the basis of their fiscal performance, discipline and ability. At present there are 13 indigent municipalities with an annual income of less than Rs.30 lakhs.

All over our Country in Tamil Nadu and other States and Territories lakhs and lakhs of men and women are engaged in making and selling Pottery and other earthenware of utility and beauty. While this industry and trade are important sources of livelihood for people in the villages, artisans in semi-urban areas, small towns and even the suburbs of cities are found employed in making earthenware of various kinds. These craftsmen known as "Kulalarkal" or "Kumbakarakal" in the south and "Praja-pathi" in the north form a vast community with useful and aesthetic traditional skills. However, they also happen to belong to the under-privileged and vulnerable sections of society. Their social and economic conditions can be improved only by promoting the market for the products of their industry and encouraging a growing demand for earthenware of daily use and for special occasions or special purposes such as household decoration.

The Central and State Governments have recognised the importance of the earthen ware industry in the economy of the nation as being next only to handloom or leather manufactures. Various governmental, semi-governmental and voluntary agen-



Towards a bright future the Earthenware artisans

A.R. ALAGARSWAMY

President

Delhi Tamil Kulalar
Association

cies, such as the All India Handicrafts Board and the Khadi and Village Industries Commission have been doing active developmental work in this field. While these efforts have been successful to some extent, a very big threat to the earthenware industry has been developing by leaps and bounds due to traditional users of Kitchen Pottery, the village people switching over increasingly to

the use of stainless steel or aluminium utensils. This is due partly to the successful marketing propaganda by the manufacturers of these metallic goods and partly - and more importantly - to their unfortunate change in cultural attitudes, which is leading people to believe that pottery has become out-of-date in the kitchen, that it is "inferior" to metallic goods and that its use by fami-

lies reflects their lower social or economic status. Unless this spreading, negative attitude is effectively countered, the various measures that are being taken by government or other agencies will go waste in due course.

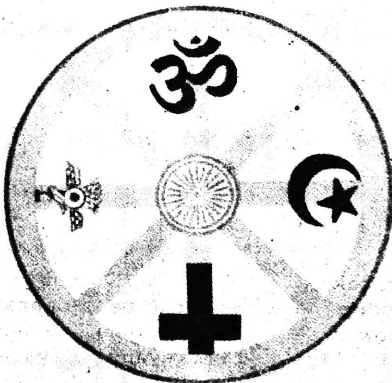
It is therefore suggested that a national campaign should be mounted, with government support at all levels, to educate the people in the virtues and advantages of earthenware kitchen decorative or other articles and impress on men and women all over the country the superiority of earthenware over stainless steel or aluminum, from the health and hygienic point of view, for cooking, storing or serving food. An intensive publicity effort should be made to persuade households in the more advanced social and economic groups to give a lead to the rest of the people



by taking pride in using pottery for various daily or special purposes. The various forms of media, newspapers, popular magazines and above all radio and TV should be pressed into service to spread this message throughout the country.

It will be a good plan to set up advisory committees of leaders and active workers of the communities concerned to design, coordinate and guide this effort at the Central and States level.

This article is being published in connection with the All India Pottery Seminar held in March, 1987 at Rajaji Hall, Madras.



RELIGIONS ARE ONLY PARTS OF THE WHOLE

NATIONAL INTEGRITY



Project to treat tanneries effluent

Massive Project to treat tanneries effluent.

There are about 36 tanneries situated along Madurai, Batlagundu and Pommandurai Roads in Dindigul. All the tanneries had been allowing the effluent to flow through channels which converge at Sengulam lake so far.

Now a solution has been found and a decision taken to construct a common Effluent Treatment project at a cost of Rs.200 lakhs, in the meeting convened by Collector, of Tanners' Association. The TALCO (Tamil Nadu Leather Develop-

ment Corporation) is playing an important role in the matter.

Sources of funds to be raised for the construction the Common Effluent Treatment Plant are as follows:-

Out of the 15% (amount of Rs.30 lakhs) to be shared by Tanners, so far, an amount of Rs.5 lakhs has been paid up and the balance of Rs.25 lakhs would be made good before 30th April 1987, as

1. Equity by Tanners	.. 15%
2. Loan from Financial Institution (To be raised by tanners)	.. 45%
3. Subsidy/Grants:	
i) Govt. of Tamil Nadu	.. 20%
ii) Govt. of India	.. 20%
Total	.. 100%

per Tanners' statement. It has also been planned to complete the entire project by the end of 1988.

Because of these efforts the effluents that had been flowing into Sengulam for the last few years, have been completely stopped and not even

a drop is allowed to flow out of Tanneries, Tanners have made their own arrangements within their compound, to store the effluents, in pits dug for this purpose.

It would not be exaggerating that it is going to be a red

letter day for Dindigul when the project gets commissioned.

V.G. PRASAD.

Information and Public
relations officer,
Anna District
DINDIGUL

SALEM PLANT SURPASSES
OUTPUT, SALES TARGETS.



The Salem steel plant has earned profit for the third year in succession, the net amount realised being Rs.3 crores. The plant not only surpassed its production target, but also expanded its sales activities during 1986-87, according to a press release issued by the plant authorities.

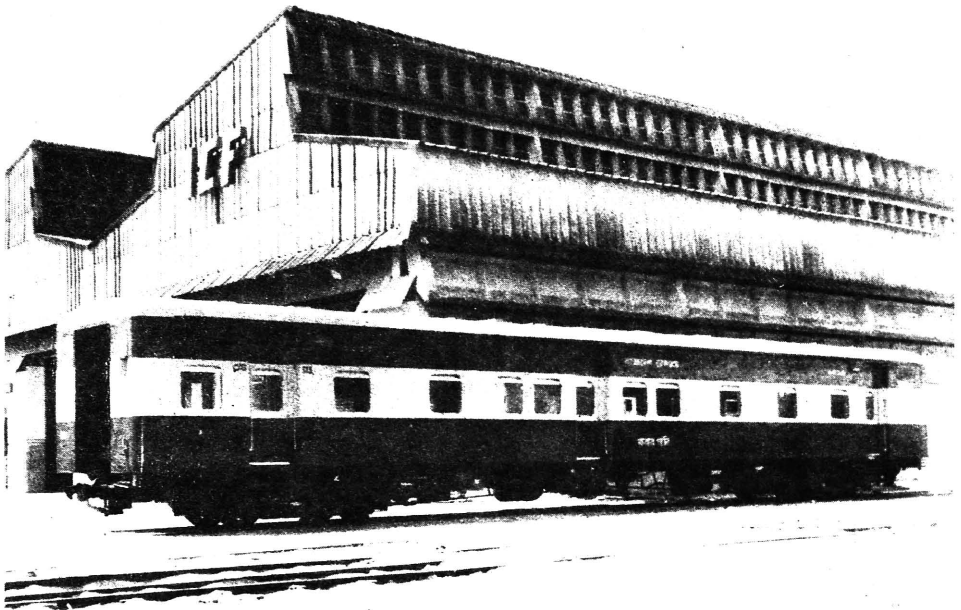
The plant manufactured 26,627 tonnes of saleable steel which was well above the annual target fixed

for last year and nine per cent more than the production of 1985-86, which was 24,373 tonnes.

It also achieved a record in March last, producing 2,436 tonnes and selling 3,160 tonnes. The plant sold 26,160 tonnes during 1986-87, which is 120 per cent of the sales in the previous year. It exported 1,026 tonnes of steel to countries including the U.S., Canada, Japan and West Germany.

The export target for the current year is 2,000 tonnes and the plant authorities are exploring the possibility of exporting stainless steel material to the developed countries for making coins for 1987-88. It has fixed a target of 30,000 tonnes of production and 32,000 tonnes of sales.

A noteworthy feature during the year under review was that the plant operated seven per cent over and above its rated capacity.



ICF-Pole Star of Indian Railways

Thiru Kuldip Narain,
General Manager,
Integral Coach Factory

For well over three decades, the Integral Coach Factory at Madras has served the Nation's premier transport system—the Indian Railways—by manufacturing railway passenger coaches of various types. Set up during the first Five Year Plan, ICF is one of independent India's earliest ventures. Originally slated to manufacture 350 broad gauge coach shells per annum, ICF is today turning out 850 fully furnished coaches every year and is going ahead with

a Modernisation Project which will augment the production capacity to 1000 coaches in 1988-89. Studies are afoot to increase the coach production capacity to 1200 thereafter in accordance with the decision taken by the Railway Board.

Over the years, ICF has built more than 17,000 coaches of more than 100 types. The product-mix for each year's production is determined by the requirements of Indian Railways, owing to

priorities for certain types of coaching stock.

DEVELOPMENTS MADE BY ICF:

During the 32 year history, ICF has been making a Herculean effort to continually improve its design and product. ICF has designed, in close collaboration with RDSO, and produced totally indigenous EMU (electric multiple units) Motor coaches, air-conditioned coaches, coaches for Rapid Transit System

for Metro Railway, Calcutta, which is running underground for the first time in India, diesel power cars, etc. The famous Rajdhani rakes, the Pink City express, the Vaigai express, the Tippu express, the Tamil Nadu express, the Taj express etc. are some of the famous trains, which trace their origins to ICF.

DESIGN PROSPECTS FOR TOMORROW:

ICF is going to introduce new features in the Inter-city Express coaches for better riding and reliability. These features are:

i. Provision of centre buffer couplers in lieu of screw couplers, for the first time in main line coaches, thus almost eliminating train parting;

ii. Provision of rubber vestibules to UIC design in place of canvas vestibules for the first time on Indian Railways. The UIC vestibules are shorter in length, have better alignment while joining, better noise absorption, better protection against rain, dust, wind, fire and theft and are safer and more durable.

iii. The Inter-city express coaches will be fitted with air-brakes which are more efficient than vacuum brakes and 110 volt DC electrical system to provide better illumination.

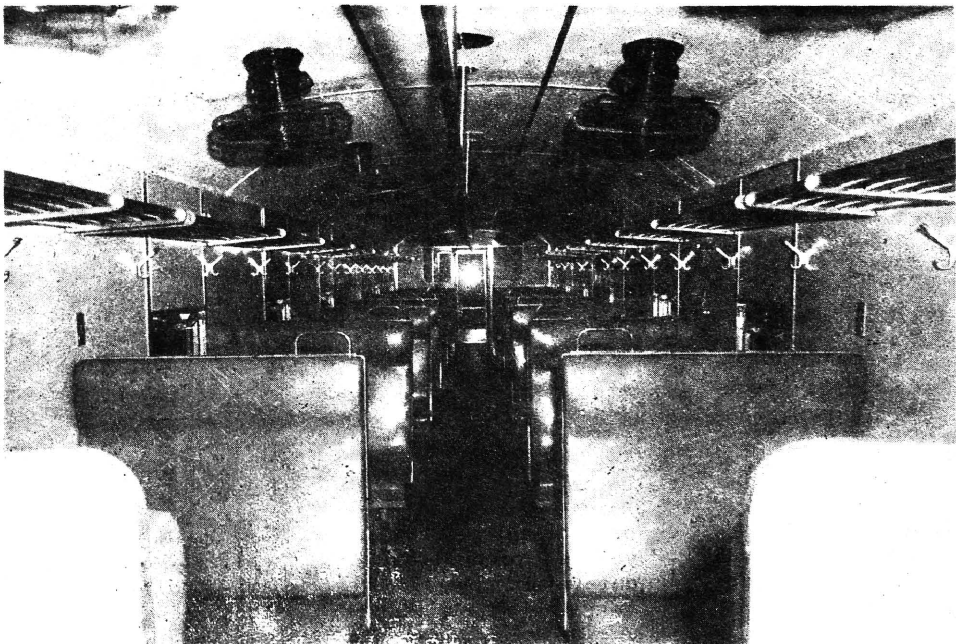
ICF will be manufacturing battery operated Power Cars for Metro Railway, Calcutta. In the near future motor coaches with chopper controlled

equipment will be provided, employing the latest technology. ICF will be shortly building Metro Gauge AC EMU coaches fitted with thyristor converters for the first time.

EXPORT

ICF has made its mark as an exporter of railway coaches. But for the heavy domestic demand for several types of coaches every year, ICF could well be the leader among passenger coach exporters. As of now, ICF has exported 379 coaches and 359 bogies to 11 countries in Asia and Africa. Out of an order for export of 61 coaches in 7 types to Bangladesh,

RECORD PRODUCTION AT ICF DURING 1986-87



During the year 1986-87 that just ended ICF turned out a record number of 852 coaches in 14 types. It is indeed a record to be proud of. ICF has always surpassed the targets set, and this year is no exception. This is in no small measure due to the excellent synthesis of labour and management.

PRODUCTION PLANS FOR 1987-88

The production target for 1987-88 had been raised from 850 to 900 coaches. These

apart, ICF will also manufacture 50 broad gauge second class coach shells in semi-knocked-down condition for commissioning the new Rail Coach Factory at Kapurthala. Some of the important types to be manufactured during 1987-88 will be

i. BG AC EMU Motor coaches

ii. BG DC EMU Motor coaches and trailers

iii. Special High-speed coaches for Taj express

iv. Special coaches for superfast Inter-city expresses

v. BG air-conditioned chair cars

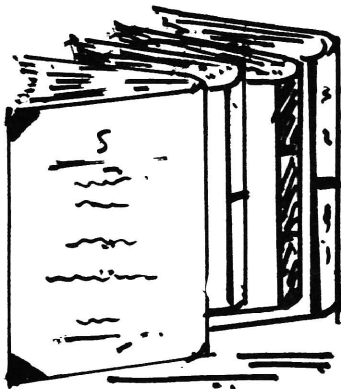
vi. Metro coaches

vii. MG AC EMU Motor coaches and

viii. MG air-conditioned 2-tier sleeper coaches besides conventional coaches like BG and MG General Second class, 3-tier sleeper coaches etc.

SELF-GUIDES

TO THE PUBLIC



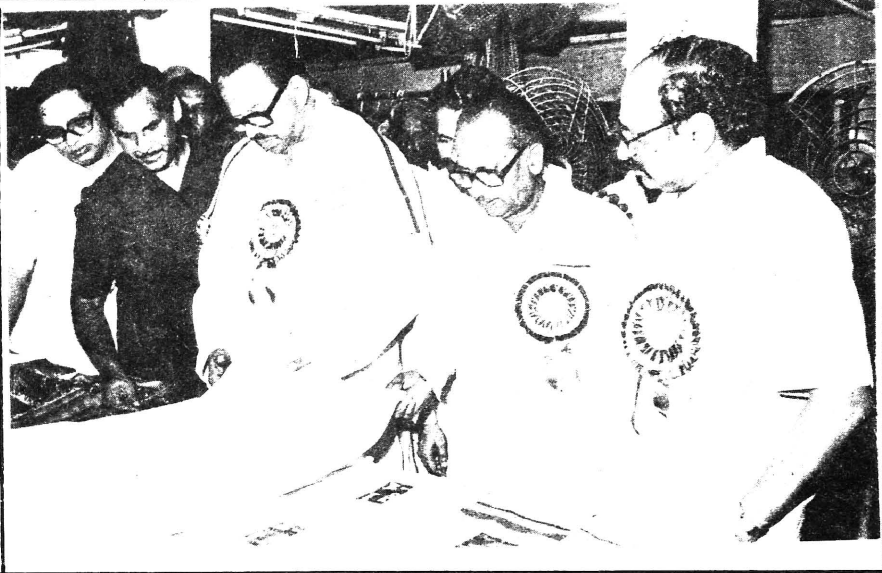
Do you propose to build a house of your own? Do you require your property to be assessed to tax? Do you require trade licence? Do you need birth/death certificate? Do you need International health certificate? Do you propose to advertise?

Do you require compost manure? Are seven of them guiding the public to accomplish their needs and requirements. The procedure to be followed and the proper officials to be approached and the persons to be contacted the case of complaints are vividly explained in the brochures brought out by Madras Corporation.

The procedure for levying timber tax, assessment of company tax, property tax, and profession tax, burial and cremation charges are given in some of them.

Hire charges for the use of Corporation playgrounds, Corporation Band and shamiand and how to get them for hire and the sale of saplings are explained in another brochure.

They are brought out both in English and Tamil. They serve as self guides to the public. They are available free of charges and public and requested to get them from Corporation according to their needs and thus get maximum benefits of the services offered by the Corporation of Madras.



Handloom Festival, 1987

A major portion of Handloom Cloth Sales was effected in two important festival seasons (i.e.) Deepavali and Pongal. Next to Pongal, the Deepavali Festival falls after 9 or 10 months. During this period there was no bumper sales of handloom cloth. But to provide continuous work to the Weavers in the Co-operative fold, it was felt necessary that some exhibition or Fair or Festival should be arranged during the period between Pongal and Deepavali to help liquidation of Handloom Cloth Stock. Keeping this factor in mind, Handloom Fair was started in the early 1950's.

HANDLOOM FESTIVAL 1987

Every year, exhibitions are conducted at Madras, District Headquarters and in important towns. This year, in view of heavy stock with Co-optex and Primary Weavers' Co-operative Societies, the exhibition has been arranged at Madras at Pantheon Road Co-optex Exhibition Grounds and in the following towns.

1. Kancheepuram
2. Madurai
3. Dindigul
4. Virudhunagar
5. Tirunelveli
6. Nagercoil
7. Salem
8. Coimbatore
9. Erode

10. Trichy
11. Tuticorin
12. Kumbakonam
13. Vellore

Stalls have been allotted to Co-optex, Primary Weavers' Co-operative Societies of Tamilnadu, Handloom Projects of Tamilnadu, Pondicherry State Handloom Organisation, APCO, Handloom House, Handloom Organisations from UP and Hariyana.

PRODUCTS:

The products to be exhibited and sold are as follows:

1. Cool cotton sarees
2. Silk Sarees
3. Bedsheets & furnishings

4. Shirtings
5. Dhothies
6. Lungies
7. Towels
8. Garments
9. Printed materials
10. Dress materials
11. Other handloom products.

cotton and is produced in the areas of Trichy, Salem and Coimbatore.

The speciality of these sarees is that the background is dyed in 2 or 3 light shades giving a special effect to these sarees.

POLYESTER FANCY BAGS:

Co-optex has introduced a new product in the current year, the product being exclusively different in the Handloom - Industry.

SALES AT MADRAS EXHIBITION

<u>YEAR</u>	<u>SALES</u>
1981	Rs. 236 lakhs
1982	Rs. 273 lakhs
1983	Rs. 283 lakhs
1984	Rs. 205 lakhs
1985	Rs. 201 lakhs
1986	Rs. 225 lakhs

Expected sales in this fair is Rs. 250 lakhs.

SALES AT ALL CO-OPTEX SHOW-ROOMS INCLUDING CO-OPTEX STALLS IN EXHIBITIONS AT MADRAS AND DISTRICT HEADQUARTERS

1981	Rs. 827 lakhs
1982	Rs. 1230 lakhs
1983	Rs. 1492 lakhs
1984	Rs. 1520 lakhs
1985	Rs. 1097 lakhs
1986	Rs. 1060 lakhs

Expected sales during this festival period is Rs. 1,500 lakhs.

The product is "Polyester Fancy Bag" which is being produced utilising the polyester suiting fabric. The fabric which is being utilised for this product is being rubberised to withstand the strain for which the product is put into.

About 10 patterns of the Fancy Bags have been adopted for use of gents and ladies as noted below:

1. Travel Bags
2. Ladies Hand Bags
3. Over-night Bags
4. Gents Pouches

The polyester fancy Bags are commanding fairly good sales in the selling unit of Co-optex.

SATIN FURNISHINGS:

Unlike the other printed furnishings, Co-optex has brought out Cotton Viscose Satin Printed Furnishings for the first time into the market. This is priced at Rs. 40/- per metre and printed in very eye catching designs in multi colours. The fabric is so soft to feel and further enriched with prints and colours.

NEW PRODUCTS:

"CHITHIRAI SAREES"

Co-optex, to introduce a new product in the printing area, decided to make an exclusive collection of Printed Sarees styled as "CHITHIRAI SAREES".

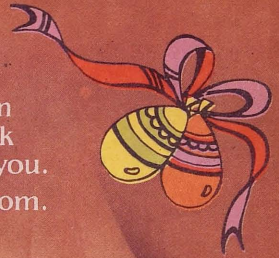
The basic material for these sarees is 100s x 100s pure

Upon this background, the design specially made for these sarees have been printed, making the sarees exclusively attractive.

The sarees have been name as "Chithirai Sarees", since the sarees are most suitable for summer wear i.e. for the month of Chithirai being in the finest count of cool cotton yarn.

Exotic Designs for the New Year

A new range added in
Chiffon, Polyester, Silk
and Cotton sarees for you.
Visit Co-optex showroom.



Co-optex
Handlooms

DIPR/Efficient

BUILDING UP INDUSTRIES AND GROWING IN PERFORMANCE

- * Setting up of large and medium scale industries in Public and Joint Sector mostly in industrially backward areas.
- * Investing in the share capital of Joint Sector.
- * Assisting the large and medium scale industries in the Joint Sector in obtaining technical collaboration, selection of equipment and the plant site.
- * Liaise with State and Central Govt. Departments and Financial Institutions to secure letters of Intent, important approvals, term loans etc.
- * Providing Employment for 15,520 persons in 41 projects at an investment of Rs. 600 crores.
- * Creating Employment for 12,000 persons in 10 projects at a further investment of Rs. 400 crores.

E.V.K. SULOCHANA SAMPATH
Chairperson

TAMILNADU INDUSTRIAL DEVELOPMENT CORPORATION LTD.,
735, Anna Salai, Madras-600 002.

Telephone : 88643/44/45/46

Telex : MS-7878 Grams : TIDCO



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