

# Tamil Arasu



JUNE 1978

50 Ps.

The ulcer of untouchability has gone so deep down that it seems to pervade our life.

When untouchability is rooted out no one will consider himself superior to any other. Naturally, exploitation too will cease and co-operation will be the order of the day.

**Mahathma Gandhi.**



# Editor's Page....

**A**griculture is the mainstay of our economy. We adopt new agricultural strategy to increase productivity and profitability per farmer. The flow of agricultural inputs in the supply line — be it power or credit — has been steady and stable. The Co-operative financial institutions and extension agencies help the farming community to maximise the yield through the adoption of a package of practices and modern techniques of farming operations.

The co-operative credit system is restructured to meet the demands of the farmers. At times of natural calamities, the loan repayment is rephased and pangs of stringency are mitigated. Facilities like marketing, fair price, storage, etc., are made available to them. In all this effort we have not forgotten the small and marginal farmers. The small and marginal farmers now enjoy a new lease of life as a result of the implementation of multi-faceted programmes undertaken by the Small Farmer's Development Agency in the districts. The integrated plan for small farmers now in operation in Chengalpattu district as also the concessions recently announced by the Chief Minister give us a comprehensive picture of the break-through that the small farmer has come across and the importance that the present

Ministry accords to the farmers, particularly the small farmers.

We have embarked upon the new system of 10 plus 2 which is objective-based, benefiting the rural sector. The new system brings the State into the main vortex of the uniform educational pattern evolved after much discussion, debate, study and experiment. Two educational scientists of Tamil Nadu discuss this subject in this issue.

A 3-day seminar on "Communication for Rural Development in Tamil Nadu" was organised at Tiruchirapalli from June 13th to 15th by the Indian Institute of Management, Bangalore, in collaboration with Information and Public Relations Department of the Government of Tamil Nadu.

Mass Communication in our State has a vital role to play in informing, instructing and educating the villagers for a better, richer life. The Mass Media have to help the masses to shed their inertia and enrich themselves materially and intellectually as well. Dr. A. V. Shanmugam, Seminar Director and Professor, Development Communications, Indian Institute of Management, Bangalore, in his paper presented at the seminar, made an indepth study of the communication pattern in Tamil Nadu. His article on this subject in this issue is an interesting feature.

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1



# Chief Minister

speaks

to the people

“The functions arranged by Government departments should be simple and purposive, avoiding glitter and glamour. District Collectors have been addressed to minimise the expenditure incurred by the District Administration in organising such functions,” said Thiru M. G. Ramachandran, Chief Minister, addressing a meeting at Kancheepuram on June 25, organised to distribute pattas, three-wheelers to the physically handicapped and to open new bus routes.

Some ask “What is our achievement during the last one year?” Posing this question, Chief Minister said that the progress made could not be construed as achievement but it was the duty of the Government to execute plans and schemes. The electorate should be able to speak of Govt’s achievements at the time of elections; Govt. wanted people’s spontaneous commendation of the progress made by the Govt. Chief Minister said that the previous regime spent only one or one and half crore to re-open the sick mills. The present Ministry has spent Rs. 4.5 crores and opened many sick mills.

The Sun Paper Mill was closed, rendering 1,500 workers jobless. Workers suffered the pangs of unemployment. That mill had been reopened due to the sincere efforts of the Government and all the labour are back at their machines.

Chief Minister repeated that many were obstacles placed in our road to fulfil the promises to the people. The strike in essential services was banned. The Govt. resorted to this action perforce. It was never the intention of the Government to take vigorous action under that law. Discussions were held and solutions were found across the table. After the agreement normalcy prevailed.

Those who had taken loans should repay the loan. Then only it was possible for getting sanction of new loan. Non-payment of taxes is an offence and any instigation to incite people to resort to “no-tax campaign” is unlawful.

If the loan is repaid, the total allotment for issue of fresh loans would be increased to Rs. 140 crores next year. Repayment of loan entitles one for new loan. If repayment was not made, the Reserve Bank of India would not release funds to co-operative institutions. If the Reserve Bank did not release funds, Govt. could not able to accord sanction for grant of loans to farmers. Agricultural production will suffer for want of credit. What will be the condition of small farmers? There will be no source of credit available to small farmers and their agricultural operations would bristle with difficulties.

The prices have recorded a decline. The rice price has also shown a downward trend. We have been representing to the Centre for increase in paddy price.

# Education and Rural Development

## Some Definitions

To start with some notations on education and rural development should be attempted :

Education in this article is used to cover two experiences. First, it includes any instruction that is given and such learning as is obtained in the school, college and University, on which the country spends around 98 per cent of its annual educational budget. Second, it covers instruction where given and the learning acquired in farmer's education, workers education, youth education, women's education, sports and games, NSS, NCC, the education of school and college dropouts and pushouts, correspondence education and private study. In other words, it embraces all forms of non-formal education on which we spend around 2 per cent of annual educational expenditures.

Rural Development in this article is used to refer to all efforts aimed at improving the quality of rural life through :

- (a) reduced inequalities in rural levels of living and inequities in land ownership.
- (b) increased productivity, incomes and living standards,
- (c) improved social and cultural infrastructures covering housing, roads, drinking, water, health, education and cultural amenities, and
- (d) participation by people in both the processes and centres of political and economic decision making

## Some Negative propositions

So defined, there are some negative propositions on the nexus between education and rural development that first need to be set forth.

The first such proposition is that school and college education are marginal to problems of rural development. Problems of rural development have to do with poverty, inequality, low productivity, unemployment, under-employment, disease, malnutrition, and a run-

away population. Their solutions are not educational solutions, but are political and technical decisions and commitment to action. They include land ownership and use, improved land and qualitative water use, development of arts, crafts and agro processing industries, market and distribution systems, finance, credit and non-credit inputs, research and development and change in tradition and custom. And till these are attended to there is sole danger in our demanding that our schools should be grounded in our rural realities, for that might make the school system partake of the poverty, inequalities and stagnation that now characterise the rural scene.

The second negative proposition is that rural education in the form of a separate system of rural schools and rural universities as an answer to the problems of rural development is either a non-starter or a passport to failure. This is so because such separate systems are an expression of the ghetto theory of education which is against the nature and purpose of education. It is also not what parents want as education for their children.

The third negative proposition follows from the above, that the ruralization of the school and college curriculum by adding agriculture, or rural health, or applied nutrition or family planning to the curriculum is no solution to the problems of rural development, because—

- (a) school and college education are a means of general formation and not the provider of specialized skills, and
- (b) the many pedagogical and practical difficulties faced in undertaking such grafting.

## Some Positive Proposals

On this basis, it is possible to set forth some positive education proposals, arranged in an order of

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### Dr. Malcolm S. Adiseshiah

Vice Chancellor,  
MADRAS UNIVERSITY

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priority from the point of view of their immediate impact on rural development. They are in relation to

- Farmer's Education
- Out-of-school and college education of youth and women
- University education (arts, science and professional)
- School education

## Farmer's Education

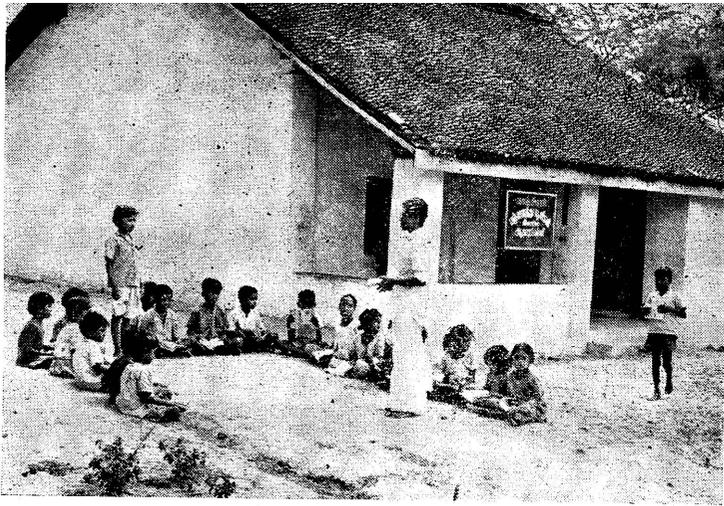
Rural development is not attained by non-reliable production targets drawn up by the Union Government, broken up into State, district, taluk and block level sub-target which the poor BDO and the extension agent run around with to get the hundreds of farmers to adopt. Nor is rural development dependent on the village level officer knowing the details of the terms of the grants and subsidies available to the farmer which he must administer. Rural development requires educating the farmer in

- (a) how to control his environment and avoid being subservient to it,
- (b) how to experiment in the new technology instead of following the traditional patterns and practices, and
- (c) how to distinguish between the economics of his family and his farm, how the law of love and family obligations govern the former and the cost benefit the latter.

This education is the task of the agricultural extension agent and of all those who are involved in rural education. This is what the agricultural universities should spearhead and for this the methodology could be what has come to be called techniracy, including the SITE experiment or functional literacy and education or what I would prefer : a graduated system starting with techniracy and moving into functional education. This form of farmers education will have an immediate pay off in terms of increased productivity and employment generation.

## Out-of-school and college education

There are more children and youth out of school and college than



A Village School imparting Elementary Education

in schools and colleges in the country today. And what is worse is that there is no hope of bringing them back into school. The holding power of the school has, for no fault of its own, reached its limits.

Here what is needed is a completely new curriculum for the education of those out of school children and youth which would be employment preparation and into which general education can be woven. For this, there is needed surveys of local resources and local employment opportunities, around which our presently unemployed teacher training schools in most States and agricultural universities can develop curricular around :

Wet and dry farming,  
animal husbandry,  
fisheries,  
farm forestry,  
rural arts and crafts, and  
ancillary industrial arts

This form of education, which is one form of non-formal education, also has an early and immediate pay off in terms of rural development.

#### College Education:

Turning next to the relevance of university and college education to rural development, a distinction should be made between arts and science colleges and universities on the one hand and professional colleges and universities on the other.

In the case of arts and science colleges and universities, the University Grants Commission has launched a programme towards the rural

orientation of the universities, for which 17 universities have been chosen. Under this programme, at the under-graduate level, of the 3 subjects one would be a practical application of the theory learnt in the other two courses such as in :

Botany, Chemistry, Horticulture  
Zoology, Chemistry, Fisheries,  
Botany, Chemistry, Soil Science,  
Physics, Chemistry, Fertilizers,  
Microbiology, Botany, Applied  
Nutrition  
Economics, Commerce, Agricultural Marketing  
or  
Farm Management,  
Economics, Politics, Panchayat  
Raj  
and so on.

Improvement in Educational quality is a preparation for rural development

There are dangers in this approach in that it may emasculate without adding skills. What is really needed for the liberal arts and science university to contribute to rural development is for all courses to be updated all the time, for the teaching, learning and evaluation system and methods to be problem solving. But this is part of a long term task for our universities to develop the conceptual frames and models in our sciences—social, human, natural, physical, medical and engineering—so that they are emanations of our rural and urban life, not as they are as present borrowed models of the industrialised West. It is only in this way that the university can become relevant to rural development; but this is a question of relevance, not a matter relating to its contribution.

Turning to professional colleges and universities, agricultural, veterinary, medical and engineering institutions have a direct contribution that they can make to rural development. There are three issues here that need special mention. First all these professional institutions should be engaged all the year round in a programme of research as an input to rural development. Second, for the relevant research to become an input, there is need for a link between the laboratory and the farm or the home or the animal husbandry centre through the agricultural or health or engineering extension agent. It is at this point of the technology transfer that the link in the chain is weak. Finally, there seems a growing feeling that one year out of the five years that medical and engineering students spend in



college simply duplicates the science done at Higher Secondary or PUC. Thus, this year can be spent by medical students in their final year serving in a Primary Health Centre, and by engineering students in an agro-service rural centre or a factory.

### School Education

It is in regard to school education that the nexus to rural development becomes tenuous and almost non-existent. The school in this context can be a preparation for the work of rural development awaiting every one.

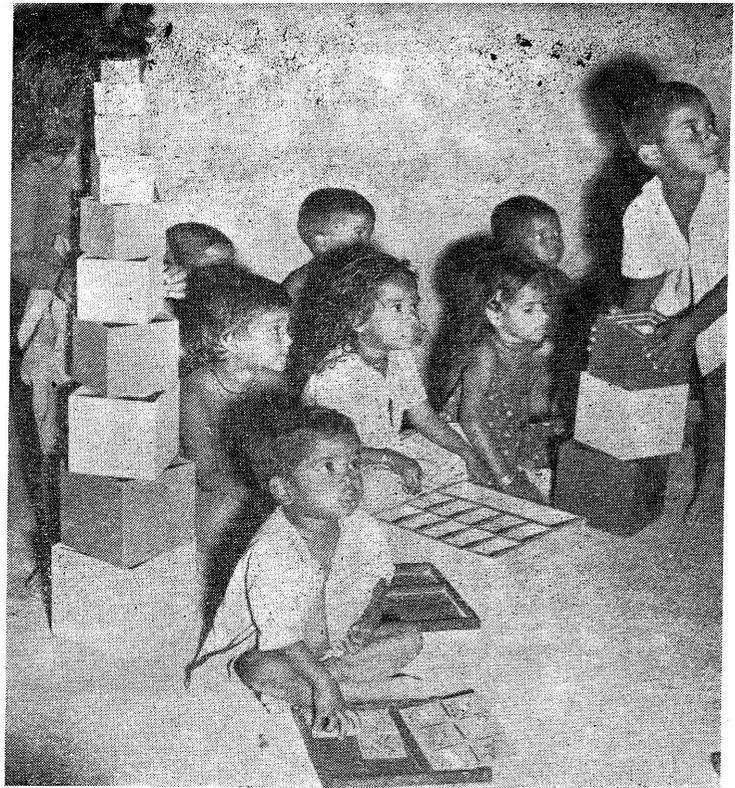
The start is to build work experience into the learning experience in all our schools. But this requires a lot of preparatory work and continuous follow up. Among the requisites are surveys of local areas for materials and employment prospects, programmes for developing learning materials, training and re-training teachers and organising a state-level cell as Maharashtra has done, to oversee the adequate and effective development of work experience both state-wise and in relation to each local situation.

Next the immediate objective of the school system should be in fact a learning system where—

—habits and attitudes of reasoning, forecasting, accuracy and objectivity are acquired

—skills in the 3 Rs are formed where a start can be made without any change in the curriculum or teaching through learning to read instructions, write for advice, and to keep records and so go on to other more complex skills, and

—knowledge and understanding development as to the economy, science, health and hygiene etc.



Steady Increase in admission to Rural Schools.

These may seem far off from the problems of rural development. They are. The objective here is to make the school a real preparation for the tasks of rural development.

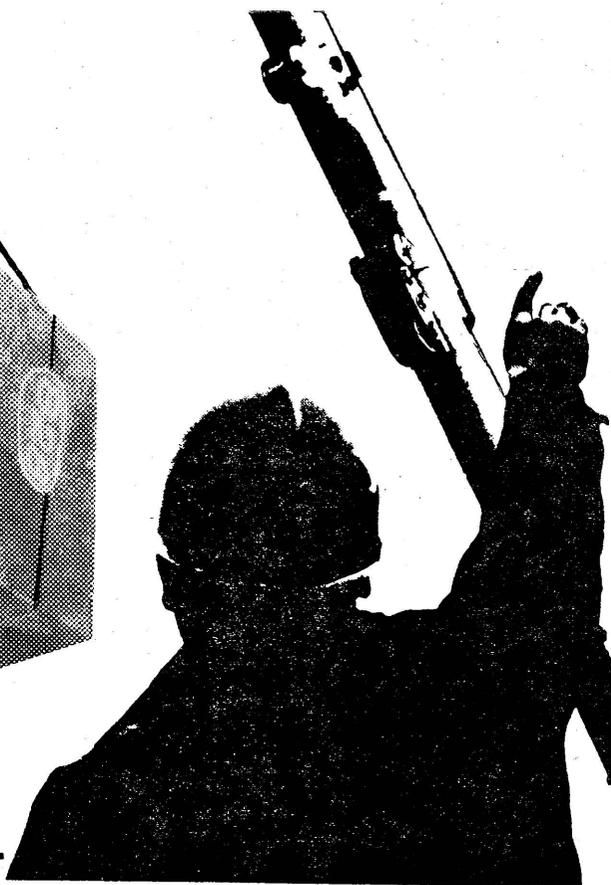
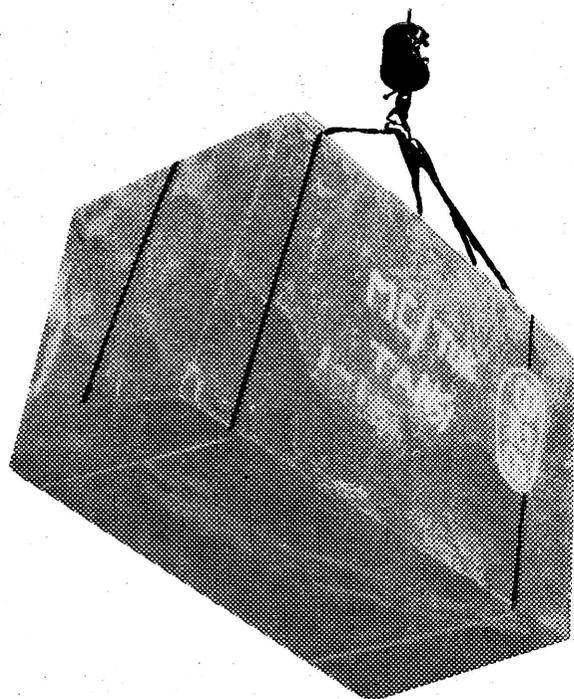
#### Conclusion :

The general conclusion is that non-formal education in its multifaceted forms has a direct and important contribution for rural development. It is as variegated and disaggregated as the many varied local needs and scenarios of rural development. Formal education at the professional collegiate level, if restructured, has a similar contribu-

tion to make to rural development. There is the ultimate question with which this article started as to whether any kind of reformed school system can really promote rural development, until and unless the structure of rural society is changed. This change can be assisted by organising the landless labourers to fight for their rights, by educating and forming the currently weaker sections in rural society to break the power of vested interests in land, in trade, in distribution and in political decision making, so that a more just rural social structure is ushered in. These activities will then have to be comprehended in any notation of education—non-formal education—and not dismissed as political activities which are the responsibility of political parties. It is in this sense that the hope is expressed that there will come a day when formal and non-formal education will merge and the joint streams will then have a marked impact on rural development. Until that day arrives, our aim should be to so reorganise the school and university system, so that it can make its marginal but decisive contribution to rural development.

Farmers' Education Helps Rural Development Process.





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# SPORTS THERAPY AND MODERN LIVING

**S**ports Therapy is a wide field which mainly includes techniques of team Psychology, conditioning and training methods, corrective and developmental exercises, prevention of Athletic injuries, Pre-game warm up, Beauty-Therapy, (which is commercially known as Health Parlour or Beauty Parlour), etc.

## Beauty Therapy:

For this discussion I would like to take up beauty therapy. This is a new field in sports therapy. Health Parlours are quite popular in countries like France, Japan, West Germany, Sweden, Scandinavia and other European countries.

The awareness of the Health Parlours was brought to our country by the foreign tourists, which was developed by the Hotel Federation of India and the India Tourism Development Corporation. Since the tourists find very little time to go out for play or exercise the health parlours are the best alternatives for them to fulfil their exercise needs within a short period.

The Beauty Therapy mainly includes lot of passive type of exercise vide Vibrating belts, Vibrating beds, Vibrating Roller, Automatic Cycles, Waist Line Trimmer, etc. The heat treatment like Sauna baths, Steam bath, Mud baths, and Wax baths are very effective treatments of the health parlour. Hydrotherapy through Swimming and under water jet massages in luke warm water are quite relaxing treatments. Sauna or Steam Baths are the heat treatments by which the body sweats out without any strain and sheds excess weight by burning the extra dispose tissue of the body. The vibrating type of exercises which are electrically operated, make the body tissues vibrate and produce warmth in the tissue, which in turn burns the extra fat in the body. Massage Parlour has also come in as an important Sub-Division of the Health Parlour.

## Importance of Beauty Therapy :

The advancement in Science and Technology has made man more physically active. Man now is well acquainted to the push button living system where he has no physical work at all. As we all know exercise is a biological necessity for any living being, (voluntary or involuntary) formally or informally. The pre-historic man was leading a nomadic life and his livelihood was closely connected with informal exercises. He had to climb, jump, swim, leap, run, etc. to escape from hazards as well as in search for food. Thus he was every time on the move and giving much physical work to his body informally where formal exercises were not at all necessary for these people.

The present man is civilised and has become the victim to comforts. Since lot of machines are being used, the present man is not active physically. People find no time for physical exercise and no place to do these exercises. Business executives, shop keepers, administrative staff, etc. generally adhere to sedementary work. They have no chance to move and their consumption of food is much higher than their expenditure of energy. The administrative staff's need of calories is 1,500 to 2,000 per day whereas their consumption is more than 2,500 to 3,000 calories per day.

A study has been conducted in the city for the business executives; about 100 people had been chosen at random for the study and the actual hours of work, consumption of food and expenditure of energy had been calculated. 71% of these persons consume 2800 to 3200

calories, 18% 3000 to 3600 calories, 5% 2200 to 2500 calories and 6% of these persons consume 1400 to 1800 calories. So from the above study we are able to understand that desk workers do less physical work but consume more food thus making themselves victims of over-weight.

Due to this over-weight, body segments deviate from the normal structure and cause deformities like Lordosis, Knock knees, Flat feet and some other joint restrictions. Pressure is increased on the blood vessels, thus leading to high blood pressure. The cholestroal content of the blood may also increase due to the dietary habits when lot of animal fat is used.

Hence over eating and lack of exercises are the main reasons for *Obesity*. It will be really difficult to make the Obesity people do active exercise. The health club facilities like vibrating exercise, steam bath and sauna baths are the best suitable and passive type exercise for the people in the primary stage to shed down their excess weight. Since these equipments are electrically operated and involve the patient for passive type exercise the persons need not take much strain to shed down the weight, so the beauty therapy plays a great role to keep the modern man hale and healthy.

## CURRICULAM INCLUSION OF BEAUTY THERAPY IN PHYSICAL EDUCATION

There are similar courses like corrective physical education, prevention of atheletic injuries massage, keinisiology and basic human anatomy which has already been included in physical education mainly to emphasise on slimming exercises, diet prescription, beauty care for skin, steam and other beauty aid treatments. A specialised certificate may be given at the master degree level.

**M. Ranga Reddy, M.P.E.**

*Manager, Health Club.*

## JOB OPPORTUNITIES AND, COMMERCIAL ASPECTS OF BEAUTY THERAPY

People are becoming more conscious about their shapes and general fitness of the body. Obesity has become a globular problem. More and more health clubs and keep fit clubs have been started by the private sectors. Medical colleges have started obesity clinics in some places. The best in Madras city are the General Hospital, Kilpauk Medical College and the some of the private units run by doctors and physical education experts.

Trained people in physical education are the most suitable candidates to run such Beauty Therapy

Clinics. The doctor's co-operation is also very essential to run such clinic, more scientifically by having proper clinical tests in necessary cases.

As we all know a lot of unemployment prevails in the field of physical education. It would be better to divert the trained physical education personnel to work in such beauty therapy clinics. Even private clinics can be started by these trained persons and they can run these as commercial units. In this connection I would like to make some recommendations to the authorities regarding the suitability of physical education in beauty therapy and it should be brought to the notice of the India Tourism Development Corporation, Hotel Federation of

India and the Medical Council and its suitability to run the beauty therapy and obesity clinics.

The heads of the professional colleges of physical education should take interest to explain the course of study and its application to beauty THERAPY and obesity clinics. State Sports Council and the District Sports Councils can also start such clinics.

Colleges offering regular courses can have a larger clinic where they can train students after finishing their Master's degree in physical education.

As mentioned already courses for beauty therapy may be included in the physical education curriculum.



### Employment Trend :

There has been an increase in the total number of applicants placed in employment, vacancies notified and filled during the month of April, 1978.

### Placements effected through Employment Exchanges :

1. Total number of applicants placed in employment	2,610
(a) Number of Ex-Service-men placed in employment	117
(b) Number of physically handicapped placed in employment	47
(c) Number of Repatriates placed in employment :	
(i) Burma Repatriates	11
(ii) Sri Lanka Repatriates	8
(d) Number of Post-Graduates and Professional and Executive Standard applicants placed in employment	133

## Spotlight

on

## Employment

## Situation

## During

April, 1978

### Other Services Rendered by Employment Exchanges :

(i) Number of guidance talks delivered at Schools by Vocational Guidance Officers of the Employment Exchanges	—
(ii) Number of applicants who received guidance information in matter of choosing careers	658

The progress made in the implementation of Apprenticeship Training Programme as on 30-4-1978.

(i) Apprenticeship Training seats located	9,537
(ii) Apprenticeship Training seats utilised	9,823

### Out of those mentioned under Column (ii) :

(a) Scheduled Caste apprentices	1,553
(b) Scheduled Tribe apprentices	11
(c) Women apprentices	280
(d) Minority and Backward Class apprentices	4,837
(e) Physically Handicapped apprentices	55

# PROGRESS OF CO-OPERATION IN TAMIL NADU

Co-operation has made further strides in Tamil Nadu during 77-78 in all fronts — financing production, marketing and distribution of consumer goods.

Provision of agricultural credit continued to constitute the major action of the co-operatives. Out of 45.63 lakhs agricultural families, the membership in village credit societies was 38.72 lakhs on 31-3-78. Of these, 22.83 lakhs families belong to the weaker sections.

During 1977-78, a sum of Rs. 120.69 crores was disbursed as short term loans for agricultural production. It is proposed to issue Rs. 140 crores during 78-79.

Medium term loans to the tune of Rs. 6.44 crores were disbursed for the purchase of Milch animals, plough bulls, tyre carts, installation of gobar gas plants, sheep breeding, calf rearing, poultry farming and purchase of agricultural implements and storage bins. The bulk of the loans was given to persons who belong to the weaker sections eligible for subsidy from Small Farmers Development Agency. 49% of the above short term and medium term loans were issued to the weaker sections.

A member of Rural Co-operative Credit Society received co-operative loan from the Chief Minister, Thiru M. G. Ramachandran, at a function held at Kariyapatti village in Ramanathapuram District



Interest rates have been reduced as below : For short term agricultural production loans from 12.6% to 10.5% to small farmers and to 12% to other farmers. For medium term loans from 13.8% to 12.5% to all farmers and for loans on pledge of jewels from 16% to 15% to all.

## Long Term Loans :

The Land Development Banks issued Rs. 12.28 crores as long term loans during 1977-78 for Minor Irrigation, land reclamation, purchase of tractors etc. It is proposed to issue loans for Rs. 19 crores during 78-79. From 1st July, 1977 to May 1978, 1,816 electric pumpsets installed with loans from Land Development Banks for irrigation of lands were got energised by the Electricity Board.

1,002 small farmers got subsidy aggregating to Rs. 5 lakhs for sinking new wells at a rate not exceeding Rs. 500 per small farmers.

The assignees of surplus lands under the Land Ceiling Act have been permitted to mortgage their lands and raise development loans from the Land Development Banks

with Government guarantee. This will benefit about 50,000 small farmers who have been assigned about 85,000 acres.

## Drought and Flood Relief Measures :

The borrowers affected by drought during the early part of 77-78 were given relief by conversion of their short term loans into medium term loans amounting to Rs. 4.06 crores. The period of repayment of the short term loans converted into medium term loans earlier, was also rephased involving a sum of Rs. 4.3 crores.

Similarly in respect of the borrowers affected by floods and cyclone in November '77, short term loans amounting to Rs. 22.91 crores were converted into medium term loans and the period of repayment of the short term loans converted into medium term loans earlier, was rephased involving a sum of Rs. 13.49 crores. Additional loans amounting to Rs. 101.52 lakhs were provided for purchase of fertilisers and application to standing samba crops affected by the floods. Where the crops were entirely destroyed, fresh loans were issued to the tune of Rs. 553.69 lakhs for raising new crops. In addition, a sum of Rs. 43.52 lakhs was issued as medium term loans for purchase of plough bulls and milch animals, to replace those lost in the floods.

In the context of debt relief legislation, when non-institutional sources have become scarce and a gap has been created the credit co-operatives have come to play an important role in the provision of loans on the pledge of jewels. 749 agricultural credit societies, 331 branches of State Central Co-operative Banks and 128 co-operative urban banks, 1,208 co-operative units in all, were engaged in the issue of jewel loans to the extent of Rs. 50.77 crores during 77-78. The maximum limit of jewel loan per individual has also been raised from Rs. 2,000/- to Rs. 3,000/-. 300 more village credit societies will be brought into the field and the loan issue stepped upto Rs. 70 crores during 78-79.

The Government invested a sum of Rs. 1.82 crores as share capital in Co-operative Banks and credit societies. 2,295 metallic storage bins valued at Rs. 7.06 lakhs were distributed during 77-78, to enable the farmers to store their agricultural produce safe from rats and insects.

**Marketing Societies :**

The co-operatives distributed 3.48 lakhs tonnes of fertilisers valued at Rs. 56.34 crores accounting for 52% of the total fertilisers sold in the State.

**Regional Distribution Centres :**

To co-ordinate the purchase made by consumer co-operatives, a regional distribution centre is being set up at Coimbatore. It is proposed to have another centre at Madras at an estimated cost of Rs. 72.50 lakhs and the State Government have sanctioned Rs. 25 lakhs to the Tamil Nadu Consumer Co-operative Federation for establishing the Centre.

To provide wholesome meals at cheap rates to the poor day scholars and those coming from rural areas, 24 common kitchens were set up during 77-78, with financial assistance from the Government.

Controlled cloth is distributed only through co-operatives in Tamil Nadu. During the period from 1-7-77 to 31-5-78, 14,543 bales of



Consumers' Co-operative Society supplies better quality goods

controlled cloth have been distributed and 75% of the allotment to the State is ear-marked for distribution in rural areas through 4,172 co-operatives retail outlets. In addition, a special quota of 1,693 bales was obtained and distributed to those affected by floods and cyclone during November, 1977.

The co-operatives have been entrusted with the work of distribution of nationalised text books in the State except in Madras City, from 1976-77 in which year 169.44 lakhs of text books to the value of Rs. 2.55 crores were distributed. During 77-78, the co-operatives distributed 236.91 lakhs text books to the value of Rs. 3.70 crores. This

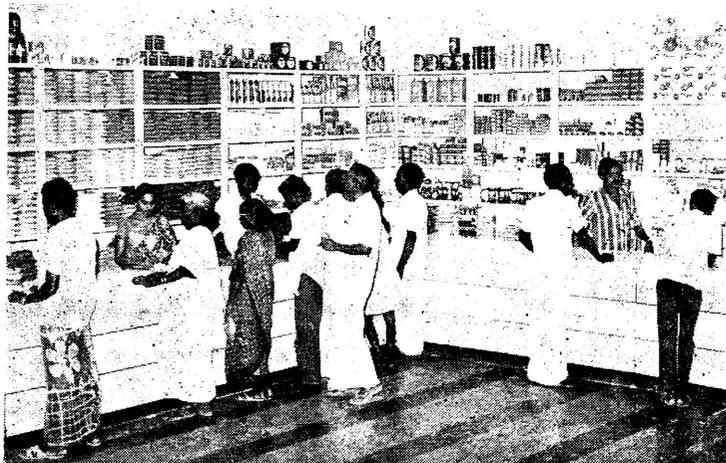
has enabled 77 lakh students studying in 35,530 schools to get text books at correct prices in time.

In order to enable distribution of consumer goods in rural areas, 25 projects of the rural consumer scheme are implemented by 20 wholesale co-operative stores. The National Co-operative Development Corporation has sanctioned 30 more projects costing Rs. 39.81 lakhs for implementation in Madurai and Ramnad districts for opening more such retail outlets. These projects will provide employment for 647 educated unemployed.

The State is having a wide net work of public distribution system. Out of about 10,000 fair price shops, nearly 7,000 are run by co-operatives. The Government policy of one village-one shop to ensure free availability of essential commodities, is being implemented initially in Madurai and Ramnad districts, through co-operatives. Government have sanctioned financial assistance of Rs. 43.71 lakhs for opening 1,046 more fair shops in these two districts.

**Co-operatives for weaker sections :**

In order to attend to the special problems relating to weaker sections and to pay exclusive attention to their welfare, various co-operative societies, like societies for hill tribes, cycle rickshaw drivers co-operative societies, washermen co-operative societies etc. have been formed for weaker sections.



Consumer goods at fair prices for the public.

The most important among them are the 9 large sized multi purpose co-operative societies called LAMPS formed for the welfare of Scheduled Tribes in the districts of Salem, Dharmapuri, North Arcot & Trichy during 1976-77 and 1977-78. They are functioning with 9,254 members. Government have given liberal financial assistance by way of subsidy, loan and share capital to these societies. The rate of interest payable by a tribal member on short term and medium term loans is fixed as 4% and the difference of 6.5% and 8.5% between this rate and the normal lending rates, is met by the Government by way of subsidy. These societies have issued production credit to the extent of Rs. 30.95 lakhs, consumption credit of Rs. 23,000 and medium term loans of Rs. 7.84 lakhs during 77-78. Minor forest produce to the value of Rs. 5.19 lakhs was collected by the members of these societies and consumer goods worth Rs. 6.65 lakhs were distributed to them. LAMPS are to be provided with a "Revolving Fund," to help the tribal people with loans for liquidating their prior private debts

carrying usurious rates of interest. For this purpose, during 1978-79, it is proposed to sanction a sum of Rs. 5 lakhs towards the Fund.

In order to relieve the Cycle Rickshaw Drivers from the clutches of the private cycle rickshaw owners who charge exorbitant rates of rent for the cycle rickshaws and to provide loans for purchase of rickshaws on easy term of repayment, a cycle rickshaw drivers society has been organised at Dindigul in Madurai District during 77-78. 50 members are to be given interest free loan of Rs. 800/- and subsidy of Rs. 200/- each, towards the purchase of cycle rickshaws. A sum of Rs. 5,000 as interest free loan towards share capital and subsidy of Rs. 6,000 towards working capital have been given to the society by the Government.

During 1977-78, 5 Labour Contract Societies were assisted to the tune of Rs. 1 lakh each. It is intended to help 2 more Forest Labour Contract Co-operative Societies during 78-79. Of the 15 Co-operative Printing Presses in the State, Government have already

sanctioned share capital assistance to 5 co-operative printing presses. During 1978-79, it is proposed to sanction share capital assistance to 5 more co-operative printing presses.

#### Co-operative Training College :

The Co-operative Training College, Madras is conducting basic training course for intermediate level officers, diploma courses in Co-operative Audit, Co-operative Banking and Industrial Co-operation and short duration courses on different sectors for the benefit of the intermediate level personnel of the Co-operative Institutions and departments throughout the year. A building complex including hostel facilities for the trainees at a cost of Rs. 36 lakhs has been sanctioned. The Government of India have contributed through the National Committee for Co-operative Training, a grant of Rs. 10 lakhs for the building complex. The Government of Tamil Nadu have released their share of Rs. 10 lakhs in October, 1977. The balance will be met by the Tamil Nadu Co-operative Union.

The project contemplates modernisation of the Periyar System with the main objective of minimising the percolation losses in the system and extending the benefit of irrigation to additional ayacut from out of the savings made.

The works contemplated under this scheme are :

1. Construction of a pick-up anicut one KM below the Vaigai Reservoir to divert the irrigation discharges.

2. Excavation of a link canal from the pick up anicut and leading to Peranal regulator for 32 Kms and lining the link canal with concrete. There will be 8 new branch channels in this link canal, facilitating irrigation of 4,000 acres of new ayacut.

3. Lining the Periyar Main Canal (entire length of 58 Kms.), all branch channels and distributaries, and field channels having ayacut of 25 acres and more with concrete, and thereby facilitating irrigation of additional ayacut.

4. Improvements to Tirumangalam Main Canal and its branch

## PERIYAR

## SYSTEM

## MODERNISATION—

## FARMERS'

## DREAM

## COMES

## TRUE

as to facilitate irrigation for an extent of 2,326 acres of new ayacut.

5. Extension of the Periyar Main Canal below Pulipatti regulator to bring under irrigation additional new areas of about 23,000 acres.

6. Improvement to the existing tanks and supply channels in the

Periyar-Vaigai system and to improve the village roads in the project area.

#### Periyar Main Canal

Out of the total length of 58 Kms., about a length of 25 Kms is programmed for being lined during this year and the work is in full swing. The bed of the canal is lined with *enmorete cast-in-situ*, and sides are lined with pre-cast cement concrete slabs, by reducing the existing bed width of the canal to the proper design.

The project is programmed for completion during 1981-82. The project is aided by world bank. The cost of the project is Rs. 41.04 crores. About Rs. 16,000 will be utilised totally for day in this project work. About 16,000 labour will be utilised totally for day in this project work.

Due to minimising the percolation losses, etc., in the system, it is expected that there will be saving of 160 million cubic metre of water and this will help to bring in new ayacut for irrigation to an extent of about 2,9500 acres.

# LEVY OF URBAN LAND TAX

The Urban Land Tax was first introduced in 1963 by the enactment of Tamil Nadu Urban Land Tax, 1966 (Tamil Nadu Act 12 of 1966). It was extended to the urban lands in the City of Madurai and in the Municipal Towns of Coimbatore, Tiruchirapalli and Salem besides the Madras City Belt Area.

The objects of the Act were to augment the resources of the State to carry out the Slum Clearance Scheme, Housing Scheme for low income group in the State and also to supplement income of the local bodies to encourage urban development.

The Act was amended finally in 1975 and the increase in the tax was found to be steep. Several representations were received both from the public organisations and individuals. In response to the public demand, an official committee was appointed.

The Committee heard oral as well as written representations and made certain recommendations. The recommendations of the Committee were accepted under Section 27 of the Act. In addition to concessions statutorily granted for educational, religious, charitable and philanthropic institutions by way of exemption from the levy of Urban Land Tax, they also recommended for the grant of concessions to recreation clubs, community centres, which are non-profit oriented organisations and commercial institutions like cinema studios and cinema theatres. 50% concessions were given in the case of recreation clubs and community centres. 50% concessions were given to cinema studios and 10% was granted to cinema theatres. The exemption were given to all educational, religious, charitable and philanthropic institutions both in respect of vacant lands and lands on which buildings have been constructed and from which the institutions

derive income, which is being used solely for the objectives and purposes of such institutions. This was given with retrospective effect on and from July, 1975. The concessions are also granted, subject to the condition that the institution concerned disposes of the vacant land and the buildings by way of sale, gift, etc., it has to pay to the Government the entire amount of urban land tax payable from the 1st July, 1975 upto the date on which the alienation was affected.

## Cases for Concession :

A Committee was constituted consisting of Chief Secretary to Government as Chairman, Member, Board of Revenue in charge of the subject Urban Land Tax, Secretaries to Government, Finance Department and Revenue Department as Members and Deputy Secretary to Government, Revenue Department in charge of the subject Urban Land Tax as Secretary of the Committee to make recommendations regarding cases for the concessions referred to above.

## Residential Areas

One of the specific recommendations made by the Officers Committee removed the distinction between the land used for residential purposes and the land used for non-residential purposes i.e., a separate rate of rate structure depending the usage of property was abolished and all lands in an area were subject to the same rate of tax structure. If the building is solely occupied by the owners the tax was reduced by 50%. The areas that are declared as slums under section 3 (a) of the Act are exempted from the levy of urban land tax. All sabhas whether musical, dramatic or otherwise, were granted a rebate of 50% to which they are assessed.

## Fixation of Land Value

With regard to fixing valuation, the Government agreed to fix double

the value of 1963 or 1971 value whichever is less. As a result of the amendment in 1975, the first two grounds of lands held in Madras City, Madurai, Coimbatore, Tiruchirapalli and Salem are exempted from tax, wherever the total holding does not exceed 5 grounds. The concession was extended to the Belt Area also little more liberally. In the Belt Area exemption was increased to 3 grounds, wherever the total holding does not exceed 7 grounds. The rate of holdings exceeding 10 but not exceeding 20 grounds was reduced from 2% to 1.5% and on holdings exceeding 20 grounds from 2.5% to 2%.

So far the exemptions have been granted to 164 institutions. We hope to grant concessions to all institutions, which are qualified under the Act. The assessment was over in seven-eights parts of Madras City and work is almost over in mofussil towns of Madurai, Coimbatore, Salem and Tiruchirapalli. The Government expected a sum of Rs. 4 crores from the urban land tax. As a result of 1975 amendment, the tax was increased to 7.72 crores. Since there is a steep increase, the Government sympathetically considered the demands of the public and introduced several concessions and expected to derive a revenue of Rs. 2.50 crores only.

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## JANATHA RETAIL SHOP

The Sivakasi Co-operative Stores in Rannad District is one of the successful consumer organisations of the district supplying the essential needs of the members at fair prices, thereby maintaining the price line of essential commodities. It has opened 9 branches for supply of groceries and 2 branches dealing in cloth section in Sivakasi. Recently the stores had opened a Janatha Shop at Marimuthu Street for supply of food and other essential articles to the weaker section of the locality. This shop serves the poor section of the locality to relieve them from the exploitation by private traders.

# TAMIL NADU CONCESSIONS TO FARMERS

**A** two paise reduction in the power tariff for farmers, power meter rents for pumpsets and waiving of the cess levied on certain commercial crops were among the 15 concessions for farmers announced by the Tamil Nadu Chief Minister.

The levy procurement scheme would be given up and all restrictions on movement of paddy and rice within the State would be removed with immediate effect.

The Chief Minister's announcement came at the end of the six hour talks he had with representatives of the various farmer's associations in the State on their demands. He said that the Government had decided to offer them concessions in its anxiety to satisfy the farmers despite the financial stringency faced by the State.

Chief Minister stated that the power concessions announced would result in an additional loss of Rs. 7 crores to the State Electricity Board per year. The waiver of cess on cash crops would mean loss of revenue to the State Government to the tune of Rs. 1 crore. The monetary value of other concessions was not quantifiable.

The Chief Minister said steps were being taken to rephrase the repayment of short-term loans sanctioned to the farmers. He also gave an assurance that no coercive steps or distraint proceedings would be taken against the farmers in the recovery of loan instalments. Representatives of a dozen agriculturists organisations participated in the talks.

After announcing the concessions Chief Minister said the Government would examine with utmost consideration the constructive suggestions that might be made by the high-power committee. It was not possible immediately to find permanent solutions to the problems that had been persisting over several decades. However, the Government had extended the concessions with a view of strengthening the existing bonds of friendship and good-will with the farming community. He expressed his confidence that the enlightened agriculturists of Tamil Nadu would appreciate the Government's sincerity and welcome the concessions offered by it.

## Details of concessions:

The following are the details of concessions for farmers announced by the Tamil Nadu Chief Minister, Thiru M. G. Ramachandran.

### Power Tariff :

There are about eight lakh energised pumpsets in Tamil Nadu. In September 1975, when the DMK was in power, the Government raised the rate from 12 paise to 16 paise per unit. After this Government took over, the tariff for small farmers was reduced to 14 paise per unit with effect from July 1, 1977. The Government has now decided to reduce the rate to 12 paise per unit for small farmers and to 14 paise from 16 paise for others. This revised rate will take effect from June 1, 1978. The concession will cause a further loss of Rs. 6 crores per year to the Electricity Board.

The Government has also decided to reduce the meter rent for pumpsets from Rs. 5 to Rs. 4 per month. This reduction will also take effect from June 1, 1978, and the Electricity Board will lose another Rs. 1 crore per year on this account.

The Government has decided to offer to the ryots the facility of paying the arrears of power charges in easy instalments. Every month, along with the current dues, the ryots are to pay a month's instalment of arrears.

### Co-operative Credit :

As against a sum of Rs. 121 crores issued as short-term crop loans in the co-operative sector during 1977-78 the programme for 1978-79 envisages disbursement of Rs. 140 crores. The co-operative institutions will be able to avail themselves of credit facilities from the Reserve Bank only if the short-term loans disbursed last year are collected and repaid before June 30, 1978 at least upto the minimum limit prescribed by the Reserve Bank. If the loans are not repaid by the institutions before that date, credit from the Reserve Bank will not be available. The scheme drawn up by the Govt. envisaging expansion of the credit facility will also become incapable of fulfilment. This will seriously affect credit availability for farmers. The Govt.

would wish to appeal to the ryots to pay promptly the short-term loans they have already taken so that the predicament of non-availability of credit is averted. However, the Govt. would wish to give the assurance that no coercive steps or distraint proceedings would be taken against small farmers in any part of Tamil Nadu for recovery of co-operative loans.

Out of Rs. 121 crores of short-term crop loans disbursed during 1977-78 loans to the extent of Rs. 12 crores have been converted into medium loans. Recommendations for the conversion of loans to the extent of another Rs. 16 crores have been forwarded to the Reserve Bank.

In respect of the short-term loans which had already been converted into medium term loans last year itself, steps are being taken to rephase the period of repayment from three to five years. Loans to the extent of Rs. 4.30 crores have already been rephased according to this programme and proposals for rephasing loans to the extent of another Rs. 14 crores have been sent to the Reserve Bank.

The interest rates for short-term crop loans were recently reduced from 12.6 per cent to 12 per cent. The rate applicable for food crops was reduced to 10.5 per cent for small farmers. With a view to giving a further incentive to small farmers, it has now been decided that the reduced rate of 10.5 per cent be extended to short-term loans for all crops.

In respect of failed wells dug after 1971 with loans from Land Development Banks, it has been decided to remit 75 per cent of the loan subject to a maximum of Rs. 10,000. In respect of small farmers, the remission will be to the extent of 90 per cent, subject to a ceiling of Rs. 10,000.

The amount involved in the remission would be met from out of a special fund set up by the Land Development Banks with assistance from the State Govt.

The Govt. has also directed the Electricity Board to provide immediately power connection, unmindful of the loss involved, to wells dug with loans from the Land

Development Banks and which have already been fitted with pumpsets.

#### Government Loans :

In the areas affected by the cyclone and floods the Govt. has already postponed collection of loans to the extent of Rs. 2 crores this year. In respect of other areas, the Govt. has decided that the entire loan arrears need not be collected and that only one instalment need be collected in this fasli. The Govt. also wishes to give the assurance that no coercive steps or distraint proceedings will be taken against small farmers in the recovery of Govt. loans.

#### Waiver of Cess on Commercial

#### Crops :

A cess on certain commercial crops was imposed for the first time when the State was under President's rule ; but the collection of the cess for fasli 1386 was postponed. When this Govt. took over, it passed orders completely remitting the collection of the cess which had been postponed by the previous Govt. Further this Govt. reduced the rate of cess from Rs. 20 to Rs. 15 per acre per crop in respect of grape, sugarcane, plantain, coconut and betel. The cess in respect of tobacco, chillies, irrigated cotton and irrigated groundnut was removed completely. The high power committee is being requested to examine and make its recommendation regarding the imposition of this cess. Pending their consideration and

report, it has been decided that this cess will not be collected for this fasli. As a result of this waiver, the Govt. will incur a loss of Rs. 1 crore this year.

#### Procurement Prices :

The powers for fixing the procurement price of paddy are vested with the Government of India and the State Government has no authority to revise or enhance the rates fixed by the Centre. The Tamil Nadu Govt. will continue to press the Govt. of India that the procurement price of paddy should be substantially increased.

To enable the ryots of Tamil Nadu to get higher prices, the Govt. had directed the Civil Supplies Corporation to purchase paddy directly from the ryots at the rate of Rs. 90 per quintal for coarse and Rs. 95 for medium varieties. This scheme has been in operation since February 1978. It has been decided that this facility will continue till it is considered necessary with reference to the open market price situation.

In the interests of farmers, the Govt. has decided to discontinue with immediate effect, the levy procurement and remove all the attendant restrictions. The 20 per cent levy imposed on millers will also be removed. The traders' levy will be removed inside Tamil Nadu also. The checkpoints set up on certain district borders will be removed with immediate effect. No certificate will be required for producers who wish to transport their own paddy for personal consumption anywhere inside the State. As a result of these measures, there will be no restriction or regulation on movement of paddy or rice within Tamil Nadu, This measure of decontrol is being ordered experimentally and will be enforced till the end of 1978. The results of this policy will be reviewed at the end of the year and the food policy for 1979 formulated with reference to the needs of the situation then prevailing.

Certain regulatory procedures had been prescribed to monitor the movement of groundnut from out of Tamil Nadu. In response to the representations from the ryots that these regulatory measures had resulted in the ryots getting unremunerative prices, the Govt. has decided to permit free movement of groundnut to other States.

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# LIBRARY EDUCATION IN THE UNIVERSITY OF MADRAS

## Establishment of the Department of Library Science :

Dr. S. R. Ranganathan joined the University of Madras as its Librarian on 3 January 1924. In 1945, he retired from his service in the University.

In 1956, Dr. Ranganathan proposed to donate an endowment of Rs. 100,000 to the University of Madras for the promotion of research and education in Library Science. This endowment was accepted by the University. During the centenary celebrations of the University in January, 1957, the then Vice-Chancellor, Dr. A. Lakshmanaswamy Mudaliar announced the establishment of the Sarada Ranganathan Professorship in Library Science. It is, indeed, the first professorship in Library Science in the Commonwealth. To implement this announcement, on 20 November 1959, the University of Madras resolved to establish its Department of Library Science. In 1960, the regulations and syllabi for the courses of Bachelor of Library Science (B. Lib. Sc) and Master of Library Science (M. Lib. Sc.) received the approval of the University authorities.

## Commencement of B. Lib. Sc. Course :

The decision was to start with the B. Lib. Sc. Course from 1960. Accordingly, the Department started functioning from 1 October 1960 with three lecturers and twelve students. The first classes were held on 3 October 1960. Dr. D. B. Krishna Rao was appointed the first Sarada Ranganathan Professor of Library Science. He reported for duty on 3 April 1961. Thiru V. S. Muthiah, the University Librarian had supervised the activities of the Department before Dr. Krishna Rao joined the Department as its Professor and Head.

## Continuation of a School Established Earlier :

The establishment of the Department of Library Science by the University of Madras in 1960, marked only a developmental phase of University's contribution to library science education in India. In fact, the establishment of this Depart-

ment is to be regarded as an extension of the scope of the third (first among the continuing ones) library school of India, established by the Madras Library Association in 1929, and taken over by the University in 1931.

## First Library School of India:

The first library school of India was established in Baroda in 1911 by its Maharaja, Sayajirao Gaekwad. The school was organised by an American librarian, Mr. Bordon. It was a short term school; and it was open to non-graduates. The school was discontinued after the death of the Librarian.

## Second Library School of India:

The second Library School of undivided India was started in

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G. BHATTACHARYYA,

Department of Library Science,  
University of Madras.

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Lahore in 1915 by Asha Don Dickinson, an American appointed as the Librarian of the Punjab University. This school too was a short-term school; and it was open to non-graduates. After the partition of India in 1947, this school became a library school in Pakistan.

## Third Library School of India:

In 1923, S. R. Ranganathan, then an Assistant Professor of Mathematics in the Presidency College, was appointed the Librarian of the University of Madras on probation for three months in the first instance. He joined the University library on 3 January, 1924. At a meeting held on 22 March 1924, the Library Committee recommended the confirmation of Ranganathan. The Committee proposed also for giving him training in library organisation and methods, and in French and German languages. The proposals were accepted by the Syndicate; and accordingly, he was sent abroad on September 1 1924 to undergo training first in England and then in the U.S.A. After completing his training, he resumed his duties on 20 July 1925. He designed new tools for scientific organisation

of libraries, and used them to organise the University library.

In 1928, Ranganathan established the Madras Library Association. By that time, there had been a marked increase in the number of colleges in the Presidency. The need for trained librarians to be in charge of these college libraries was deeply felt. For this purpose, Ranganathan established the third Library School of India, under the auspices of the Madras Library Association in 1929. This school decided to conduct every summer a certificate course of three months duration. The University Inspection Commission had repeatedly emphasized the importance of appointing suitably trained persons as Librarians of various colleges. As a result, the University of Madras decided to extend class room facilities to this new school of the Madras Library Association.

In 1930, the Syndicate decided that the University Library should take the full responsibility of conducting the Certificate Course in Library Science. This decision was first implemented during the summer vacation of 1931. Since then, the new school became a university school run by the University Library.

In 1937, the Syndicate decided to replace the Certificate Course by a post-graduate full-time one-year diploma course leading to the degree of Diploma in Library Science (Dip. Lib. Sc.). This decision was first implemented in July, 1938.

The Madras Library Bill, drafted by Ranganathan was introduced in the Legislature in 1948. On 20th January, 1949, it received the assent of the Governor General. This change in the environment, created a new demand for the Certificate course. The University decided to revive it in 1949. From 1949 to 1959, the University Library conducted the diploma and certificate courses simultaneously. Recognizing more demand for the Certificate course, from 1961, the University Library has been conducting it twice a year.

In 1959, the University decided to establish the Department of Library Science, and to replace the Dip. Lib. Sc. course by the B. Lib. Sc.



*Discussion with a Librarian*

course. This decision was first implemented in 1960. Since then, a candidate who has already qualified for the diploma has been given the opportunity to take the B. Lib. Sc. examination without undergoing any further course of study.

#### **Commencement of M. Lib. Sc.**

##### **Course :**

In April, 1977 the University Authorities decided to introduce the Master of Library Science (M. Lib. Sc) course from the academic year 1977-78. Accordingly, the Board of Studies approved the regulations and syllabuses in its meeting on 28th May 1977. The Syndicate approved those in June, 1977. The course commenced in July, 1977, with 8 students. In accordance with the UGC recommendations, 4 of the seats are kept reserved for qualified candidates from Andhra Pradesh and Kerala.

#### **Future Educational Programmes :**

The Board of Studies in its meeting on 21 December 1976 recommended that the Department should conduct a course leading to the degree of 'Master of Science in Information Science'—M.Sc. (I.S.) The Academic Council in its meeting held on 2 March 1977 approved the Regulations and Syllabuses for the Course. On 30 March 1977 the Senate agreed to institute the new course. It is now awaiting a sanction of additional staff by UGC that would be required to conduct the course.

#### **M. Phil. and Ph.D. Programmes:**

The Department has planned to institute its Ph. D. Programme by the middle of 1980's. The course leading to the degree of M.Phil. in Library Science is planned to be initiated at the beginning of 1980's as a precursor to the Ph. D. programme.

#### **Goals of the Department:**

The Department of Library

Science has been established with the following goals in view :

- (a) To develop trained man-power for the libraries and other information service systems of the country.

**NOTE :** The aim is to help the trainees to equip themselves with superior skills together with adequate understanding of the principles underlying those skills so that they become capable of assuming professional responsibilities.

- (b) To develop man-power capable of participating efficiently and effectively in the teaching and research programmes in library and information science.
- (c) To contribute to the development of library and information science.

#### **Programmes and Programme objectives:**

For the purpose of achieving the goals mentioned above, the activities of the Department have been organised into the following programmes with objectives as mentioned under them.

##### *(a) Training Programme*

###### **Objective :**

To conduct courses leading to degrees—such as,

- (i) B. Lib. Sc. (Bachelor of Library Science);
- (ii) M. Lib. Sc. (Master of Library Science) ;
- (iii) M. Sc. (I.S.) (Master of Science in Information Science) ; and
- (iv) M. Phil. in Library and Information Science.

**NOTE :** In the near future, according to a recommendation made by UGC, the degrees, B. Lib. Sc. and M. Lib.Sc. are expected to

be changed into B. L. I. S. (Bachelor of Library and Information Science) and M. L. I. S. (Master of Library and Information Science) respectively.

##### *(b) Research Programme*

###### **Object :**

- (i) To guide research for partial fulfilment of courses leading to degrees—such as M. Lib. Sc., M.Sc. (I.S.) and M. Phil. (Library and Information Science) ;
- (ii) To guide research leading to the degree of Ph.D. (Library and Information science) ; and
- (iii) To promote and conduct continuing research in library and information science.

##### *(c) Continuing Education Programme*

###### **Objective :**

To provide opportunity, and to participate in programmes for continuing education of professionals in the field of library and information science.

##### *(d) Advisory Service Programme*

###### **Objective :**

To give consultation and advisory service in the design and development of library and information systems, services, tools, and techniques.

##### *(e) Publication Programme*

###### **Objective :**

To publish and to get published monographs, reports, papers, etc. in the field of library and information science produced by the members of the faculty, associates, and students of the Department.

##### *(f) Faculty—Development Programme*

###### **Objective :**

To provide opportunities to every individual member of the faculty that would ensure his development both intellectual and professional.

**NOTE :** Participation by the members of the faculty in the programmes mentioned above are expected to ensure their respective developments. In addition, it is planned to take advantage of specific opportunities offered by professional institutions.

#### **Employment Consideration:**

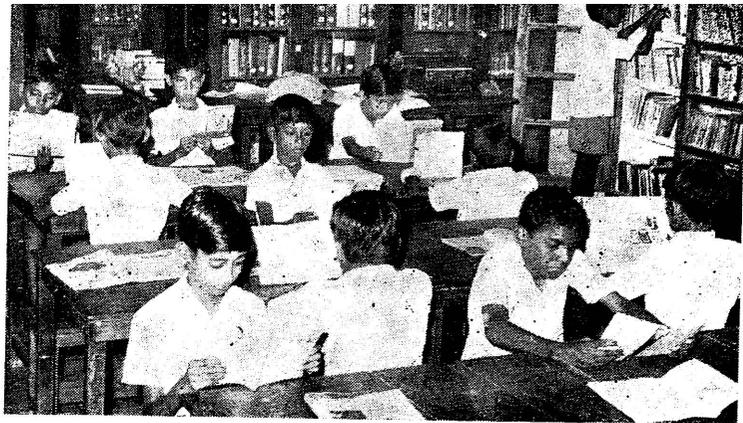
Library education is essentially a professional education. The

effectiveness of any programme for professional education is largely dependent on the employment opportunities—existing and potential. Therefore, it is essential that the design and development of programmes for library education should take into consideration the employment—prospects of the professionally trained man-power. The history of the development of programmes for library education in the University of Madras reflects a well-balanced need-based systematic development.

In general terms, professional activities in libraries and information centres call for three categories of professionally trained persons : the technicians, the supervisors, and the managers. The tasks of planning, executing, and controlling are distributed among them in different measures of extension and intention. To perform these tasks each category of professionals needs to be equipped with pertinent knowledge and skills. Generally, the aims and objectives of libraries and information centres are discipline-oriented, mission-oriented, or a combination of both. For the purpose of information services, any mission is reduced into component disciplines. The different categories of professionals call for different levels of education normally differentiated on the basis of expected degree of knowledge and skills. From the point-of-view of knowledge each category must have a specified degree of knowledge of the disciplines-of-concern; of library and information science and technology; and of management. From the point-of-view of skills, each category must have a specified degree of technical and managerial skills.

#### **Better opportunities in Tamil Nadu :**

Tamil Nadu is the first State in India to have a legislation-based public library system. Its academic (school, college, and university) library-complex is one among those falling within the range of highest numbers. The discipline and mission oriented specialist-library-complex of Tamil Nadu is equally rich. In fact, in India, Tamil Nadu has been and potentially is one of the highest consumers of professionally trained library and information workers. Its demands for all the categories of trained workers for the different categories of library-complexes are well established. In the context of modernization of library activities and services, these de-



*Students consult reference books in a Library*

mands of Tamil Nadu are growing in number and complexity.

The University of Madras has always been adequately sensitive to respond to the social demand for professionally trained library and information workers. In fact, its claim to be the pioneer in this field is well recognized all over India. Its certificate course run by the University Library aims to meet the demand for ordinary technicians for all types of library. The B. Lib. Sc. course aims at meeting the demand for specialized technicians and executives *cum* supervisors. The M. Lib. Sc. course aims at meeting the demand for managers. The selection policy is governed, as far as practicable, by objective perception of social needs—existing and potential. This policy helps a lot to keep instances of unemployment and under-employment to minimum. Besides, the Department of Library Science has launched a special “placement programme” to find jobs for the students who have graduated in library and information science from the University.

#### **Information Service:**

An outstanding development in the field of libraries and information centres in India today is the establishment of the National Information System for Science and Technology (NISSAT) by the Government of India. With this, scientific and technical information has received its due official recognition as a vital national resource for social and economic development of the nation. The planning of the NISSAT programme is highly characterized by appropriate modern conception of such systems, mode of thinking for implementation, and technology to be used to serve users. This new development has created

a new demand for a trans-traditional category of trained man-power. The University of Madras has again, in this context, come forward to play its role of a pioneer among the Universities. It has finalized its plan to initiate a course leading to the degree of Master of Science in Information Science (M.Sc. (I.S.)) to meet the social demand for this new category of information workers.

The discipline-complex which may be designated “Library and information science and technology” is a fast growing interdisciplinary field. The primary responsibility of its direct development lies with its professionals. Disciplinary developments are ensured by research only; and professionals need to be especially trained for this purpose. It may be noted here that India’s contributions to the development of library and information science are universally recognized and Dr. S. R. Ranganathan happens to be the principal Indian contributor. All his contributions are results of his solo-research in the field of library and information science. Professionals with adequate experience in research should take the responsibility of ensuring continuous development of the discipline, professional teaching, and of guiding research. In response to this professional demand, the Department of Library Science has launched its programme of “Continuous Research” in the field of library and information science. The results of research are reported in the departmental publication called *DELISUM Report Series*. (DELISUM stands for the Department of Library Science, University of Madras). Besides, the Department has planned to start its M. Phil, and Ph. D. Programmes in Library and Information Science during the Sixth Plan period.

# EDUCATION- OBJECTIVE- BASED PLUS 2

On the eve of the introduction of higher secondary education in Tamil Nadu it will be worthwhile for all concerned to understand its contemplated objectives and considerable advantages.

The new system, which is the out-come of expert thinking and consultation over nearly half a century and has been adopted in this State after due deliberation, aims at making good the deficiencies of the present system, which has only succeeded in producing seekers of white-collar jobs and streamlining it to serve the needs and aspirations of the people, particularly the weaker sections.

To bring the benefits of higher secondary education within easy reach of the rural poor, it has been decided to locate the plus two stage in schools and 560 odd high schools, excluding Anglo-Indian and Matriculation Schools, have been selected for the purpose, mostly from rural areas ; and they are being geared to receive and nourish this vertical



*Higher Study Centres will beautify rural landscape*

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DR. H. S. S. LAWRENCE,

*Director of School Education.*

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expansion. Education at the plus stage will be in the Tamil medium and free for all. The English medium will also be available,

wherever necessary, on payment of tuition fees.

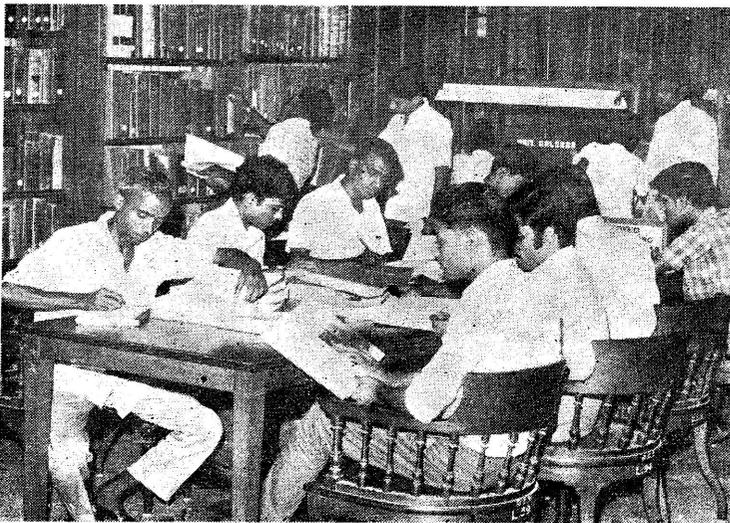
The plus two stage will be a terminal for those students who seek employment after the course and a preparation for higher studies for those who want to go to college.

## **National Uniform Policy :**

The new pattern is in accordance with the national uniform policy recommended by the Sampurnanand Committee to facilitate the easy mobility of students from one State to another and to pave the way for national integration.

It seeks to link education with productivity by providing for work-experience up to Standard X and introducing vocational subjects in Standards XI and XII.

The location of the plus two stage with a vocational stream in schools rather than colleges is a measure to reduce the pressure on colleges, which should concentrate on advanced studies and research. Students opting for the vocational subjects at the plus two stage will become self-confident and self-reliant, and mostly seek useful employment or self-employment, though college education will not be a forbidden fruit for them.



*More Facilities for better Educational Standard*

In the new system, post-secondary education will be decentralized, since higher secondary schools will be spread more widely than colleges and will serve rural areas and the weaker sections of society much better.

### Standard of Higher Education :

As the syllabi for Standards XI and XII include portions covered by the present Pre-University Course and the first year degree course and the syllabi of Standards I to X have been enriched through a phased programme, and higher qualifications have been prescribed for the plus two staff, the standard of school education is expected to improve. The standard of higher education is also bound to improve consequently because, after 12 years of schooling, students who go to college will be physically, mentally and intellectually more mature and better equipped than at present.

The new pattern is certainly an improvement on the existing pattern and it is in unison with the needs of the country and the aspirations of the people. The disaggregation of the 10 years of general education, has been accepted in this State as 5 plus 3 plus 2 to facilitate universalization of elementary education up to the age of 14. It will not be difficult to reaggregate 10 plus 2 plus 3 as

8 plus 4 plus 3 at any time, if at all necessary.

With the understanding co-operation of teachers, parents and the public and the imaginative implementation planned by the Directorate of School Education, this new system is sure to stand the test of time and fulfil the needs of the present and future.



*Better School Environment for quality in School Education*

## PERIYAR E. V. RAMASWAMI BIRTHDAY CENTENARY COMMITTEE

The Government of Tamil Nadu have decided to celebrate the birthday centenary of Periyar E. V. Ramaswami for a year from September, 1978, in an elaborate and fitting manner. It has been decided to constitute a Committee for advising the Government in working out the various programmes for the celebration.

A 24 - Member Committee with Dr. V. R. Nedunchezhiyan as Chairman has been constituted. The Members of the Committee are : 1. Thiru K. Rajaram, Special Representative to Government of Tamil Nadu, New Delhi ; 2. Dr. (Tmt.) Sathivanimuthu, M.P., Madras ; 3. Thiru A.P. Janarthanam, M.P., Madras ; 4. Thiru

P.U. Shanmugam, M.L.A., Abirampuram, Madras ; 5. Thiru K. S. Abdul Wahab, M.L.C., Tiruchirappalli ; 6. Thiru D. Santhosam, M.L.C., Madurai ; 7. Dr. Rajah Sir Muthiah Chettiar, Madras ; 8. Dr. V. C. Kuzhantaisamy, Vice-Chancellor, Madurai University ; 9. Thiru N. D. Sundaravidevelu, Madras ; 10. Dr. A. Krishnasamy, Kilpauk, Madras ; 11. Thiru K. A. P. Viswanatham, Tiruchirappalli ; 12. Thiru V. V. Ramasamy, Viruthunagar ; 13. Thavathiru Kundrakudi Adigalar, Kundrakudi ; 14. Thiru R. Ramakrishnan, Indian Express, Madras-2 ; 15. Thiru Thiruvarur K. Thangaraj, Raja Annamalaipuram, Madras ; 16. Dr. K. Ramachandran, Madras ; 17. Thiru V. Subbiah, Madras-1 ; 18. Tmt. E. V. K. Sulochana Sampath, Madras-3 ; 19. Thiru E. V. A. Vallimuthu, Kovilpatt., Tirunelveli District ; 20. Thiru N. S. Sambandham, Theagaraya Nagar, Madras ; 21. Thiru T. K. Srinivasan ; 22. Thiru Madurai S. Muthu ; 23. Thiru N. Krishnamurthy, I.A.S., Director of Information and Public Relations and Ex-Officio Secretary to Government, Madras, as Member-Secretary.

## SIX CHRISTIAN FISHERMEN SECTIONS INCLUDED IN BACKWARD CLASSES LIST

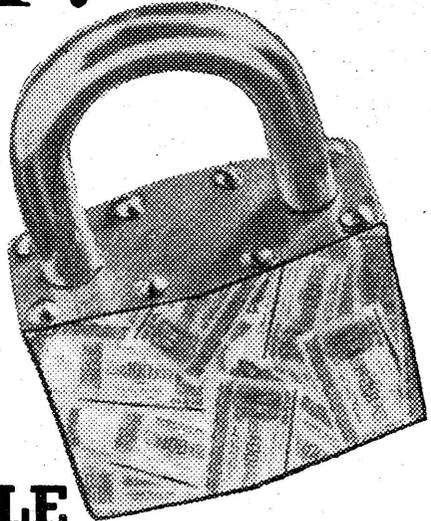
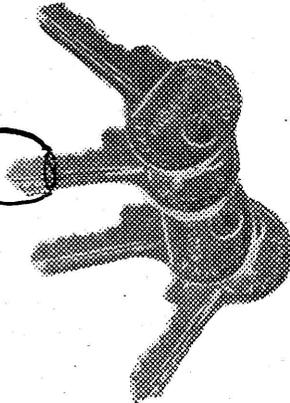
The Government of Tamil Nadu have ordered that the Christians belonging to the six sections of the fishermen community be treated as Backward Classes. The six sections now included in the list of Backward Classes are :

Paravan, Mukkuvans, Paravatharajakulam, Pattanavan, Sembadavan and Meenavar.

This order comes into force with immediate effect and it will be strictly followed while admitting students in the educational institutions particularly in professional courses of study from this year onwards.

# COME INDEPENDENCE DAY UNLOCK IT!

Cost  
Per Ticket  
Re. 1 only



## TAMILNADU RAFFLE INDEPENDENCE DAY SPECIAL BUMPER DRAW

2 SPECIAL FIRST PRIZES OF

**Rs. 5,00,000** each

3 SPECIAL SECOND PRIZES OF Rs. 1,00,000 each  
2 First Prizes of Rs. 50,000 each in every series

More chances for more people to win!

**Draw Date 19.8.1978** | **Total prize amount: Rs. 41 lakhs**  
**10 series—Total Prizes 13,075**

*remember, tamilnadu raffle is a welfare  
scheme - worth the money you spend!*

Issued by  
The Director of Tamilnadu Raffle,  
Government Estate, Madras-600 002.



# COMMUNICATIONS

FOR

RURAL

DEVELOPMENT

IN

TAMILNADU

Tamil Nadu with a population of nearly 47 million (as projected for 1977), out of which 70 per cent are rural population, has a literacy rate of 40 per cent. Like in other States of India, in Tamil Nadu also we have daily press, weekly press, radio transmitters, cinema halls, theatres, song and drama troupes, mobile communication units and other mass communication infrastructure needed to provide communication support for the rural development schemes of the Government of Tamil Nadu. In addition to these media, part of Tamil Nadu is privileged by the presence of Doordarshan functioning from the State Capital.

### Media Data at a Glance :

Available on the various mass media system in Tamil Nadu are compiled from different sources and they are presented in the following pages.

#### A. Press in Tamil Nadu (1975 Data) :

Type	No. of Publications	Circulation
Dailies	66	10,08,000
Weeklies	110	16,59,000
Others	660	26,74,000

The circulation of daily press in Tamil Nadu is at the rate of one copy of the newspaper for every 43 persons in Tamil Nadu and it is one copy for every 17 literate persons in the State. Language-wise break-up of the daily press in Tamil Nadu indicates that there are :

- 52 Tamil dailies with a total circulation of 7,03,000.
- 77 Tamil Weeklies with a total circulation of 14,58,000
- 8 English dailies which command a total circulation of 3,00,000.
- 27 English weeklies with a total circulation of 64,000.

Tamil Nadu has the privilege of publishing newspapers in 12 Indian languages.

The largest circulated dailies during 1975 in Tamil Nadu are **The Hindu** and **Dinamani** and the largest circulated periodicals in 1975 are **Kumudam** (4,47,208), **Vaaranantara Rani** (3,13,049) and **Ananda Vikatan** (2,20,761).

The circulation of the Press in Tamil Nadu is concentrated in the State Capital (Madras) and 16 cities which have a population of more than one lakh each. These 16 cities are Coimbatore, Cuddalore, Dindigul, Erode, Kanchipuram, Kumbakonam, Madurai, Nagercoil, Salem, Singanallur, Thanjavur, Tiruchirapalli, Tiruppur, Tirunelveli, Tuticorin and Vellore.

The rural population in Tamil Nadu which is nearly three crores gets a negligible number of copies of the daily press and the weeklies.

#### B. Radio in Tamil Nadu :

Madras, Coimbatore, Tiruchy and Tirunelveli are the radio broadcasting centres of Tamil Nadu. The transmission powers of AIR stations in Tamil Nadu are as follows :

<b>Madras</b>	100 KW Short Wave
	30 KW Medium Wave
	10 KW Short Wave
	2.5KW Medium Wave
1 KW Medium Wave	
<b>Coimbatore</b>	10 KW Medium Wave
<b>Tirunelveli</b>	10 KW Medium Wave
<b>Tiruchirapalli</b>	50 KW Medium Wave
	1 KW Medium Wave

The low-power transmitter at Madras and Tiruchirapalli are the Commercial Broadcasting Service Transmitters of the All India Radio.

In Tamil Nadu Farm & Home Units have been set up in all the AIR stations. The Tiruchirapalli Unit functioning from 1966 caters to Thanjavur, Tiruchirapalli, Pudukkottai and Madurai Districts. The Coimbatore Unit functioning from 1971 caters to Coimbatore, Salem and the Nilgris Districts. The Tirunelveli Unit operating from 1976 caters to Tirunelveli, Ramnad, Kanyakumari Districts. The Madras Unit started in 1977 caters to Chengalpattu, Noth Arcot and Madras Districts.

DR. A. V. SHANMUGAM,  
Professor of Development  
Communication, Indian Institute  
of Management, Bangalore.

There are 46, 332 Community listening sets in Tamil Nadu. The State Government has not only created proper infrastructure for maintenance of radio receivers, but is also actively involved in organizing and promoting group listening.

As of March 1977, Charcha Mandals are functioning at Kanchipuram, Lalgudi, Tindivanam, Coimbatore, Navlock, Aduthurai, Kovilpatti and Madurai.

#### School Broadcast :

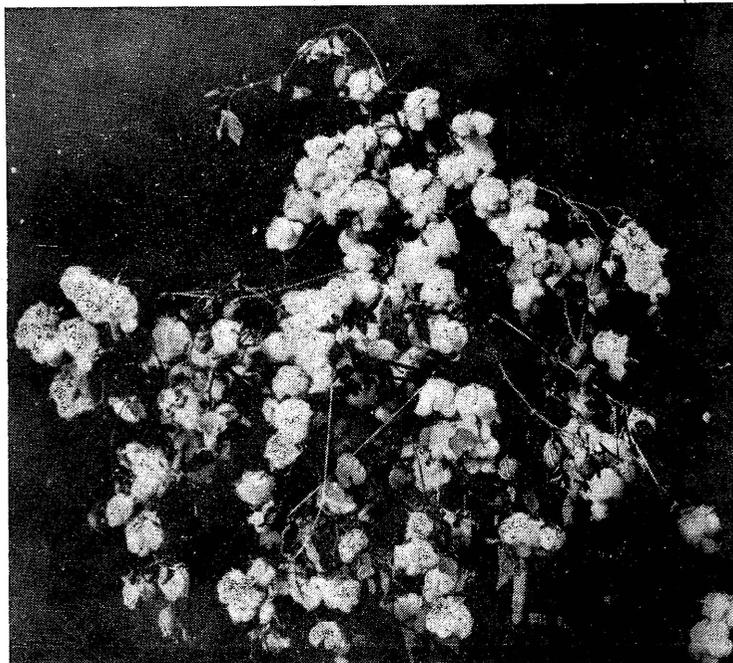
As of January 1978, in Tamil Nadu there are 29,537 schools with

there were 17,91,230 licensed radio receivers ; this works at 38 sets per 1,000 persons in Tamil Nadu. In addition to these licensed receivers allowing for an additional 25 per cent of unlicensed sets and assuming that there are about 5 listeners per one set on an average then only 110 lakhs out of 470 lakhs of people in Tamil Nadu are within the reach of communication through radio. All India Radio claims that as on March 1977, 94% of the Tamil Population and 94% of the Tamil Nadu are covered by its primary service medium wave transmission. Transmission coverage claim may be true and one thing, but the medium accessibility is so poor

All the theatres in addition to screening of regular feature films have to exhibit documentary films and news reels.

In Tamil Nadu there is the Institute of Film Technology at Madras which is one of the two institutes in India imparting training in all branches of film technology.

The Films Division of the Government of Tamil Nadu produces news-reels and documentaries on behalf of the Government. These productions, in addition to theatrical circulation, are being screened as a part of field publicity activities by the various Governmental Depart-



*High-yielding Cotton Strain-Farm units of AIR help Farmers*

radio sets. 270 schools have tape-recorders. 294 programmes per year for students are broadcasted at the rate of 4 per week for lower primary schools and 6 per week for secondary schools. In addition, as a part of teacher training, 72 programmes per year for teachers are broadcasted at the rate of 2 programmes per week.

#### Broadcast Receivers :

As of 31 December 1976, in the entire State of Tamil Nadu

that a vast majority of the population do not have an access to radio set.

#### C. Cinema :

The data as of 31 March 1977 indicate that there are 796 permanent theatres, 78 semi-permanent and 639 touring theatres in Tamil Nadu. The Government of Tamil Nadu owns three theatres — at Madras, Vellore and Tiruchirapalli— which are used for entertainment exhibition.

ments in their campaigns and public information programmes.

Needless to mention that Madras is the nerve centre of feature film production and also the South Indian Film Chamber is located in Madras. The State Government has a Tamil Nadu Theatre Corporation which is providing assistance to producers and exhibitors.

In the State, the Field Publicity Units of the Government of India maintain film libraries for the use in the field. In addition, at each

District Headquarters, the offices of the Special Assistant (I & P.R.), District Agricultural Office (Publicity), Mass Education Officer of the Family Welfare Department and others maintain a small film library.

#### D. Television :

A television transmitter and studios are installed by Doordarshan at Madras. 2,100 villages around Madras are covered by these TV Transmissions, although the Madras TV Programme content is highly urbanized. 18,540 television sets are registered and it is estimated that approximately 25 lakhs of rural people and 31 lakhs of urban people constitute the daily audience for Madras TV.

#### E. Others :

In addition to the Mass Media Infrastructure, in the State, at the Panchayat-Union and village levels there are a host of social organizations and extension educators which are doing face-to-face communication with the people in the villages. The noteworthy agencies are the non-formal education centres, mahalir mandrams, Kulandaigal Kappagam (Balwadies), young farmers clubs, youth clubs and radio rural forums. The familiar extension staff at the field are from the Departments of Social Education, Agriculture, Co-operation, Animal Husbandry, Health and Sanitation, Women and child welfare, rural industries, family welfare, panchayats and the rural welfare officers. The Information and Public Relations Special Assistant to the Collector does provide the communication support by organizing functions, conducting press party tours ; periodically flashing news for local and other press and for All India Radio ; by conducting extension days ; screening and lending documentary films ; giving lectures and demonstrations ; addressing meetings of students, workers and farmers ; arranging VIPs visits to project areas, distribution of booklets, pamphlets on Government achievements ; posting posters ; organizing dramas and photo exhibits. In addition to the Department of Information and Public Relations, there are other agencies in the District which are continuously disseminating public information and providing communication support to the rural development pro-



*Paddy Transplantation—Mass Media Spread Message of Hybrid Paddy*

jects. We have, for instance, the State Government's District Agricultural Publicity Office, Mass Education Officer of the District Family Welfare Office, District Health Office, District Small Savings Officer and others. Many of these officers provide sectoral communication support. In addition, we also have the Field Publicity Units, Song and Drama Division troupes and the D.A.V.P. of the Government of India who while publicising and providing Government of India programmes and achievements also co-ordinate with the various District Information Units of the State Government. Madras Fertilizer Ltd., and India Potash Ltd., are some of the noteworthy agencies which have also rural communication programmes accompanied with a wide-spread extension network, in Tamil Nadu.

Another note-worthy communications attempt in Tamil Nadu is the "Extension Day" concept and programme which has been introduced and in operation in the District of the Nilgiris.

The "Extension Day" is being conducted in this district in all the four blocks every week. Each Panchayat Union Commissioner, selects four villages for the conduct of the Extension Day in his jurisdiction, as such the Extension Day is being conducted in 16 villages every month in this district. All district officers connected with various departments have been requested to attend the extension days in all

the blocks and officers connected with Agriculture, Animal Husbandary, Co-operative, Dairy Development, UPASI, Small Savings, Family Planning and others are participating the Extension Days in all the blocks. Many schemes under the various departments are being published by the concerned department officials through lectures and demonstrations to the public on that day and the grievances of the public on various subjects are being discussed and disposed on the spot by the concerned officials. After the conclusion of the Extension Days, the Film Shows are also conducted by the I & P.R. Department. The grievance petitions being presented to the Special Assistant to Collector during the Extension Day are scrutinised and put up to the District Collector for necessary information and perusal, and on his orders, they are being sent to various sections in the Collectorate and concerned departments in the district for speedy action.

#### Challenge :

This is a review of the communication situation in Tamil Nadu. The picture is a challenge to face the needs and demands of rural development programmes in Tamil Nadu. The picture is further a challenge to the needs of the people in Tamil Nadu considering the level of literacy, poverty, rural and urban distribution of the population, the geography, the natural resources and the development infrastructure in Tamil Nadu.

## A NEW MILE STONE IN CHILD AND WOMEN'S WELFARE PROGRAMME

The Social Welfare Schemes planned for the welfare of women, children and destitutes have been diversified so as to enable a large number of the needy and the meek to receive education, training, guidance and employment. In consonance with our policy of helping the rural poor, two more Service Homes have been opened in Tirunelveli and Salem.

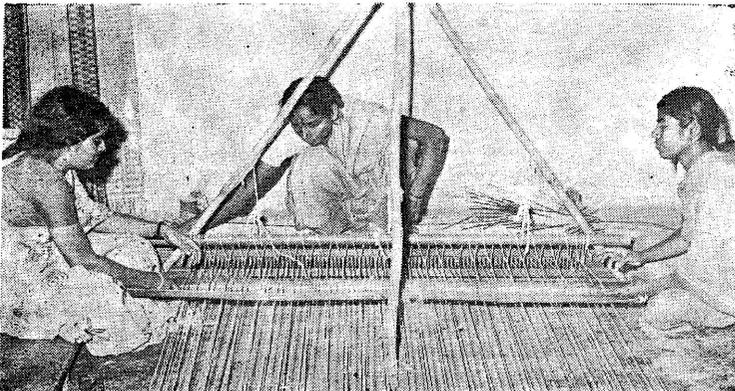
### Guidance Bureau:

In view of the escalation of prices, the Government have enhanced the rates of stipends paid to the inmates of the three services Homes at Tambaram, Cuddalore and Thanjavur and five aided Voluntary Institutions with effect from September 5, 1977.

In the Budget Speech for 1977-78, it was announced that Guidance Bureau it will be set up in different parts of the State for helping widowed women. In accordance with the announcement, made in the budget speech for 1977-78, the Director of Social Welfare proposed to set up four guidance bureaux. The Government approved the starting of Four Guidance Bureaux during 1977, one each at Madras City, Thanjavur, Madurai and Coimbatore. The scheme is intended to help the widows to get assistance for obtaining life insurance and provident fund benefits, advice on educational and employment opportunities and guidance regarding admission of their children in orphanages and educational institutions.

Orders have been issued by Government for payment of annual

*Hand-loom weaving in Tambaram Service Home*



*Tailoring is taught as a tool for women to earn a living*

stipend of Rs. 150/- for 1,000 poor women in the age group of 16-30 whose family income is less than Rs. 3,000/- per annum in order to help them acquire vocational training in Shorthand and Typewriting.

Orders were issued for the introduction of 2-year S.S.L.C. condensed course one each in the Service Homes at Thanjavur and Cuddalore during this year.

The scheme of supply of books and note books free of cost to the children of widows whose family income is less than Rs. 3,000/- per annum will be given effect to from this academic year as the school year for 1977-78 had already commenced and that the children would have bought their books and note books. This is new innovation which will go a long way to help the widows.

### Child Welfare:

The Government have issued orders sanctioning grants to the tune of Rs. one lakh to good voluntary institutions to encourage voluntary social service in rural areas particularly for the welfare of women, children in the age group of 0-6 years and physically handicapped.

The grant will be placed at the disposal of the Tamil Nadu Social Welfare Board and will be given subject to certain conditions.

There are 3,154 child welfare centres functioning throughout the State. These centres are started in a phased programme as the policy is to have atleast one centre in a Panchayat. During 1978-79 150 centres will be started.

### Correctional Administration :

To relieve over-crowding in the existing approved schools under the control of the Director of Correctional Administration, one Junior Approved School for boys was opened in Malliputhur, Ramanaapuram District in December, 1977 with a strength of 300 at an estimated cost of Rs. 4.06 lakhs. One Reception Home in Ramanathapuram District in 1977-78 and another in South Arcot District during 1978-79 for the intermediate custody of children under trial in Juvenile Courts were opened. Better facilities in the Homes have also been provided.

500 tri-cycles at a cost of Rs. 5 lakhs have been ordered to be distributed during 1977-78 to poor or orthopaedically handicapped who have lost the use of both the legs. Similar sanction has been accorded for 78-79 also.

200 hearing aids at a cost of Rs. 80,000/- have been ordered to be distributed during 1977-78 to partially deaf school going children. For 78-79, 300 hearing aids at a cost of Rs. 1,20,000/- have been ordered to be distributed. A sheltered workshop for 40 blind inmates has been started. They will be trained in handloom weaving, Mat-weaving, candle making and crayon making. After training, they will be absorbed in the production unit of the workshop.

# SMALL SAVINGS FOR BRIGHT FUTURE

All are aware of the adage "Small drops of water make the mighty ocean". Following this proverb, and considering the family responsibilities, exigencies and future needs everyone should save. There are so many ways of savings now-a-days. Among all the Small Savings measures, the savings scheme offered by the Govt. are unique. According to the individual income and habits there are many Small Savings Schemes. These schemes give attractive rates of interest and income-tax reliefs too. If you join in any one of the Small Savings Schemes described in these columns you are doing good to your family as well as to the Nation.

## Post Office Savings Bank :

The Post Office Savings Bank is the oldest Savings Bank in India. The Post Office Savings Bank is

also the largest Savings Bank in our country. There are Post Office Savings Banks even in remote villages for our people to save through this Bank. Rs. 5/- is enough to open an account. The total deposits should not exceed Rs. 25,000/- in a single account and Rs. 50,000/- in a joint account. There is no restriction on withdrawals. The balance in the account earns interest at the rate of 5% p.a. Employees, Contractors and agents of Government bodies or of Corporations or of Government Companies or Universities who are required to deposit security in their capacity can deposit the amount without limit in this Bank. An individual can have one account at one post office. Facilities of withdrawals by cheque, nomination, transfer etc., are available. Being a Government Bank, Savings are fully protected in the Post Office Savings Bank.

The Post Office Savings Bank now offers two exciting opportunities each year of winning a big prize. Single and joint depositors maintaining a minimum balance of Rs. 200/- in their P.O.S.B. accounts are eligible for attractive prizes, in addition to earning 5% per annum tax free interest.

There are 11,116 prizes in each half-yearly draw, with a First Prize of Rs. 1,00,000, five second prizes of Rs. 50,000/- each and the following are other prizes :

10 Third Prizes of Rs. 20,000 each  
100 Fourth Prizes of Rs. 5,000 each  
1000 Fifth Prizes of Rs. 500 each  
10000 Sixth Prizes of Rs. 50 each

There are two draws in a year. For the January Draw, the account should have been opened or have a deposit of Rs. 200/- or more before 6th April. The deposit should not fall below Rs. 200/- upto 30th September following.

For the July Draw, the account should have been opened or have a deposit of Rs. 200/- or more before 6th October. The deposit should not fall below Rs. 200/- upto 31st March following.

## Post Office Time Deposits (Taxable) :

There are four types of accounts namely — 1 Year A/c., 2-Year A/c., 3-Year A/c., 5-Year A/c.

There is no limit on deposits in an account. The Time Deposit shall carry interest at the rate of 7%, 7.5%, 8% and 10% for 1, 2, 3 and 5-Year Accounts. The interest will be paid annually and be subject to Income-Tax under the Income Tax Act, but tax will not be deducted at source. Interest upto Rs. 3000/- (along with interest on other approved taxable securities and deposits) is free from Income Tax. Accounts will be pledged if there is not more than one deposit in the account at the time of pledging.

## Post Office Recurring Deposit (Taxable) :

The Post Office Recurring Deposit Scheme is for small income earners who wish to save regularly. Under this Scheme, small sums saved, regularly every month grow



*He is happy to have a Pass Book of Savings Account*

into tidy amounts on maturity after five years. An adult or two adults jointly, a minor in his/her own name or a guardian, on behalf of a minor or a lunatic, can open an account. There is no limit to the amount of deposits into an account. The sum should not be less than Rs. 5/-. It should be in multiples of Rs. 5/-. This scheme is also operated through Pay Roll Savings Scheme. The employer will deduct each month at the time of disbursement of pay to the employee, the amount to be invested. Recurring Deposit Account is for 5 years, carrying 9.25% higher rate of interest. In this scheme, the deposit is accumulated as follows :

Monthly Deposit	Maturity Value after 5 Years
Rs.	Rs.
5/-	380/-
10/-	760/-
20/-	1,520/-
50/-	3,800/-
100/-	7,600/-

A special benefit is now available on Rs. 5/-, Rs. 10/-, Rs. 15/- and Rs. 20/- denomination accounts. If a depositor dies before the maturity of the account, his or her nominee(s) or legal heir(s) will be entitled to full maturity value of account. The following conditions should, however, be fulfilled.

- (1) The age of the depositor at the time of opening the account should not be less than 18 years and not more than 53 years.
- (2) Deposits should have been made into the account regularly for 24 months (without any default) and no withdrawal should have been made.

#### Post Office Cumulative Time Deposit:

Post Office Cumulative Time Deposit Scheme is the best suitable scheme for those who pay Income-Tax. Accounts can be opened by individuals (adult or minor or two adults jointly in multiples of Rs. 5/-) On maturity interest works out to 6.25%. The maturity value of Rs. 10/- account after ten years is Rs. 1,650/-.

The interest earned on these accounts is **FREE OF INCOME**

TAX and is not taken into account for calculating total income. The deposits in 10-Year C.T.D. accounts qualify for rebate of income-tax along with deposits in Provident Funds and L.I.C. Premia, subject to the maximum fixed in the Income Tax Rules.

Withdrawals are permitted upto 50% of balances twice in a 10-Year account. Withdrawals can be repaid either in lump sum or through instalments with interest at 9.6 per cent p.a. simple.

#### 7-Year National Savings Certificates:

Available in convenient denominations. They mature in 7 years but can be encashed after 3 years for prescribed surrender value. Deposited amount of Rs. 100/- in 7 years gets Rs. 200/-.

#### Fourth Issue : Taxable :

Available in convenient denominations. They mature in 7 years. 10.25% of higher rate of interest is payable annually. Investments can be made by individuals (including



*A Healthy Habit—To learn to Save*



*Bachat Sanchayika Scheme is popular among school children*

minors) or two adults jointly without-limit. It can be pledged. It can be encashed before the maturity period. It can be encashed after 3 years by 98% and after five years by 98.50%.

#### **Third Issue (Interest Tax Free) :**

Available in convenient denominations. They mature in 7 years.

The limits of investment for National Savings Certificate III Issue & II Issues combined are as under :

(a) An adult or minor — Rs. 75,000/-.

(b) Two adults jointly—Rs. 1,50,000/-.

(c) Associations, Institutions or bodies registered as Societies—Rs. 50,000/-.

(d) Co-operative Societies, Co-operative Banks, local authority and association donations to which are free of income tax—Rs. 1,00,000/-.

(e) Provident Funds — No limit.

The 7-Year National Savings Certificates II & III Issues carries 6% per annum (II Issue 6% compound interest III Issue 6% interest). The 7-Year N.S.C. II Issue 6% tax-free compound interest is payable with the principal at maturity. The

7-Year N.S.C. III Issue 6% tax free interest per annum is payable annually.

#### **Public Provident Fund Scheme :**

Accounts can be opened at all branches of the State Bank of India and its subsidiaries. Under this scheme any adult may, on his own behalf or on behalf of a minor of whom he is a guardian, open an account. The rate of interest is 7.5 % per annum. The interest is free of income-tax. Deposits qualify for rebate of tax, along with deposits under the other approved savings schemes. There is a limit for depositing the amount in this scheme— not less than Rs. 100/- and not more than Rs. 20,000/- in a year. Deposit can be made in 12 instalments in multiples of Rs. 5/-. The deposits cannot be attached by a Court of Law.

#### **Commission and Incentives :**

In the P.R.S.S. scheme, the concerned clerk who maintains the accounts can get 2.5% commission. Further those who secured more than 100 accounts in the P.R. S.S. are eligible for one rexin hand bag.

#### **National Savings Annuity Certificates :**

The Annuity Certificate offers triple benefit :

(1) The holder receives a monthly annuity for 84 months.

(2) At maturity, he receives back in full the face value of the Certificates, and

(3) He receives a handsome bonus too.

The Certificate is available in two denominations : Rs. 3,200/- and Rs. 6,400/-. Payment can be made in cash, by cheque or by a bank draft. If the investor is not able to tender the entire amount for the purchase of the Certificate in lump sum, he can opt for easy instalments—annual, half-yearly, quarterly or monthly. At the end of the deferment period of 36 months, the depositor will start receiving monthly payment for a period of 84 months at the rates shown below :

<i>Denomination of Certificate</i>	<i>Monthly payment</i>
Rs. 3,200/-	Rs. 50/-
Rs. 6,400/-	Rs. 100/-

#### **National Development Bonds :**

The 5-Year National Development Bond recently introduced by the Government of India is a very attractive savings scheme. It particularly suits the salaried persons/wage earners who receive lumpsum payments like bonus and other arrears.

<i>Denomination of Bonds</i>	<i>Maturity Value</i>
Rs.	Rs.
10/-	16.50
100/-	165.00
500/-	825.00

Interest earned on these bonds upto Rs. 3,000/- a year (together with other approved securities) is free from Income-Tax. The Bond(s) can be transferred from one Post Office to another or from one branch of the bank to another within India. The holder can nominate a person of his/her choice to receive the maturity value of the bond in the event of the holder's death. The nomination can also be cancelled or varied. The Bond(s) can be transferred as a security in favour of an authority.

The Tamil Nadu Government is giving Rs. 4.05 crores to the Pallavan Transport Corporation to give you more new buses, more bus terminals, more depots and more bus shelters.

You must be seeing more and more of the pale green P.T.C. buses lately in Madras. In the course of the next 2 years, 285 such new buses will be put on the road. These broad-built, elegant buses have many welcome features to distinguish them. Like the new type of comfortable seats with latex rubber cushions covered with feather-touch rexine. The slight incline given to the back-rest has been appreciated by all. The wider gangway is a boon to standees. The entrance and exit have been made wider so that the passengers can board and alight quickly. The interior is fitted with tubelights and, on the footboard, landing lights are provided so that you can see the steps clearly at night.

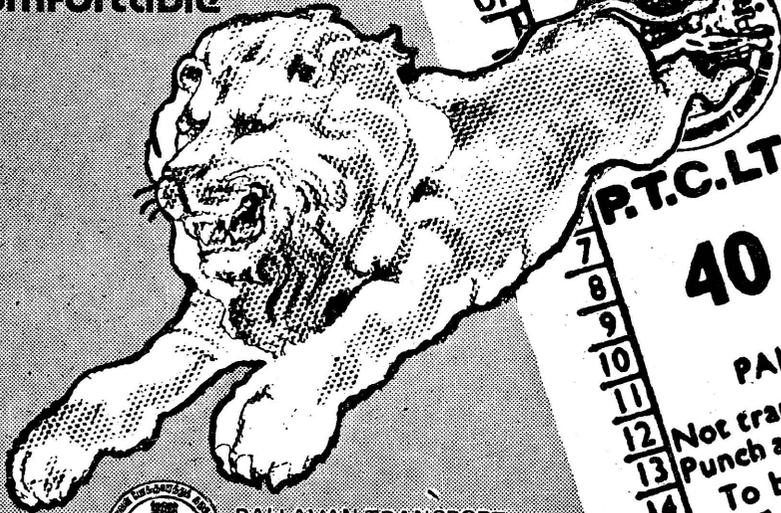
8 new bus terminals will be built at Thiruvanniyur, Thiruvottiyur, Thiruverkadu, Villivakkam, Simpsons (Periyar Bridge), Poonamallee, Arumbakkam and Foreshore Estate to provide more services for the economically weaker sections and more routes for newly developing areas where traffic intensity is increasing rapidly.

To protect the 2 million people who travel with us daily against rain, sun and wind, 400 new passenger shelters are being built throughout the city. 3 new depots to accommodate 100 buses each will be coming up soon at Poonamallee, Perambur and Basin Bridge.

We hope this new scheme will make your travel faster and more comfortable. Because we know that comfortable bus travel is one of the ways to make Madras a better place to live in.

# The P.T.C. lion takes a giant leap

To make your  
buy travel  
much more  
comfortable

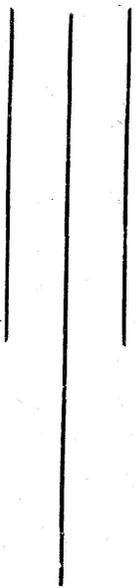


PALLAVAN TRANSPORT CORPORATION LTD.  
"Transport House"  
Anna Salai, Madras 600 002.

# RURAL

# HEALTH

# EDUCATION :



# TIRUNELVELI

# EXPERIMENT

= : o : =

India has made new strides of progress in Science and Technology. Indian engineering skill in designing and fabrication and expertise in various branches of Science including Space Research have received world-wide recognition. But we have failed to educate our people on the basic science of personal hygiene and community health.

What Gandhiji spoke of our village sanitation forty one years ago is true today. Writing in "HARIJAN", Gandhiji said "We have to tackle the triple malady

which holds our village in fast grip (1) want of corporate sanitation ; (2) deficit diet and (3) inertia". The community sanitation is still a far cry.

## Health Education :

Our efforts to import health education were tardy. The contacts with villagers by health periphery workers were inadequate, compared to the magnitude of the problem. Many are still ignorant of the common causes of disease and preventive measures as well.

Health is basically a human problem calling for an integrated, coherent and coordinated approach. We have to make a dent into the village environment and educate men and women to improve their knowledge, alter their attitude and practices.

UNICEF has come forward to assist Tamil Nadu with a package programme called "Health Education Project" which, after experiment in a selected pocket of a district, can be replicated to other areas in the country. This programme of "Health Education" has been designed by Dr. Foreman, UNICEF Communication Consultant. The objects of the Project are to find a permanent solution to all rural health problems, educate the villagers on the need for health surroundings and associate them with health planning programmes. Above all, to create a village health worker, not a paid but a voluntary agent to sustain the public health and rural sanitation improvement efforts. In other words this is the "Health Education Project" now under implementation in Nanguneri Panchayat Union, Tirunelveli District.

To begin with the communication barriers including individual ignorance of common health habits are broken. Villages are exposed to all Mass Communication Media. The important components of the project are protected water supply, environmental sanitation, immunisation and Malaria Eradication. The village will be free from insanitation and other health problems if this vital programme is effectively put through.

## Health Volunteer :

The programme is carried by a worker called "Health Volunteer,"

a villager himself, selected on the basis of an aptitude test. He has the wherewithal for community work and enjoys the confidence of all sections of the village community. He is below 40 years, not so influential with pelf and power but he has the skill to motivate his followmen and women and get their co-operation. For work among the women, "Thais," with hereditary talents are selected by the Primary Health Centre Medical Officer.

The Health Workers have received training in the basic problems of rural sanitations. Communication experts have given them lessons in motivation, personal, impersonal and cross-personal communications. "Thais" or the women volunteer workers have now become more enlightened on the pre-natal and ante-natal work which they have been doing for years without scientific guidance and knowledge.

## Changing Landscape:

The "Health Volunteers" and "Thais" work in villages as honorary health workers, providing necessary health assistance and introducing new ideas among the villagers to keep the village landscape clean and free from human defaecation and pollution. The RCA Latrines, soak-pits and drain gutters are a common sight now in some of the villages covered under this project. The local church leaders and farm leaders lend their support to this new endeavour. Health volunteers are now seen working as health brigades, fighting against the odds of age-old rural moorings and disheard habits. Women and children are happy to learn healthy habits through films and other aids that frequent their villages.

The Nanguneri Project has really come an eye-opener to the villagers. The village Health Administration feels that the Project will turn a new leaf in our effort for rural rejuvenation.

The Nanguneri Block in Tirunelveli District has been selected as a Field Demonstration Block for implementation of Health Education Project which is to be extended to other areas after studying the result and impact. True that the Project is making a break-through and before long it can help rural masses enjoy better rural environment and healthy life.

All our efforts to modernise agriculture have found fruition. We have been able to increase the productivity of the soil and the profitability per farmer.

New concepts are being advocated for adoption by the farming community. The research and extension services in the field of agriculture keep the information flow to all parts of rural areas. Power and credit facilities have been made available within the reach of the farmers. In all such endeavour we have not forgotten the necessity for developing the small and marginal farmers and also agricultural labour. The small farmers' development forms an integral part of the agricultural planning. The small farmer is being given all facilities to improve his farming operations and also integrate his operations for a wholesome development of the economy of his family. He has been encouraged to develop poultry, rear sheep and piggery and pay adequate attention to milk production. The small farmers development agency operating in the districts has made much headway in improving the socioeconomic conditions of the small and marginal farmers.

The Small Farmers' Development in Chengalpattu district has brought about seller charges in the villages of this district. The details of the integrated scheme for milk product are given in this write-up.

The Small Farmers' Development Agency is operating in 12 Blocks in Chengalpattu District. Over one lakhs farmers have been identified and classified as Small and Marginal Farmers and Agricultural Labour in Chengalpattu District. Action is afoot to bring all these small and marginal farmers under the fold of this Agency. Various schemes for bettering the conditions of these vulnerable sections are being undertaken on war-footing during the current year. An outlay of Rs. 9.6 lakhs for Agriculture and Rs. 18.3 lakhs for Animal Husbandry has been made available for Chengalpattu District during the current year.

Out of the twelve S.F.D.A. blocks, seven blocks have been chosen for intensive development of the small farmers through a package deal. An important component of the Small Farmers' Development Agency in Chengalpattu district is the integrated cross-bred cow

# Small Farmers' Development

in

## Chengalpattu District

### CLEANSING OF CO-OPERATIVES

The report of the Bharathy Committee brought to light various irregularities and malpractices in the administration of co-operative societies in this State. Based on that report, action has been initiated in 233 cases through surcharge proceedings covering a sum of Rs. 45.85 lakhs. Further, in 49 cases steps have been taken to launch prosecution also. Thus all steps are being taken to cleanse the aegean stables and help the co-operative societies to develop on proper lines.

and calf development taken up during the current year. The details of this integrated approach for the socio-economic emancipation of small farmers are given in following lines.

#### Integrated Cross-bred Cow and Calf Scheme :

This scheme envisages the development of cross-bred cows with a tie-up arrangement for fodder cultivation. Under this scheme, a few identified farmers will be selected for rearing of cross-bred cows. Each selected farmer will be arranged to be given a loan of Rs. 2,500/- by the banks for purchase of a quality cross-bred cow with heifer calf. 25% of this amount will be given as subsidy by the Agency. The main problem at present is that calves are not looked after well with proper feeding with the result the mortality of calves is high, and the calves escaping mortality also do not grow well and conceive properly due to lack of nourishment. If the heifer calf purchased along with the cow is to be suitably developed, and give birth for the first calf when it is about 30 months old, the calf has to be properly fed with concentrates. The charges for feeding the calf with concentrates during the period 30 months will come to about Rs. 2,000/-. 50% of this amount (i.e., Rs. 1,000/-) will be given as subsidy by the Agency following the same subsidy pattern (i.e., 50%) adopted under the Special Animal Husbandry programme of the Department of Animal Husbandry.

Further, in order to enable the farmer to give sufficient green fodder to the cow and calf, the farmer will be encouraged to culti-

vate fodder in 25 cents with which he can feed the animals with about 20—25 kgs. of fodder everyday all through the year. The cost of cultivation of fodder grass in 25 cents is about Rs. 200; 25% of this amount will be given as subsidy. Thus, the total subsidy for each farmer under this scheme will be about Rs. 1,675/- as given below :

1. Subsidy for cross-bred cow with heifer calf—Rs. 625.00.

2. Feeding subsidy for heifer calf—Rs. 1,000.00.

3. Subsidy for cultivation of fodder grass in 25 cents—Rs. 50.00.

Total — Rs. 1,675.00.

To start with, this scheme will be implemented only amongst the farmers who will be in a position to set apart 25 cents of their own land for cultivation of fodder. The main objective of this scheme is to encourage the farmers to take up the rearing and development of quality cross-bred cow in this area. Each farmer, adopting this scheme, will reap a profit of about Rs. 6,320/- at the end of the third year. This profit, of course, will also include the value of animals in his possession at that time.

The economics of the integrated scheme are based on the following assumptions :

Subsidy is given for Fodder developmet and H. Y. Variety Millet Cultivation



Small Farmer adopts pest-control method

1. Only a cross-bred cow, Jersey or Friesian, is expected to be bought with a week old cross-bred heifer calf.
2. Since the beneficiary is to be a small farmer, he can only be expected to grow fodder in his own land in about 25 cents, sufficient for 2 adult cows.
3. Market price of milk is taken at Rs. 2/- per litre, which is more than the price given by the Tamil Nadu Dairy Development Corporation.
4. The Haifer calf is expected to come to maturity at about 18th to 20th Month of age.
5. It is expected to deliver by about the 33rd month at the latest and thus give milk, at least, during the last three months of the 3 year loan period.
6. Interest on loan for the first cow and for the loan for feed for the calf, will be paid for 3 years, and for 12 months, for the loan for fodder development, which will be provided during the first year only.

The capital cost that a small farmer will incur under the scheme is estimated at Rs. 1,875/- which includes loan subsidy. The total expenditure on maintenance including fodder cost will be Rs. 1,742. The receipt through the sale of milk and manure at the rate of 6 litres per day for 10 months and sale of manure (2 tonnes) is Rs. 3,640/-. The gross income for the small farmer through the scheme is estimated at Rs. 1,898/- and the total profits for 3 years detecting the repayment of loan will be Rs. 2,970. The calf scheme is also profitable to farmer.

It has been decided to bring a large number of farmers under this programme which, if the farmers take it seriously, will help these small and marginal farmers—to shake off their fibre of traditional economic backwardness.

# REHABILITATION OF REPATRIATES

The Rehabilitation of Repatriates arriving from Burma, Sri Lanka and Vietnam has made much headway.

A total number of 7,815 repatriates families from Sri Lanka have been resettled in various schemes like Tea Plantation, Cinchona Plantation, Agricultural Schemes, State Farms Corporation Projects, Spinning Mills and grant of Business Loan. 336 families of Burma repatriates and 26 families of Vietnam repatriates have been granted Business Loan for running petty trades. The schemes are implemented by the State Government with reference to the pattern schemes approved by the Government of India, with full financial assistance from the Central Government. From July 1977, so far a total grant of Rs. 31,26,511 has been spent towards the relief assistance such as cash doles, portorage, maintenance assistance, subsidised ration, etc., to these families immediately after arrival in India and a sum of Rs. 3,84,33,378 has been granted as loan for various schemes for their permanent settlement.

## New Measures :

The new items of work sanctioned during the last one year are :

Improvement to the health and sanitary conditions at the transit camp at an expenditure of Rs. 88,000 has, been carried out.

A Primary Health Centre has been set up at Neyveli exclusively for Sri Lanka repatriates settled in State Farms Corporation Project, Neyveli.

The facility of supply of rice at the subsidised rate of 57 paise per Kilogram to the Sri Lanka repatriates absorbed in the scheme, sponsored by the Repatriate Bank has been extended.

Payments of hutting grant of Rs. 250/- to each family sent to the schemes for immediate housing



facility till permanent houses are provided.

Implementation of new project for raising Tea on 1,500 acres of Jenmam lands in the Nilgiris District for settlement of Sri Lanka repatriates.

A new Transit Camp for accommodation of Sri Lanka repatriates at Kottapattu in Tiruchirappalli District was opened.

The ceiling limit of income of repatriates for educational concessions for their children has been increased from Rs. 250 to Rs. 400 p.m.

## Employment in Village Industries

It is proposed to settle 1,600 families in Khadi and Village Industries, 1,400 families in the State Farm Corporation Projects, 2,750 families in Tea Plantation, Gudalur Jenmam Lands, 100 families in Geranium projects and about 2,000 in other projects started in collaboration with the Industrial Finance Institutions like TIDCO, etc.

The possibility of employment of repatriates in Salem Steel Plant, Neyveli Lignite Corporation, Cement Plants, Rubber Industries and other Small Scale and Major Industries is being studied by a working group. It is expected that a bulk of the repatriate families could be resettled in the Industrial and Co-operative undertakings instead of disbursing to them business loan. A State Level Advisory Committee under the Chairmanship of the Chief Minister of Tamil Nadu has been constituted for effective implementation of the schemes.

## STUDENTS WITH NEW FEATHERS TO THEIR CAPS

Nearly 25 lakhs of students, boys and girls, appeared this year for the S. S. L. C. examination. 59.3% of the candidates appeared for the examination passed. A noteworthy feature is that the girls have stolen a march over the boys. 64.7% of the girls have passed the examination while the percentage of pass in the case of boys is only 56.3. The number of students passing out in S.S.L.C. Examination is the highest this year compared to last few years. Only 55% of the students succeeded last year as against 59.3% during this year.

## First place for a girl

Kalaimagal Kalvi Nilayam, Erode, Coimbatore District, is proud of its student, Selvi S. Chandralekha who secured first rank in the S. S. L. C. Examination. This school has a good record of service in educational field. Selvi S. Chandralekha, hailing from a backward class family, obtained 467 marks out of 500; the percentage works out to 93.4.

## Second Rank

S. Subaragar, St. Francis Xavier High School, Tuticorin, secured second place in the S.S.L.C. Examination. He has got 459 marks out of 500 marks, the percentage is 91.8.

The photographs of these two brilliant students are carried in the cover pages of the issue. It may be pointed out that they studied in Tamil medium of instruction.



# LET US ABOLISH ALCOHOLIC DRINKS TO USHER IN HAPPINESS



It appears that there can be no greater evil in the world, than the segregation of Harijans in India.

We will be paying our debt of gratitude to Mahatma Gandhi by eradicating this evil.



Alcohol destroys our body, our character and our wisdom.  
Diseases like malaria affect only the body.  
Alcohol and drugs destroy the soul as well as the body.

## Mahatma Gandhi

If there is no prohibition there is no salvation for the Harijans and the agricultural labourers.

## Arignar Anna

