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TAMIL ARASU

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Tamil Nadu to create endowments in all Universities on the name of Poet Bharathidasan

—Hon'ble Chief Minister, Puratchi Thalaivi Dr. J. Jayalalitha

The Hon'ble Chief Minister, Puratchi Thalaivi Dr. J. Jayalalitha released a biography of the great Tamil Poet Bharathidasan written by the Hon'ble Finance Minister, Thiru. V.R. Nedunchezhiyan at a function held at Kalaivanar Arangam in Madras, on 11th November, 1994.

released the book on Thirukkural brought out by Thiru V.R. Nedunchezhiyan two years ago and said that she was so glad to release another important work of him now. She also appreciated the efforts taken by him so as to give a new richness and colour to the thoughts and life of the Pu-

She said that it was a great opportunity to recollect and pay tributes to the poet who rendered his service to the development of Tamil literature, by releasing this volume of Thiru. Nedunchezhiyan.

The Hon'ble Speaker of the Legislative Assembly, Thiru. Se-

BIOGRAPHY OF BHARATHIDASAN RELEASED

At this function the Chief Minister announced that the Government of Tamil Nadu would create endowments of Rs. 1 lakh each in all Universities including those of technology, arts and Science in the State on the name of poet Bharathidasan. Earlier the Chief Minister paid glowing tributes to Bharathidasan.

While delivering her speech, the Chief Minister recollected the function at which she had earlier

ratchi Kavignar Bharathidasan.



dapatti R. Muthiah presided over the function. The Hon'ble Revenue Minister, Thiru S.D. So-masundaram received the first copy of the book. The Hon'ble Finance Minister, Thiru V.R. Nedunchezhiyan dwelt upon the greatness of Bharathidasan. Thiru S.V. Chittibabu, President of the Dr. Navalur Nedunchezhiyan Educational Trust, earlier welcomed the gathering. Thiru. V.R. Nedunchezhiyan proposed a vote of thanks.

Hon'ble Chief Minister Honoured with "Rashtreeya Bheeshmacharya Award"

Hon'ble Chief Minister Puratchi Thalaivi Dr.J.Jayalalitha was conferred the "Rashtreeya Bheeshmacharya Award" for 1994 at a function held at Kalaivanar Arangam on 21.11.1994. The Award instituted by Ponnara Sridhar Foundation of Thiruvananthapuram, Kerala carried a citation and a cash presentation of Rs.25,000.

Tamil Nadu Chief Minister was the first person to be conferred the award outside Kerala, said Thiru K.C. Gopala-krishnan Nair, General Secretary of the Foundation. He said that the Award is given to "an outstanding national leader with courage of conviction and qualities of head and heart"



The Award was presented to the Chief Minister by the Kerala Minister for Culture, Thiru T.M. Jacob.

The citation for the Award was read out by Dr. C.V. Mohan Bose, member of the Foundation. The citation hailed the Chief Minister as not only a leader of Tamils but as a na-

tional leader of very high stature.

Minister for Culture and Irrigation in Kerala, Thiru T.M. Jacob felicitating the Chief Minister requested her to get more financial and political powers to the States.

Minister for Excise in Kerala, Thiru Raghu Chandra Pai said

that the Tamil Nadu Chief Minister is the proper person for the Award.

Earlier, the President of the Malayalee Associations in Tamil Nadu, Thiru M.P. Purushothaman welcomed the gathering. Thiru K.V. Nair, Secretary of the Foundation proposed a vote of thanks.

I am very happy to participate in this elegant function and receive the Rashtreeya Bheeshmacharya Award' presented to me by the Ponnara Sridhar Foundation of Thiruvananthapuram, Kerala. It gives me a sense of deep pleasure to take part in this function and accept the award, so affectionately and fondly presented to me by the Ponnara Sridhar Foundation.

When I first learnt through the newspapers that I had been chosen for this award by the Ponnara Sridhar Foundation of Kerala. I must confess that it



Rashtreeya Bheeshmacharya Award has further strengthened my resolve to work for the removal of poverty, illiteracy and ignorance

—Puratchi Thalaivi Dr. J. Jayalalitha on 21.11.'94

came as a pleasant surprise to me.

But, when I came to know about the credentials of the Ponnara Sridhar Foundation and the noble causes it has been espousing, I was glad to convey my acceptance of the award to the organisers of this Foundation. I take this opportunity, first of all to thank the office bearers of the Ponnara Sridhar Foundation for having

chosen to confer upon me the Rashtreeya Bheeshmacharya Award' for the year 1994. I convey my sincere thanks to you, for your thoughtful and kind gesture.

I am happy to state that you seem to have exercised a profound sense of national integration, by your act of conferring this award on me, and in the process, you have categorically relegated regional and linguistic

barriers to the background. I sincerely appreciate the broad-mindedness and the national vision, exhibited by this organisation, by choosing to confer this award on me.

For those of us, who are familiar with our Great Indian epic, namely, the Mahabharatha, the Bheeshmacharya whose awe-inspiring name this award carries denotes an illus-

trious and towering personality, in the realm of Indian mythology. Bheeshma the great legendary figure, whose name is a synonym for sheer nobility of spirit, and whose life is a glorious example of the singleminded dedication and steadfastness with which great persons relentlessly pursue the cherished goals dear to their hearts, is an awe-inspiring ma-

haratha, right from my childhood, and I have always held such great figures as the Bheeshmacharya in very high esteem. It is in this sense, today, that I am really very happy to be a recipient of an award that carries the name of one of the most distinguished figures in our cultural firmament.

I am extremely happy to asso-

ciate myself with this function, organised by an institution which, - I understand, was founded to commemorate the outstanding services rendered by Ponnara Sridhar, who was a great patriot, a valiant freedom fighter and above all, an outstanding social revolutionary, a great son of Kerala. It gives me a deep sense of satisfaction to receive an award from an organisation perpetuating the memory of a multifaceted social activist like Ponnara Sridhar. His eventful life history reveals to us that despite being born in a very rich family, he shunned ostentation and willingly chose to be a social revolutionary. He was a pioneer in trade unionism and organised

jeistic personality.

Our mythology is replete with myriad legendary characters, who believed in lofty principles and great ideals, which they strove hard to uphold, by their unflinching determination and unrelenting efforts. Of all such epic legendary characters, it is the Bheeshmacharya who stands head and shoulders above the rest, looming large over the others, by his sterling display of all noble virtues, especially, selflessness, duty consciousness, great sacrifice, valour and steadfast upholding of morals and ethical values! I have been an avid reader of both the Indian epics, the Ramayana and the Mahab-

haratha, right from my childhood, and I have always held such great figures as the Bheeshmacharya in very high esteem. It is in this sense, today, that I am really very happy to be a recipient of an award that carries the name of one of the most distinguished figures in our cultural firmament.

never enamoured of power, Ponnara Sridhar's glorious life was one of selfless service and immense sacrifice.

It is significant to note that Ponnara Sridhar participated as a volunteer in the famous "Vaikom Sathyagraha", along with our most revered Dravidian Leader, the great Than-thai Periyar. I am immensely pleased to have been honoured by an Organisation which commemorates the deeds of an extraordinary social revolutionary like Ponnara Sridhar. I take this opportunity to salute the memory of the great leader, Ponnara Sridhar and I hope his illustrious life will continue to be a source of inspiration to everyone asso-



ciated with public life.

This award has further strengthened my resolve to work for the removal of poverty, illiteracy and ignorance, and to improve the quality of life of our people.

Though Kerala and Tamil Nadu are, geographically speaking, two different entities, they have much in common, as far as their culture, attitudes and languages are concerned. The cultural and linguistic ties between Tamil Nadu and Kerala on the one hand, and between Tamil and Malayalam on the other hand date back to several centuries before; and, I feel, by conferring this award on me the people of Kerala have exhibited a sense of affection and admiration for Tamil Nadu and its rich cultural values. I once again thank the organisers of Poonara Sridhar Foundation on my behalf and on behalf of the people of Tamil Nadu, for conferring this award on me.

I take this opportunity to con-

vey my best wishes to the thousands of people from Kerala who have made Tamil Nadu their second home. Similarly, I would like to convey my greetings and best wishes to the people of Kerala also. I assure you that I will remember this memorable function and cherish this award, always. I sincerely thank all the Hon'ble Ministers of the Government of Kerala, Shri T.M.Jacob, Shri R. Balakrishna Pillai, Shri P.K.Kunjali Kutti and Shri M.R.Raghu Chandra Pal, who have taken the trouble to come all the way to Madras, to honour me and participate in this colourful

The new National Economic Policy and the elimination of controls have, in effect, meant that the responsibility for providing the proper environment for industrial growth, has passed on to the State Government. Provision of satisfactory industrial infrastructure such as power, roads, water, communication etc., calls for investments in the Public Sector of a very large order. The States, therefore, need more resources. My plea is that the Corporation Tax, more than ever before, has to be made shareable with the States.

Dr. J. Jayalalitha

function, amidst their busy schedule.

I wish all of you, who have assembled here today, continued prosperity, success and happiness.

Along with this Award which I will cherish always I have been presented with the Cash Award of 25,000 rupees which also comes together with the citation. On this happy occasion I would like to announce that I am donating this amount of 25,000 rupees to an Orphanage in Trivandrum, namely, Shri Chitra Poor Home'. The Hon'ble Minister from Kerala Shri Jacob, made some very thought provoking remarks during his address. I fully agree with him that the State Governments ought to get more powers and that the Centre certainly ought to delegate more powers to the States. I feel that this kind gesture of an organisation of Kerala in conferring this Award on me will lead to an era of greater co-operation between Tamil Nadu and Kerala and I assure Thiru Jacob that I will be willing and be happy to work together with your Chief Minister and all the leaders of your State in carrying on a movement to persuade the Centre to delegate more powers to the State Governments.

Before I conclude, I wish to convey my greetings and gratitude to all the people of Kerala in Malayalam.

“ஈ சந்தோஷ அவசரத்தில் எல்லா கேரளியருக்கும் எண்டே நன்னி ஞான் பிரகடபிச்சக் கொள்ளுன்னு- எல்லா கேரளியருக்கும் எண்டே மங்களா சம்கைள்”

Puratchi Thalaivi is a national leader of a very high stature



(Text of the Citation presented on the occasion of the Conferment of Rashtreeya Bheeshmacharya Award - 1994 by Ponnara Sridhar Foundation, Thiruvananthapuram, Kerala on Puratchi Thalaivi Dr. J. Jayalitha Hon'ble Chief Minister of Tamil Nadu on the 21st November, 1994 at Madras.)

It is my honour and proud privilege to read out the citation on this happy occasion of the conferment of the Rashtreeya Bheeshmacharya Award instituted by the Ponnara Sridhar Foundation on Puratchi Thalaivi Dr. J. Jayalalitha, the Hon'ble Chief Minister of Tamil Nadu, who is the only woman Chief Minister in India today. This oc-

casion has another great significance also, as Dr. J. Jayalalitha, the Hon'ble Chief Minister of Tamil Nadu, is the first woman to receive the Rashtreeya Bheeshmacharya Award of the Foundation', established to perpetuate the memory of the late Ponnara Sridhar, a doyen among the freedom fighters and the darling of the down-trodden.

Rightly hailed by the people of Tamil Nadu as "Puratchi Thalaivi" meaning the revolutionary leader, Dr. J. Jayalalitha belongs to the rare group of legendary achievers. She is not only a leader of millions of Tamils but also a national leader of a very high stature.

Born on the 24th of February 1948 in a culturally distinguished family, she completed her schooling winning laurels all the way. She continued her studies in the university of life, simultaneously establishing her unquestionable supremacy in the field of arts. "Puratchi Thalaivar" Dr. M.G. Ramachandran, the then Chief Minister of Tamil Nadu observed the multi-talented personality of Dr. J. Jayalalitha and by his mature guidance transformed her into a leader of the masses. Dr. J. Jayalalitha's historic success in the general elections to the Tamil Nadu Legislative Assembly in 1991 was unprecedented and confirmed her status, as an outstanding and

distinguished leader.

Ever since she assumed office as the Chief Minister of Tamil Nadu, she has been following the foot steps of Perarignar Anna and Puratchi Thalaivar, Dr. M.G.R. She was ushered in an era of revolution in the state of Tamil Nadu. She has proved herself to be a state Chief Minister with National and International perspectives. As an outstanding and effective administrator, and a champion of the cause of the poor and down trodden, she has set an illustrious example to the whole nation. Although, she ably guides the fortunes of millions of people today, the road she traversed was filled with formidable obstacles. Her vast erudition, courage of conviction and intellectual calibre stand her in good stead. She is not one, who will compromise on principles which are dear to her heart. She has a vision encompassing the whole of humanity. After assuming charge as the Chief Minister, she proceeded to discharge her responsibilities with foresight and determination and has rightly achieved a stupendous degree of success in the all round development of the State of Tamil Nadu.

Her contributions in the fields of social welfare, emancipation of women, industrialisation, poverty alleviation, sports and games, environmental awareness and child welfare are nationally and internationally observed and praised. The new Jawaharlal Nehru stadium built to international standards, constructed in the city of Madras in record time, is a concrete example of her love for sports

The Peninsular River Water Grid is another matter, in which the Centre and the Southern States can play a constructive role, in the national interest. It is but appropriate that flood flows going waste to the sea, are harnessed for the benefit of the people in the Southern States. We have initiated bilateral talks with Kerala on the west-flowing rivers and I am sure we can undertake joint endeavours, in a spirit of mutual cooperation.

Dr. J. Jayalalitha

and games. She has achieved international recognition for her efforts in this direction. The 'J. Jayalalitha Film City' in Taramani declares to the public, her great keenness in taking Tamil Nadu to dizzy heights, in arts and culture. Her innovative 'Cradle Baby Scheme' for saving female babies from infanticide is extremely unique and highly laudable. The 'Dr. J. Jayalalitha's 15 Point Programme for Child Welfare' launched by her in the State of Tamil Nadu highlights her deep commitment to the well being of children, which has greatly attracted the attention of many international agencies, like UNICEF.

Dr. J. Jayalalitha is a polyglot with proficiency in English, Tamil, Telugu, Kannada, Hindi and has a fair knowledge of Malayalam. She is a voracious reader and continues to enlarge the vistas of her knowledge, and her intrinsic ability to see through things brings her success after success. She has been instrumental in the organisation of the State Council for Higher Education and the State Advisory Committee on Education.

By securing Constitutional protection to the Act of Tamil Nadu providing 69% Reservation for the Backward Classes in admissions to Educational Institutions and public employment through her unremitting efforts, Dr. J. Jayalalitha has

not only earned an enviable position in the Indian Political arena, but has also been rightly hailed as The Saviour of 'Social Justice'.

In recognition of Dr. J. Jayalalitha's many sided achievements, the University of Madras, the Madurai Kamaraj University, and the Tamil Nadu Dr. M. G. R. Medical University, Madras have conferred honorary doctorate degrees on her.

Her keen interest in promoting and preserving the Dravidian culture and Tamil Languages is praiseworthy. Yet, her stature transcends the geographical boundaries of Tamil Nadu. Her intellectual brilliance, great humanism and determination give her a special place, in the hearts of millions of people of India. Her unparalleled achievements make her a real heroine in the field of administration at such a young age.

By matchless dynamism, abundant foresight, magnificent dedication and readiness to make any sacrifice for the upliftment of the poor and the under privileged, and her awe-inspiring assimilative capacity, she has risen to spectacular eminence. For these reasons the Ponnara Sridhar Foundation unanimously decided to give this year's Rashtreeya Bheeshmacharya Award to Puratchi Thalaivi Dr. J. Jayalalitha, the Hon'ble Chief Minister of Tamil Nadu.



Chief Minister Unveils the statue of Kannadasan

The Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha unveiled the statue of Kavignar Kannadasan at a function held in Madras on the 9th December, 1994.

While addressing the gathering, the Chief Minister said that Kannadasan expressed

his thoughts to the people in a simple manner through elegant poems breaking the rigidities of grammar. Kannadasan's poems were full of thematic excellence, rhythm and rich tone and contents, she added.

The Chief Minister stated that Kannadasan was a good ora-

tor as well as an idealist. She, also said that he expressed his own experiences in life in his poems and there was no exaggeration in them. She pointed out that his services to Tamil Literature especially through film songs, would remain evergreen in the minds of the people. She paid glowing tributes to the reknowned poet after unveiling his statue.



Earlier, the Hon'ble Minister for Information Thiru M. Thennavan welcomed the gathering. The Hon'ble speaker of the Legislative Assembly Thiru Sedapatti R. Muthaiah presided over the function. The Hon'ble Minister for Housing and Urban Development Thiru S. Raghupathy offered felicitations. Thiru T. Shanmuga Rajeswaran, Director of Information and Public Relations proposed a vote of thanks.



ALLEVIATION OF THE DISTRESS OF ANOTHER HUMAN BEING IS THE NOBLEST SERVICE THAT WE CAN RENDER TO HUMANITY

-Inaugural Address by Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha at the International Meet on Welfare of the handicapped (3.12.1994)

It gives me great pleasure to extend a warm welcome on behalf of the people and the State of Tamil Nadu to the Hon'ble Union Minister for Welfare, Shri Sitaram Kesri, the Hon'ble Ministers from various states, in charge of Social Welfare and the Specialists and Experts who have accepted our invitation and have come here

from various parts of the World. I wish to express my sincere appreciation of the fact that Shri Sitaram Kesri, the Hon'ble Union Minister for Welfare, inspite of his busy schedule and pressing engagement has taken the time and trouble to come all the way to Madras to participate in this Meet. We have gathered here on a solemn

occasion to discuss and deliberate upon important issues on the status, rights and welfare of the handicapped.

These deliberations will I hope, lead to the evolution of a State Policy for the welfare of the handicapped.

The Government of Tamil Nadu had been deliberating

about the issues connected with the welfare of the handicapped, and I thank each and every one of you for your dedication to this noble cause, and the expertise that you have so very willingly shared with us. This has enabled us to synthesise the framework of a state policy symbolising our genuine concern and care for the handicapped.

What is a handicap? Perhaps everyone of us is handicapped in one way or another, though the percentage of handicap may differ. One may be handicapped by poverty or by physical or mental defects. Therefore, we should address first the psychological blocks that most of the handicapped would possess and then address their social needs, so that the quality of life of the physically handicapped persons is enhanced and brought up as near as possible on par with the standards that every one of us would like to attain in life.

We have brought out a policy for the handicapped which will be in the nature of a charter of the State. Planning a charter and its

implementation calls for heavy investments in terms of financial outlays, human resources and training. Integration and coordination and ensuring the convergence of services for the physically and mentally handicapped covering the entire gamut of activities and services, from prevention of disabilities at birth to rehabilitation programmes covering the life span of the disabled, fall under various sectors of the plan; more particularly health, nutrition, education, science and technology, implementation and welfare, creation of public awareness and the like. We have to integrate the services of the Government Departments with the zeal and enthusiasm of Non-Governmental Organisations that come forward to lend their support, time and money. It is only when such coordination and effective intersectoral programme alignments and entwinement are achieved that the policy would get the much needed thrust for full implementation, to make the handicapped persons active, self-reliant and productive citizens of the State and the

Nation drawing as much as possible from education, vocational training and economic and social rehabilitation services that are planned.

When we speak about research efforts to prevent and correct disabilities even before birth, the time and energy, skills and training and the dogged patience necessary in the pursuit of research goals would all call for substantial resource applications. Most of us who are from the Government and in charge of public administration or schemes, are well aware that the resources hitherto applied would only help us touch the fringe of the problem. It is estimated that 2% of the State's population are likely to fall under the category of disabled persons. In the State's Annual Plan outlay of 2,750 crore rupees, ordinarily, a budgetary support of 2% or 55 crore rupees for the rehabilitation of the disabled should be provided. We have been able to provide an outlay of only 8.40 crore rupees during this financial year, owing to resource constraints, though this com-



pare well with the 39 lakh rupees spent by the State for the Welfare of the Disabled during 1978-79 and the 400 lakh rupees spent by the Government of Tamil Nadu during the year 1989-90.

It is in this context that we would suggest to the Government of India that if we are able to mobilise additional resources or earmark additional resources towards fulfilment of this noble cause, there should be a 200% matching grant from the Government of India, without which policies would take much longer for translation into plans and programmes resulting in anticipated benefits.

I am sure, our meeting here today and our sense of togetherness and sense of purpose would enable us to

chalk out programmes for the individual handicapped, and also to develop collective programmes which would inspire educationists, psychologists and paramedical workers and health workers, in and outside the Government orbit, to better equip themselves for rendering service to those impoverished individuals who are physically and mentally less fortunate than their brethren. I seek your assistance to develop new role models for the aid and service that not only the State but every citizen in Society can render to the handicapped. Driven by noble inspiration to reach out to those who cannot reach out for themselves, we all have gathered here from different parts of the globe and also from different corners of India. Let our united

efforts help to share and lighten the burden and anguish of our less fortunate brothers and sisters. Alleviating the distress of another human being would be the noblest service that we can render to humanity. Let us unstop our ears, uncover our eyes, and unlock our hearts with the courage to look at the world with the eyes, and ears of the handicapped. We will then listen to the mute, hear the deaf, walk with the limbless and converse with the mentally retarded.

I am happy to inaugurate this International Meet, and express the hope that your deliberations will prove to be rewarding and assist us to provide succour to those in need.

THE "DIFFERENTLY ABLED" AS WE SHOULD CALL THE HANDICAPPED, CAN ACCOMPLISH WONDERS, GIVEN THE RIGHT ENVIRONMENT

-Special Address by Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha at the release of the State Policy on Welfare of the handicapped (3.12.1994)

It gives me great pleasure to be with you today, a second time with some amongst you, in pursuit of this noble task. This morning we met and discussed the State Policy for the Welfare of the handicapped which the Government has chosen to bring



forward, not merely as a plan of action but as a constructive programme of curative and welfare measures, to be funded and implemented, whatever be the outlay and resources required. Many great minds from different fields, from India and abroad, have assisted us to shape and put this policy together, and I would like to thank all of you who have been kind enough to give us your valuable contributions.

The world over, human beings or able bodied men and women have extended their kindness and helping hands to their disabled brothers and sisters. Perhaps this kindred spirit has been fostered and nurtured by the carnage of 2 World Wars during the first half of this century, followed by more military activity later. During this century alone, man, whatever be the reason and justification, has produced more disabled persons than even the Lord Almighty!

We loftily say that we have a rendezvous with destiny. But think of our handicapped brothers and sisters and the siblings who are either born handicapped, or

have been allowed to become so, because of the ignorance or carelessness of their own parents. Where do they go? They march slowly to their rendezvous with despair. Here I wish to recall the beautiful lines of hope from Milton:-

"So much the rather thou,
Celestial Light,
Shine inward"

(said Milton, when he became blind)

"and the mind through all
her powers
Irradiate; there plant eyes;
all mist from thence
Purge and disperse,
that I may see and tell
Of things invisible to
mortal sight".

You are all aware that Beethoven, the musical genius was afflicted with deafness. Had Beethoven, by a superhuman effort of will, managed to just maintain the quality of his musical compositions despite his deafness, that itself would have been a most inspiring and incredible feat. Yet, truth is even stranger than fiction, for, in fact, it was during his years of total deafness that Beethoven excelled himself and wrote

even more supreme music, his greatest Masterpieces. Beethoven's life is an inspiration to our belief and conviction that the "Differently Abled", as we should call the handicapped, can accomplish wonders, given the right environment.

I am certain in my own mind that progress depends, above all, on the temper and attitudes of the nation, state and policy and that temper must find expression in a firm spirit and resolve. It was the urge to give shape, design, direction and momentum to this spirit and this resolve that spurred me earlier to envisage a vision for women, a 15 Point Programme of Child Welfare and now this State Policy on the Welfare of the handicapped.

Happily for us, rehabilitation is not the infant prodigy of medicine as it was at the dawn of the century. The aftermath of the terrible World Wars triggered activity in this field and has revolutionised rehabilitation medicine, especially technology. The improvisation of aids and devices to allow the handicapped to help themselves has helped millions of disabled people all over the



world now, to lead rewarding lives as independent, productive workers and housewives, largely because of a very caring and supportive environment.

Let me share a story with you. At a circus show, a Robber called aside the Acrobat who was jumping and swinging on the ropes and platforms, and offered him a huge reward if he would fix an explosive on the high dome of a Bank Vault. The Robber took the Acrobat to the compound wall at the dead of night and asked him to jump on to the dome. But the Acrobat stood motionless, hesitated and said: "You want me to jump, but I need an audience. I cannot jump now" The fact was that it was the encouraging applause of the people in the audience that gave him all the motivation and the energy to perform his feats. Without all that cheering encouragement, he was just a vegetable. The lesson is that community based Rehabilitation should receive greater stress and support than institution based models.

I have heard of a system of marking in which only 50% of the marks earned by a student is awarded to him, and to that figure is added 50% of the class average. This is with a view to encouraging the brighter students to help the weaker ones - not by copying but by helping in study - so that the class average is raised. Educationists may consider the possibility of some such sys-

tem in the special schools for the handicapped also.

We have proposed to include mental illness in the list of handicaps. Perhaps we should even include old age and the associated mental problems, but that would be a separate area. Frankly, I wonder if there is any perfectly satisfactory definition of mental illness, just as there is probably no perfect definition for mental health. With the relentless onward march of modern civilization as we know it, the incidence of mental illness is on the increase. I am told that in some places, one third of the population is in need of psychiatric treatment, and that in our present stage of growth and development, about 20% of our people lack mental health. Perhaps this portion includes those who readily resort to violence like causing damage to buses and public property and those who are merely depressed and unhappy. I hope that the Rehabilitation Council proposed to be constituted, as mentioned in the policy, will suitably define mental illness for the purpose of assistance under the schemes for the handicapped.

I am happy and proud to say that during the year 1993, the Government of India awarded to our State of Tamil Nadu, the first prize for placement of the maximum number of physically handicapped persons. It would be the endeavour of my Government, to consider

and bring in a legislation that the property due to disabled children, especially the mentally disabled and ill, would accrue to and devolve upon them in the event of the demise of their parents or guardians. It would be our further endeavour to ensure that the dedicated efforts of the Government, both at the Centre and in the State and the voluntary organisations, have proper linkages and convergencies, so that the laudable schemes that are framed or formed really percolate and reach the persons for whom they are intended.

I would like to thank all of you who have made the release of this State Policy possible and would like to conclude with some announcements which will spearhead the implementation of this Policy.

1. The State Rehabilitation Council, consisting of concerned Heads of Departments and experts, under the Chairmanship of the Hon'ble Minister for Social Welfare, will be constituted immediately.

2. A single State Level Agency will be formed by coordinating the activities of the Institute of Rehabilitation Medicine, Institute of Speech and hearing, Institute of Ophthalmology, Institute of Mental Health and other institutes. This institute will be responsible for implementing the recommendations of the State Rehabilitation Council.

3. Legal measures protect-

ing the rights of the handicapped will be initiated immediately.

4. Mental illness is included in the categories of Handicaps, as suggested by the leading specialists in the field.

5. Efforts will be intensified to ensure that every handicapped child is identified and admitted to school for education within 6 years of age; recreation and leisure activities will receive a special thrust; special nurseries for handicapped pre-school children will be started.

6. I am happy to announce that the Women's Development Corporation of Tamil Nadu - MAHAM- which embarked upon the project, An-nai Sandhya Children's Amusement and Educational Complex at Coimbatore, will regularly donate 10 lakh rupees every year from the profits of the Complex, from this year onwards, for the vocational training and gainful employment of the handicapped women in rural areas.

R.D. Laing, the Psychologist, said:

"There is something I don't know that I am supposed to know. I don't know WHAT it is that I don't know, and yet I am supposed to know it. You may know what I do not know Still, you may not know



that I do not know.

In any case

What do we tell

each other?

That is from a great Psychologist. This problem of communication and sharing of knowledge and information is particularly complicated when we come to the area of the handicapped. We are only making a beginning today.

The human brain, our brain, is the best and cheapest computer ever produced. Let us use these computers effectively, in the service of the handicapped.

Hon'ble Sri Sitaram Kesriji, made a most remarkable and inspiring address. I thank him for the very many kind remarks he made, about the functioning of our State Government. I would like to tell all of you that you need not feel disappointed that Sri Sitaram Kesriji did not make announcements which we ex-

pected today.

காலையில் நடைபெற்ற கூட்டத்தில் மத்திய அரசிடமிருந்து சில உதவிகள் வேண்டுமென்று மாண்புமிகு மத்திய அமைச்சர் திரு. சீதாராம் கேசரி அவர்களிடம் நான் கேட்டுக் கொண்டேன். அவரும் அறிவிக்க வேண்டும் என்று ஆர்வத்துடன் இருக்கிறார். ஆனால் இப்பொழுது சில மாநிலங்களில் தேர்தல் நடைபெற்றுக் கொண்டிருக்கிறது. தேர்தல் நடைபெறும் வேளையில் சில அறிவிப்புக்களை அவர் செய்தால்... யார் என்று உங்களுக்குத் தெரியும், அவர் சில அரட்டல், உருட்டல், மிரட்டல்களை வெளியிடுவார். அவற்றுக்கெல்லாம் மாண்புமிகு மத்திய அமைச்சர் அவர்கள் பதில் சொல்ல வேண்டிய அவசியம் ஏற்படும். அவருக்கு ஏன் போய் பதில் சொல்லிக் கொண்டு நேரத்தை வீணாக்க வேண்டும், அவருக்கு ஏன் அவ்வளவு மரியாதை கொடுக்க வேண்டும், அதனால் உங்களுக்கெல்லாம் நான் சொல்லிக் கொள்ள விரும்புவது.. சில நாட்களே பொறுத்திருந்தால் போதும், தேர்தல் முடிந்துவிடும். அதன் பின்னர் நாம் எதிர்

பார்த்தவண்ணம், நாம் எதிர் பார்த்ததைவிட அதிகமாகவே மாண்புமிகு மத்திய அமைச்சர் அவர்கள் பல நல்ல அறிவிப்புகளை வெளியிடுவார் என்ற நம்பிக்கையை இந்த நல்ல நேரத்தில் சொல்லிக் கொள்ள விரும்புகிறேன்.

I was particularly touched by the sentiments expressed by Dr. Paul Ackerman, when he pointed out that India and the United States of America

are the two largest democracies in the world and that we owe it to each other to support each others plans, policies and programmes. That is exactly the spirit of cooperation that I expect from you and that is exactly the same spirit of cooperation that we are willing to extend to you.

I would earnestly appeal to every one of you to react and respond to the problems of

the handicapped, combining a sense of realism with sympathy, a feeling of practicality with empathy, and to work for the successful implementation of the plans and programmes for the welfare of the handicapped. This will integrate them with the rest of the community, remove their sense of alienation from Society, and enable them to live lives of dignity.

that if the State mobilised additional resources for programmes to prevent and correct disabilities, the Centre could provide a 200 percent matching grant to enable quicker transformation of policies into plans and programmes. She observed that two percent of the State's population could be for disabled persons. In the State's annual plan outlay of Rs.2,750 crores, a budgetary support

Government's policy on welfare of the handicapped. She wanted the proposed rehabilitation Council to define what mental illness was for the purpose of assistance under the schemes for the handicapped.

The Chief Minister said that the Tamil Nadu Government would endeavour to ensure the efforts taken by the centre, state and voluntary or-

ness in the categories of handicaps and intensification of efforts to ensure that every handicapped child was identified and admitted to school within six years of age, she added.

Thiru. Sitaram Kesari, Union Minister for Welfare who presided over the function, said that the Union Government has proposed to set up a national institute for the mentally



THRUST NEEDED TO MAKE HANDICAPPED PERSONS ACTIVE, SELF RELIANT AND PRODUCTIVE CITIZENS-

-Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha

"Tamil Nadu would initiate immediately legal measures to protect the rights of the handicapped", declared the Hon'ble

Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha inaugurating the conference organised by Tamil Nadu Government to

discuss the Draft Policy on the Welfare of the handicapped at Madras on 3.12.'94.

The Chief Minister suggested

of two percent would mean an allocation of Rs.55 crore for the rehabilitation of the disabled. "We have been able to provide an outlay of only Rs.8.4 crores during the financial year owing to resource constraints, though this compared well with earlier allocations", she noted.

The Chief Minister announced that a state rehabilitation council would be immediately instituted to spearhead the implementation of the just released Tamil Nadu

organisations had proper linkages and convergencies, so that the schemes percolated down and reached the deserving persons. She also announced that Tamil Nadu won the first prize for placement of the maximum number of Physically handicapped persons during 1993.

She said that a State Level Agency would be set up to implement the recommendations of the State Rehabilitation council. Steps would be taken for the inclusion of mental ill-

handicapped, a national trust for the welfare of persons with mental retardation and cerebral palsy and a national handicap finance and development corporation for providing financial assistance to the handicapped.

The Union Minister said that the Government of India is in the process of formulating a major programme of community based rehabilitation of the disabled persons with a special thrust on rural areas. "It is the endeavour of my min-

istry do everything possible to reach the largest possible number of persons with disabilities," he added.

The Union Minister said very little work had been done to help sort out problems faced by multiple handicapped. "There is need to serve this category of disabled persons in a professional manner. More research and manpower development is required," the Minister added.

The Union Minister said that according to the national sample survey 16.15 million people in the country had visual, communication or locomotor disorders. 29 out of every 1000 children in urban areas and 31 out of 1000 children in urban areas and 31 out of 1000 children in urban in rural areas had developmental problems which could result in intellectual retardation. "It is evident that this task of educating and integrating into our social and economic lives of such a large number of people with disabilities is a gigantic one that calls for a concerted effort on the part of the Government, voluntary organisations, and the community at large," he added.

The Union Minister commended Hon'ble Chief Minister Dr. J. Jayalalitha for taking a lead in correcting this imbalance by providing vocational training as well as employment to disabled children. "Opportunities for self-employment provide the key to total rehabilitation, a productive and dignified life," he concluded.



Hon'ble Chief Minister witnessed the cultural rehearsals by school children, to be performed during the World Tamil Conference.



Hon'ble Social Welfare Minister, Tmt. Indra Kumari welcomed the august dignitaries. She said that the Tamil Nadu Chief Minister has attracted world wide attention by her handling of the problem of female infanticide. The Minister presented a cheque for Rs. 10 lakhs to the Chief Minister, the sum being the proceeds from the Annai Sandhya Children Theme Park at Coimbatore.

Offering felicitations, the Chief Secretary, Thiru N. Haribhaskar hailed Tamil Nadu as the first state to come out with a charter for protecting the welfare of the handicapped.

Thiru Raj Bahadur, Minister for Social Welfare And Women's Welfare in Uttar Pradesh said that Tamil Nadu was a pioneer in implementing women's welfare programmes. He called for the identification of the causes for disability so that they can be removed.

Thiru Ramdas Athavale, Minister for Social Welfare in Maharashtra said that the State policy of Tamil Nadu would inspire other States.

Tmt. Jamuna Devi, Minister for Social Welfare in Madhya Pradesh suggested that the welfare of leprosy-cured persons, those with multiple handicaps and aged persons should also be included in the Rehabilitation Plan.

Tmt. Joanne Grady Huskey, Rehabilitation Specialist from USA suggested the full utilisation of the media for taking the message of the State Policy to grass roots.

Dr. Paul Ackerman of the National Institute for Disability Research and rehabilitation in USA desired that both USA and India should work together in the field.

Dr. Agrell, Chief of Swedish International Development Agency (SIDA) at New Delhi presented a cheque of Rs. 10 lakhs to the Chief Minister for rehabilitation works in the districts of Chengai-MGR, Pudukottai and Nilgiris.

Thiru. Kirubhakaran, Secretary to Government, Social Welfare Department proposed a vote of thanks.

New Building for State Pollution Control Board



Chief Minister inaugurates common effluent treatment plants catering to Small Industries

Hon'ble Chief Minister Dr. J. Jayalalitha declared open a Rs.7.56 crore five-storied administrative building of the Tamil Nadu Pollution Control Board on 30.11.94. She also formally inaugurated common effluent treatment plants set up at different

places in the State at a total cost of Rs.59.17 crore, which would benefit 1,377 small scale units and declared open an environment hall, constructed at a cost of Rs. 40 lakh, besides laying the foundation stone for a Rs.5 crore pollution control training centre.

Hon'ble Ministers, Chief Secretary Thiru N. Haribhaskar, Thiru C. Thangaraj, Chairman, State Pollution Control Board, were among those who were present.

According to an official press release, the Tamil Nadu Water





Pollution Prevention and Control Board which was established in 1982 was later renamed as Tamil Nadu Pollution Control Board.

The Board is headed by a Chairman and consists of five members nominated by the Government. Five other officials are nominated by the Local Administration Department. Three eminent persons

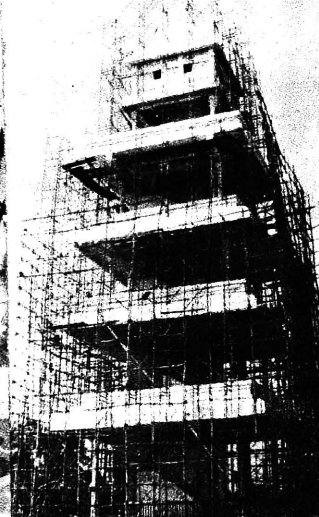
are from the field of agriculture, industries of fisheries development and two from Government undertakings.

The main objective of the Board is to evolve comprehensive schemes for the prevention of water and air pollution. The Board will also actively involve itself in research on pollution control.

The Board has regional offices at Madras, Madurai, Coimbatore, Tiruchi and Vellore and besides 16 district offices.

The laboratories of the Board are functioning at Madras, Madurai and Salem. Mobile laboratories are also in operation at Manali in Madras, Coimbatore, Hosur, Dindigul and Tirunelveli.

Hon'ble Chief Minister visited Thanjavur on 16.12.'94 to inspect the preparatory arrangements to the forthcoming VIII World Tamil Conference. She is seen here inspecting the works to the Memorial Tower on the Pattukottai-Nagapattinam road junction.

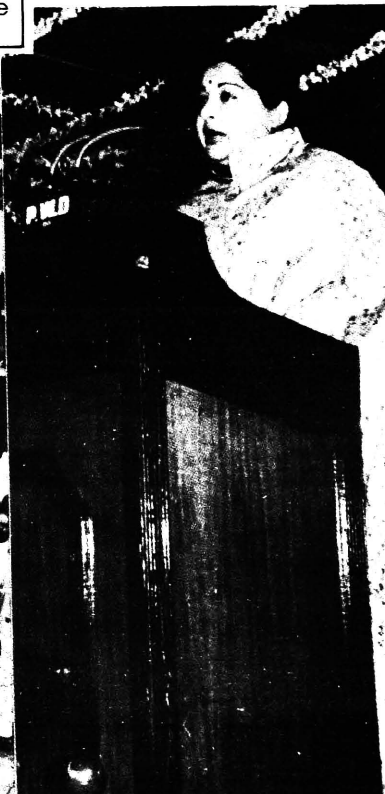
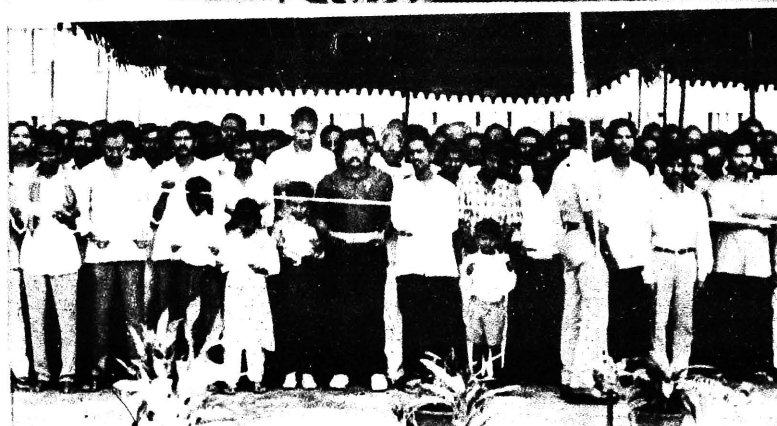


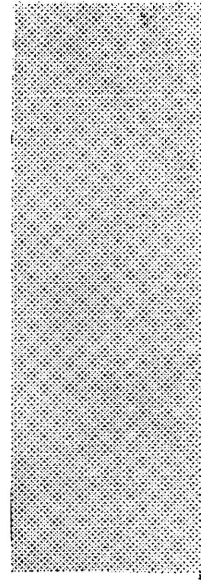


NEWS IN PICTURES

Hon'ble Prime Minister Thiru P.V. Narasimha Rao who arrived at the Madras Airport enroute to Delhi from Andhra Pradesh, was received warmly by the Hon'ble Chief Minister Dr. J. Jayalalitha on 22.11.'94.

Hon'ble Chief Minister Dr. J. Jayalalitha administered the National Integration Pledge to the officers and staff of the Secretariat, at the Secretariat on 19.11.'94. Earlier, she paid a floral homage to the late Prime Minister, Indira Gandhi.





would take steps to provide the school two acres of land near its premises for use as a playground by the students.

The Chief Minister released a souvenir on the occasion. She also presented awards to those who had contributed to the growth of the school. A memento was presented to the Chief Minister by the students.

Hon'ble Education Minister, Thiru K. Ponnusamy presided over the function. The Advocate General of Tamil Nadu, Thiru R. Krishnamurthy and the Sheriff of

Post Centenary Silver Jubilee Celebrations of Lady Sivaswami Ayyar Girls Higher Secondary School

GIRLS MUST EQUIP THEMSELVES WELL AND ENSURE THAT NO FIELD EXISTS UNREPRESENTED BY WOMEN

-Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha on 12.12.94

"If women set their heart upon, there was nothing in this world that they could not achieve. What was needed essentially was self confidence and courage. If they studied properly and faced the world with courage, sky is the limit and the world would be at their feet" said the Hon'ble Chief



Minister Puratchi Thalaivi Dr. J. Jayalalitha participating in the post centenary Silver Jubilee Celebrations* of Lady Sivaswami Ayyar Girls Higher Secondary School, Madras at the Madras University Auditorium on 12.12.94.

While the standard of education would continually change keeping pace with the developments in science and technology, girls should equip themselves well and create a situation wherein there was no field exists unrepresented by women, the Chief Minister said. At the same time, in the quest for equality of women with men, the basic features of Tamil culture such as family life and values of love, friendship and sacrifice should not be forgotten and should be protected, she reminded.

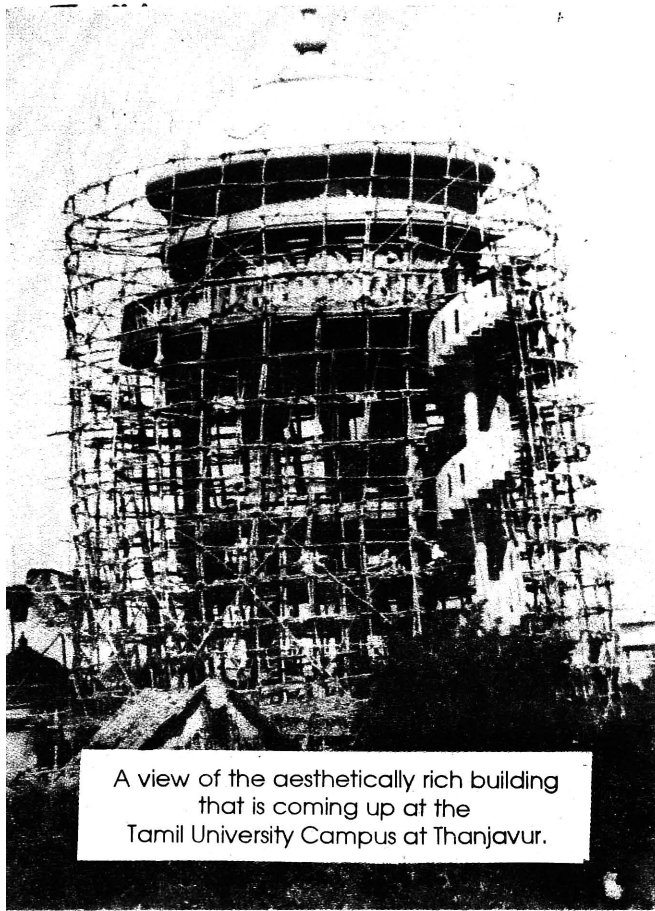
The Chief Minister conveyed her appreciation of the fact that the school was started 125 years ago at a time when education was denied to women. The event itself, should have been quite a revolution, she added. "I can feel the great history behind the



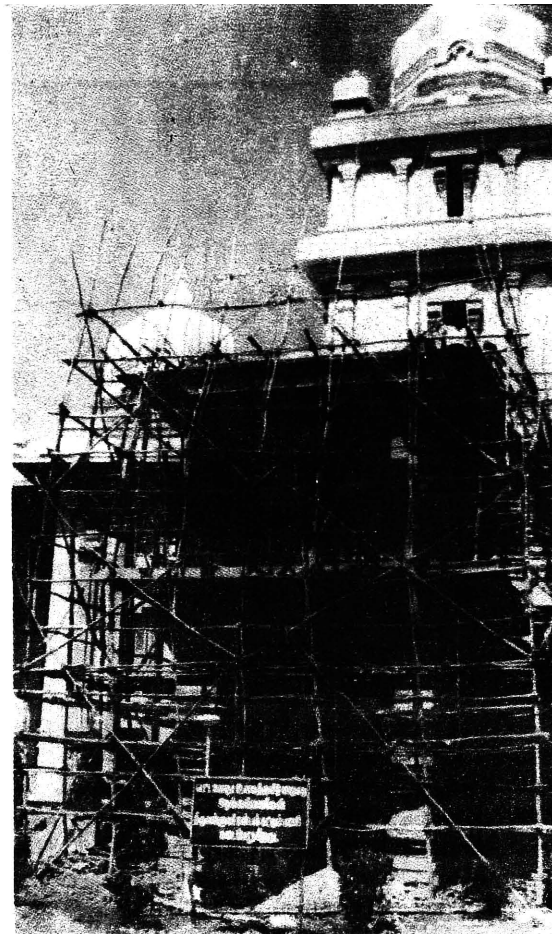
school", she noted.

Responding to the requests made by earlier speakers, the Chief Minister announced that she would institute a rolling shield from the current academic year onwards to be presented to the best outgoing student with over-all performance. She also announced that her government

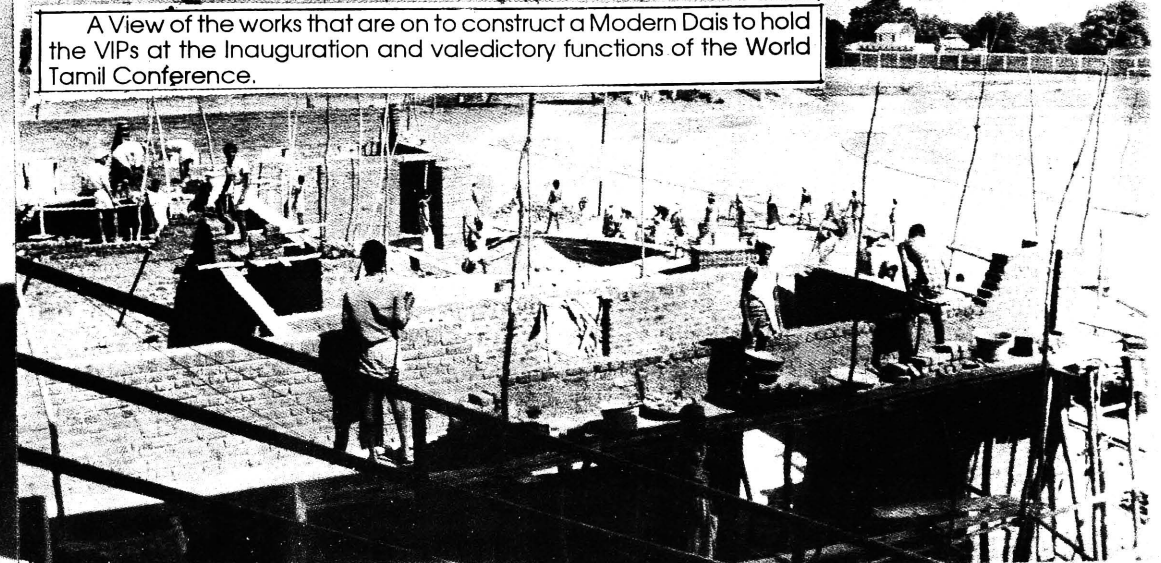
Madras, Dr. K. Chockalingam spoke on the occasion. The President of the National Boys' and Girls' Education Society, Thiru R.K. Swamy welcomed the gathering. Thiru T.R. Maris, Vice-President of the Education Society read out a report. Thiru T.S. Vanchinathan, Hon. Joint Secretary of the Education Society proposed a vote of thanks.



A view of the aesthetically rich building that is coming up at the Tamil University Campus at Thanjavur.

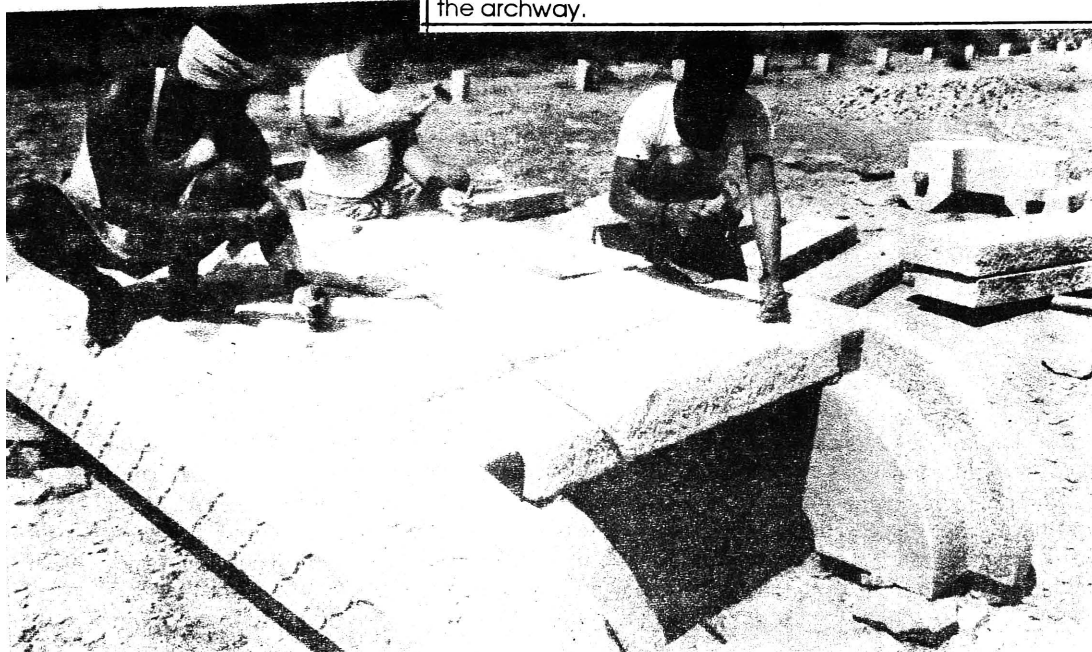


Thiruvalluvar Mandapam is being constructed at the entrance to the Thanjavur Tamil University.



A View of the works that are on to construct a Modern Dais to hold the VIPs at the Inauguration and valedictory functions of the World Tamil Conference.

THANJAVUR ALL SET TO HOST WORLD TAMIL CONFERENCE



A Stone archway is being constructed at the entrance to the Thanjavur Tamil University. Intricate sculpting will be the hall mark of the archway.



Works are on for the ring road at Thanjavur!



Hon'ble Chief Minister Dr. J. Jayalalitha attended the swearing in of the new Andhra Pradesh Cabinet led by Thiru N.T. Ramarao at Hyderabad on 12.12.'94 on a personal invitation from Thiru N.T. Ramarao. Tmt. Sivaparvathi, wife of Thiru N.T. Ramarao garlanded the Tamil Nadu Chief Minister and presented her a shawl.



Hon'ble Chief Minister Dr. J. Jayalalitha gave a felicitation address congratulating Thiru N.T. Ramarao for his success in the recent Assembly Elections after he was sworn in as Chief Minister on 12.12.'94.

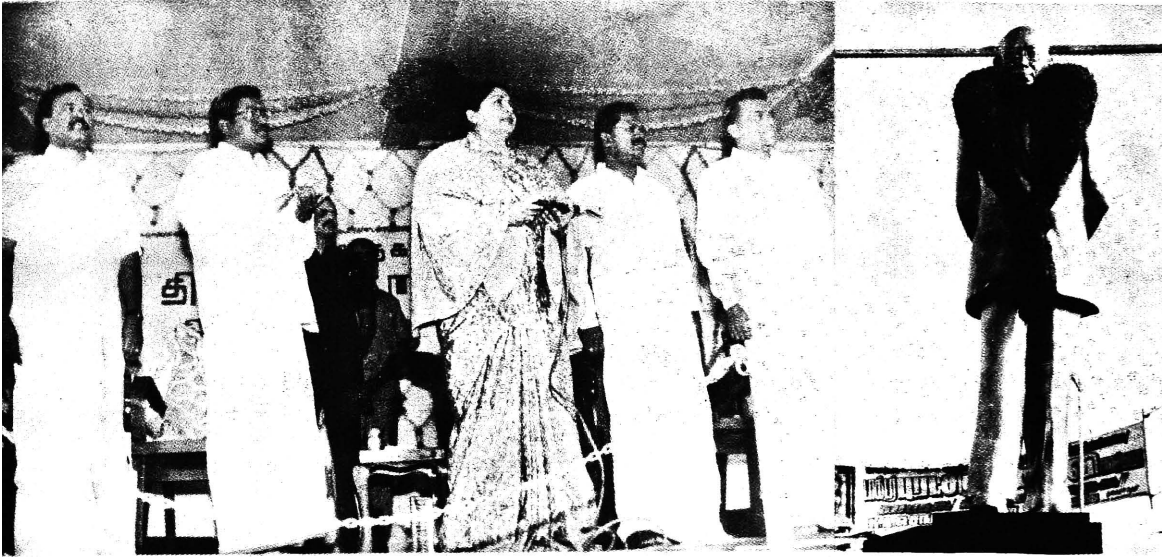


NEWS IN PICTURES

Hon'ble Chief Minister Dr. J. Jayalalitha at the Swearing in function of the new Andhra Pradesh cabinet at Hyderabad on 12.12.'94. Also seated are Tmt. Sivaparvathi, Thiru N.T. Ramarao, Thiru Biju Patnaick and Thiru Surjit Singh Barnala.



STATUE OF FORMER MAYOR SIVARAJ UNVEILED



TAMIL NADU IN THE FOREFRONT IN IMPLEMENTING WELFARE SCHEMES FOR ADI DRAVIDARS

-Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha on 6.12.94 after unveiling the statue of late Sivaraj - the first Adi Dravidar Mayor of Madras

Hon'ble Chief Minister Puratchi Thalaivi Dr. J. Jayalalitha announced a package of concessions for the development of the Adi Dravidar community while speaking after unveiling the statue of late Sivaraj - the first Adi Dravidar Mayor of Madras - at the Mint Junction in Madras on 6.12.94.

She said a special scholarship scheme would be implemented to enthuse the students from this community to take to higher education. It would be extended to those whose family income was less than Rs.50,000 per annum.

The grant in aid scheme under which Rs.500 was given for providing the primary education to Adi Dravidar Girl students would be extended to five more districts - Chengalpattu-MGR, North Arcot-Ambedkar, Salem, Tiruchi and Nagapattinam-Quaid-e-Millath. The annual grant is now made available for each girl student from the community studying in classes three to five in the districts of Dharmapuri, Villupuram, Ramasamy Padayachiyar, South Arcot-Vallalar, Tiruvannamalai-Sambuvarayar and Kamarajar. By extending the scheme to five more districts,

30,000 more students would benefit.

For helping the students to continue the collegiate education, a monthly stipend of Rs.150 would be given to 1,000 girl and 1000 boy students who had come first in the plus two examinations.

A Rs.10 lakhs Trust - 'Mayor Sivaraj Education Trust' - would be set up in the proposed Law University to provide financial assistance to students both boys and girls - studying law.

The grant now provided under the self employment scheme through THADCO



Hon'ble Chief Minister visited Thanjavur on 16.12.94 to inspect the preparatory arrangements to the forthcoming VIII World Tamil Conference. She is seen here at the Thanjavur Tamil University.

would be increased to Rs.25,000 from the present Rs.15,000. The Governmental assistance to the beneficiaries towards their equity participation would be increased to Rs.1.25 lakhs from Rs.81,000.

The Government would distribute lorries through THADCO to educated Adi Dravidar youths and it would set apart Rs.50 crores every year for this purpose. At the time of handing over the lorry, each beneficiary would be given Rs.1.25 lakhs by way of grant and equity participation.

For the economic development of Adi Dravidar women, a Rs.10 crores loan scheme would be implemented for self employment of 10,000 women every year. Of the Rs.10 crores, Rs.5 crores would be distributed as outright grant.

Towards undertaking repairs in their dwelling units, Rs.5,000

would be given to Adi Dravidars and Scheduled Tribes. The Government would set apart Rs.15 crores to benefit 30,000 families.

Free house pattas would be provided to five lakhs Adi Dravidar families before December 31, 1995.

One thousand community halls would be constructed at a cost of Rs.25 crores for as many Adi Dravidar habitats.

Colour TV sets would be installed in Adi Dravidar habitats and in the first phase 2,000 colonies would be covered at a cost of Rs.3 crores.

An award would be instituted in the name of Ambedkar to be given every year to one who had done extraordinary service for the betterment of Adi Dravidars.

Paying glorious tributes to Sivaram, she said he enforced total prohibition in the city

when he was Mayor in 1946 and toiled hard to retrieve the poor from the drink habit.

He showed exemplary enthusiasm in the spread of education and appointed four special officers to supervise whether the parents, especially those in the Adi Dravidar Community were sending their wards to schools under the compulsory education scheme, the Chief Minister added.

The Speaker of the Legislative Assembly Mr. R. Muthiah presided.

The family members of Sivaram presented ponnadais to the Chief Minister for the honour done to him.

The Adi Dravidar Welfare Minister Thiru M. Anandan and Thiru S.K. Tamilarasu, MLA offered felicitations. Thiru M. Thennavan, Information Minister welcomed the gathering. Thiru T. Shanmuga Rajeswaran, Director of Information spoke.

TUCS - HOLDING THE PRICE LINE

The Triplicane Urban Co-operative Society Ltd., commonly known as T.U.C.S. Ltd., is the pioneer of the Consumer Co-operative movement in the Country. The T.U.C.S. Ltd. was organised on 9.4.1804 under the patronage of 14 Pioneers. Rt. Hon'ble V.S. Sreenivasa Sastri was the first President of T.U.C.S. The Society had 14 members and a paltry sum of Rs.310/- to serve as Share Capital. These Fourteen enthusiasts embarked on a bold venture.

At a time when the Government badly needed one organisation for the distribution of necessary food-stuffs during the Second World War in 1942 T.U.C.S. with vast experience in the distribution of essential commodities came forward and undertook the arduous task of rendering yeoman service and discharged efficiently the tremendous task of feeding the whole City with necessary food.

It will be no exaggeration when we say that in appreciation of the invaluable services rendered by the T.U.C.S. Ltd. during 1942-45, the Government was pleased to make an ex-gratia grant to the Society to the order of Rs.1.87 lakhs equivalent to one half of the net profits earned on behalf of the Government by T.U.C.S. for working out efficiently the emergency food supply scheme initiated by the Government of Madras.

During the year, 1959-60, the Society was offered the sole distribution of Rice to the City of Madras. The Society procured and distributed Rice to the extent of 38,000 tonnes valued at about Rs.1.73 crores. The Government of Tamil Nadu

awarded a shield to the Society for the best run Urban Consumers Co-operative Society in the year 1959-60. The administration of T.U.C.S. is being managed by the Special Officer from 10-6-1976 onwards.

SALES:

Year	Sales (Rs.in lakhs)
1904-05	0.20
1914-15	5.63
1924-25	10.13
1943-44	68.13
1953-54	197.15
1964-65	409.16
1974-75	1,183.78
1983-84	2,417.28
1987-88	4,658.74
1993-94	5,064.36
1994-95	3243.65 upto oct. '94

The sale of a Non-Controlled items upto Oct. '94 is Rs.3243.65 which is Rs. 458.08 lakhs over and above the achievement during the previous year in the same period.

No. of Branches

Kamadhenu Coop. Super Markets	2
Self-Service Departments	10
Branches	240
No. of Family Cards	283105
No. of Indane Gas Consumers	54868

PUBLIC DISTRIBUTION SYSTEM:

The T.U.C.S. Ltd., is running 211 Fair Price Shops in South Madras, Essential commodities like Rice, Sugar, Kerosene, Palmolein, Etc., are issued through the Fair Price Shops to 2.83 lakhs family card-holders. The quantum of allotment made per month on an average is given below:

Name of the Essential Commodities	Quantity (in Met. ton)
1. Rice	2214
2. Sugar	513
3. Wheat	230
4. Palmolein Oil	285 (1 Kg. per card)
5. Kerosene Oil	2154

MOBILE SHOPS:

In order to boost the sale of Non-controlled commodities, Mobile Shops to effect sales in the newly developed colonies were introduced. Accordingly two Mobile Shops by name "KAMADHENU-ON-WHEELS" and "TUCS-ON-WHEELS" were introduced. The mobile is parked in 16 Centres in a day between 9.00 A.M. and 1.00 P.M. and between 3.00 P.M. and 7.00 P.M. At all places, there was warm welcome to the Mobile Shops and the sales are also encouraging.

ROLE OF DISTRIBUTION OF INDANE GAS:

The T.U.C.S. is the major distribu-

tor of L.P.G. by name 'INDANE'. The total number of customers (both domestic and commercial) is 54869. T.U.C.S. is distributing refills through our 17 booking points located in various places in the Madras City.

The average monthly sales of refills is about 46200. T.U.C.S. is being paid a commission of Rs.3.15 per refill. The margin of profit works out 6.67%.

COLLECTIONS OF DEPOSITS:

i) The Society receives Deposits both from its Members and Non-Members only at such a rate of interest fixed from time to time.

ii) The Deposit will be acceptable for a minimum period of 3 months and above and the present rate of interest is as follows.

a) 3 months to 6 months 15.5%

b) More than 6 months 16% and

minimum amount of Rs.500/- and multiples of five hundred will alone be accepted,

c) As on 31-10-94 the deposit position stands at Rs.150 lakhs.

PETROL BUNK:

The Petrol Bunk which is situated at Alwarpet is run by T.U.C.S. A Service Station is also attached to the Petrol Bunk Complex. All the Government, Quasi-Government Department, Govt. Corporation are drawing fuel and they are sending their vehicles for servicing. To fall in line with Modern trend, by an agreement with the City Bank and I.O.C. and extended credit card facilities to the public in the sale of petrol prod-

ucts also. T.U.C.S. has already extended this facility in our Super Market for the purchase of all commodities by our customers.

"KAMADHENU" COOPERATIVE SUPER MARKET

The Kamadhenu Cooperative Super Market, a Unit of T.U.C.S. Ltd., was started on 14.10.1966. The Super Market was started in pursuance of the scheme sponsored by Government of India to hold price line and to supply all the Household requirements under one roof. The Super Market was started functioning initially with the following departments:-

1. Grocery Department
2. General Merchandise Department
3. Consumer Durable Department
4. Textile Department
5. Vegetable Department
6. Cafeteria Department

As all the commodities are made available under one roof at reasonable rates, the number of customers increased day-by-day and the name of "Kamadhenu" become popular in the midst of public. Though it was not a full fledged one, the grocery wing is functioning as a Self-Service Department since 1976.

The total sales of Kamadhenu Cooperative Super Market Complex in June, 1986 was Rs. 48.80 lakhs and whereas the quantum of sales effected in June '94 was Rs.56 lakhs.

The progress was steady from its inception. It was felt that the Super Market should have a building on its own and efforts were taken in this

direction. The efforts yielded fruitful results and a new Super Market Complex was constructed at a cost of Rs.77/- lakhs and the same was declared open by the Hon'ble Chief Minister of Tamil Nadu on 18.10.1985. The New Super Market Complex is considered as the second biggest in India.

MARKET INTERVENTION

T.U.C.S. - Kamadhenu is playing a vital role in the sphere of market intervention whenever the prices of essential consumer commodities are registering very high price in the open market. To quote a few examples, T.U.C.S. - Kamadhenu entered the rice market in a big way by offering rice at very cheap rate of Rs.7/- per Kilo when ruling open market price was in the range of Rs.8/- to Rs.8.50 per kilo during the months of Feb.'94 and Mar.'94. Similarly when the price of Sugar skyrocketed in the open market and it was sold at Rs.17/- to Rs.18/- during the months of May, 94 and June, 94. T.U.C.S. Kamadhenu fixed its selling price of Sugar to customers between Rs.15/- and Rs.15.50 per Kilo and sold huge quantity through its 225 retail outlets. Similarly when the customer in the City faced acute problem of non availability of Coffee Seeds and Powder at a very high price in the open market, T.U.C.S. - Kamadhenu came to the rescue of the public by offering Coffee powder at the rate of Rs.80/- per kilo initially and later on changed to Rs.100/- per Kg. when the ruling prices in the market was around Rs.150/- to Rs.160/- per Kg. This was possible to T.U.C.S. - only due to careful planning, utilising its bargaining power and following strict financial discipline besides purposefully keeping low margin for these products for the benefit of consumers during the period of crisis.

TANFED - ENRICHING RURAL TAMIL NADU

Tamil Nadu Co-operative Marketing Federation Ltd., popularly known by its brand name "TANFED" serves in the field of distribution of Agricultural inputs, Marketing of Agriculture produce etc. since 1959. Its basic objectives are:

i. To identify the agricultural input requirements of the farmer members of Primary Co-operative Agricultural Banks and arrange for storage and distribution through Co-operative outlets.

ii. To provide market support to the affiliated member societies in procuring, storing and marketing agricultural commodities.

iii. To provide storage facilities of specialised nature for perishable agricultural commodities and agro-based products.

iv. To undertake manufacture of agricultural inputs such as granulated fertilisers, manure mixtures and quality seeds.

Input Marketing Distribution of fertilisers

TANFED is distributing fertilisers and other agricultural inputs through the Co-operative outlets viz. the Primary Co-operative banks situated all over Tamil Nadu except Thanjavur, Nagapattinam-Quid-e-Milleth and Nilgiris districts where the Thanjavur Co-operative Marketing Federation and the Nilgiris Co-operative Marketing

Society take care of these functions. During the year 1993-94 TANFED has distributed 3,16,273 tonnes of all types of fertilisers worth Rs.14,369.55 lakhs. During the year 1994-95 (upto September '94) TANFED has distributed 1,84,923 tonnes worth Rs.8531.73 lakhs.

Manufacture of fertilisers

TANFED manufactures its own granulated mixtures of P.F.17:17:17 fertilisers with right mix-up of NPK and ingredients like neem cake. This product is now very popular with the farmers in Tamil Nadu. Annually about 30,000 tonnes are produced in the factory at Pamani village near Mannargudi. During the year 1993-94 a quantity of 25,936 tonnes was produced and a quantity of 22,093 tonnes worth of Rs.1,309.37 lakhs was sold. During the year 1994-95 (first six months) a quantity of 9,610 tonnes was produced and a quantity of 14,039 tonnes worth of Rs.840.96 lakhs was sold.

Agro Super Markets

Fully realising the need for implementing the concept of supply of all Agricultural inputs under one roof, the Government entrusted the work of establishing Agro Super Markets to TANFED.

To activate the performance of these Agro Super Markets, TANFED made supplies of poly pallets for scientific storage of

fertilisers, name boards, price exhibition boards, banners, wooden racks, bicycles, uniform clothes to sales personnel etc. of 100 Primary Agricultural Co-operative Banks and started 100 Agro Super Markets in 1992-93. It has also proposed to impart training to the staff of the Agro Super Markets through the Co-operative Training College at Madras and Co-operative Training Centre at Madurai. Adequate quantities of fertilisers, seeds, pesticides and Agricultural Implements are also made available to these Super Markets. It has been proposed to start another one hundred Agro Super Markets during the year 1994-95.

Subsidy Fertilisers

The Fertiliser concession scheme announced by Government of India was introduced by the Government of Tamil Nadu.

The concession was given to TANFED to be passed on to the farmers for Chemical Fertilisers viz. Muriate of Potash, SSP, D.A.P. Vijay 17:17:17, Factamphos, Pamphos and IFFCO 10:26:26. During 94-95, the concession is being passed through the manufacturers and they are supplying the above fertilisers after deducting the concession.

Agricultural Marketing

As a marketing organisation, TANFED undertakes procurement of agricultural commodi-

ties such as cotton, chillies, coriander, pulses and oil seeds. Providing market support to the farmers is its main aim and therefore the procurement operation is undertaken through the marketing societies on joint venture and on agency basis besides outright purchases. Despite serious setbacks in realising the sale proceeds from the Co-operative Spinning Mills to the order of nearly Rs.8 Crores, TANFED continues its procurement of cotton for supply to National Textiles Corporation Mills.

During the year 1993-94, TANFED programmed marketing of agricultural commodities to the extent of Rs.1940 lakhs and achievement had been made to the extent of 23197 tonnes worth Rs.2826.16 lakhs. During the year 1994-95, a quantity of 19,564 tonnes of agricultural commodities worth Rs.2702.77 lakhs has been procured upto September 94 as against the annual target of Rs.2,777 lakhs.

Distribution of pesticides, seeds and Agricultural Implements:

Like fertilisers, TANFED distributes plant protection chemicals viz., pesticides and insecticides through the Pri-

mary Co-operative Banks and also seeds and Agricultural implements according to farmers' preference.

During the year 1993-94 TANFED distributed seeds, pesticides and agricultural implements to the value of Rs.45.69 lakhs, Rs.589.07 lakhs and Rs.2 lakhs respectively. The achievement so far in the current year 1994-95 (upto September '94) are Rs.13.51 lakhs, Rs.96.11 lakhs and Rs.0.30 lakhs for seeds, pesticides and agricultural implements respectively.

Cold Storage

The existing Cold Storage of TANFED situated at Basin Bridge Road, Madras is now utilised to 50% of its installed capacity of 1250 tonnes. A renovation work for strengthening the racks in Chamber No.1 with 50% capacity as well as conversion of the defunct Ice Plant space into Cold Storage at an estimated cost of Rs.26 lakhs has been taken up.

In spite of its limited utilisation, the income earned by this Unit is quite steady. During the year 1993-94, this unit earned an income of Rs.13.54 lakhs and during the first six months of the current year 1994-95

has earned an income of Rs.9.72 lakhs.

Establishment of a New Cold Storage at Koyambedu:

TANFED is now constructing a modern and larger Cold Storage of 2500 tonnes capacity at the Koyambedu Wholesale Market Complex being developed by the Madras Metropolitan Development Authority. This prestigious work has been taken up at a total block cost of Rs.162 lakhs.

Storage:

TANFED owns 36 godowns with a combined storage capacity of 26,560 tonnes.

Kerosene Tankage:

The Kerosene Tankage of TANFED at Madras is provided with only a limited scope. In the year 1993-94, it has distributed 3216 Kilo Litres of kerosene worth Rs.80.57 lakhs. During the year 1994-95 (upto September '94) TANFED has distributed 1,523 kilo litres valued at Rs.37.61 lakhs so far.

Working results:

TANFED has shown considerable progress in its overall operation especially in input distribution in recent years. The progress during the past five years is as follows:-

(Rs. in lakhs)		
Year	Business Turnover	Net Profit
1989-90	6386	36.64
(July '89 to March '90)		
1990-91	8906	63.36
1991-92	14541	60.84
1992-93	18542	91.91
1993-94	16136	158.94

- Dr. J. Jayalalitha



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