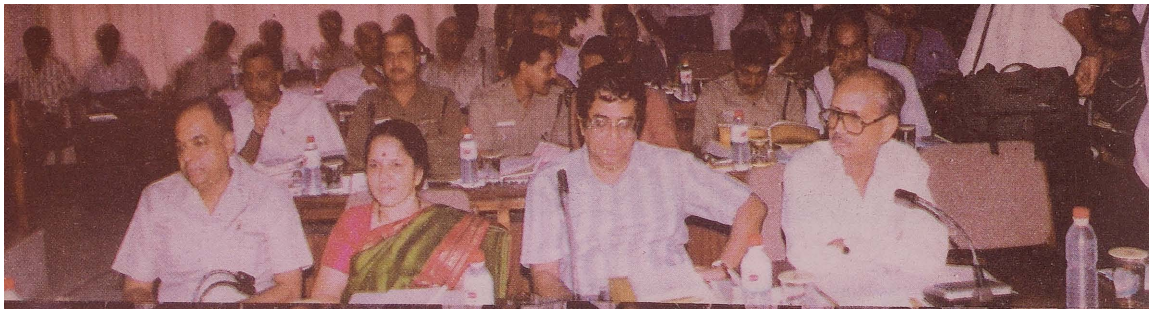


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COVER STORY

Tamil Nadu determined to provide a corruption free administration...

A two day conference of District Collectors and Police officers was held at the Secretariat, Madras on 11th and 12th June 1996. The Chief Minister asked the officers to be fair, honest and upright in all their endeavours.

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Safeguard your home

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The TAO of leadership

Excerpts from John Heider's book. A must for all good leaders and for those who want to be one.

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Tamil Nadu is determined to provide a corruption free administration and ensure there are no crimes.



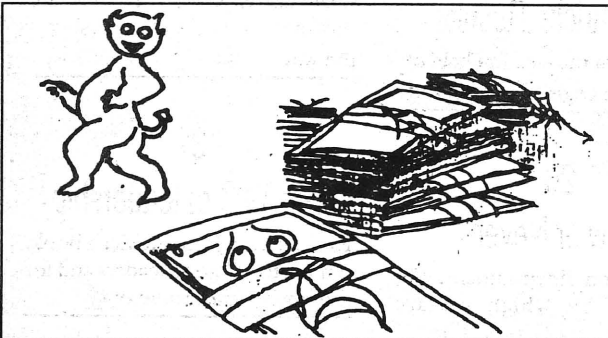
The Hon'ble Chief Minister **Kalaingar M. Karunanidhi** inaugurated the two-day Conference of the District Collectors and Police Officers at Secretariat, Madras on 11th June 1996.

Provide a corruption free administration

In his inaugural address the Chief Minister made it clear the determination of the Government to provide a corruption free administration and make the State Crime-

free. He referred to the statement issued before the general elections by I.A.S. Officers Association calling upon the officers to be just and upright. The statement also stressed the Government to take stern action against erring Officers. This must be the guiding principle for all officers, the Chief Minister added.

Only when the bureaucracy at the top was fair, honest and upright, those at the lower levels could be expected to be virtuous and sincere. There could be a clean administration only when decisions were taken according to the rules and eligibility. When files are held up on the red tape, the corruption will do the rounds, he said.



When files are held up on red tape, the corruption will do the rounds, the Chief Minister said.

Redress the grievances of the people

The Chief Minister called upon the District Collectors and Superintendents of Police to redress the grievances of the people forthwith. Police is vested with the responsibility of protecting the life and property of the people. The District administration should function with greater vigil and change the situation that there existed merely the law, but no order in the

State. The State had 12,506 Village Officers, 84,000 Police Personnel, 1172 Police Stations, 178 Deputy Superintendents of Police, 184 Tahsildars and 66 Block Development Officers. Only when all of them are vigilant, problems could be effectively tackled, he said. The Village Administrative Officers should promptly pass on the local problems they come across to the District authorities for necessary redressal, he added.

The Chief Minister said those who instigate violence by breaking law and order should be punished. He said the District Officials should visit the villages often, stay with the people and after assessing their problems, should take necessary remedial actions.

Reduce occurrence of crime

He said during the previous regime there was a spurt in the incidents of crime and there was no safety to the life and property of the people. He said that his Government's objective was to reduce the occurrence of crime and take firm action against wrong doers. If the administration was in full preparedness the occurrence of crimes would become less.

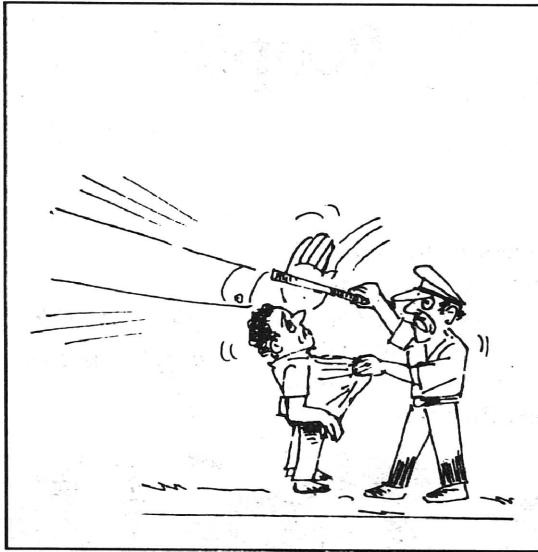
Women for Prohibition Propaganda

The Chief Minister urged them to take all

measures to curb illicit distillation. Those who had taken to this crime because of poverty should be identified and rehabilitated, he added. He also announced that 25,000 women would be involved in prohibition propaganda.

Protect the Downtrodden

He said the life style of the oppressed and downtrodden should be upgraded. The administration should move to places of communal and caste clashes and give full protection to the downtrodden people as they were the badly affected during such times.



The police should treat the custodians with humanity and police stations should be easily accessible place for the public to submit their complaints.

The Chief Minister said the Police should bring about a change regarding the custodial deaths. Such incidents made people lose faith in the administration and raise several

embarrassing questions. The police should not take the law into their hands. They should treat the custodians with humanity and police stations should be an easily accessible place for the public to submit their complaint, the Chief Minister added. He sought the unanimous support of the District Collectors and Police Officials for better administration and for a peaceful Tamil Nadu.

Earlier, the Chief Secretary, Thiru K.A. Nambiar, welcomed the District Collectors and Police Officers to the Conference. □

THE GOVERNOR'S ADDRESS AT THE LEGISLATIVE ASSEMBLY

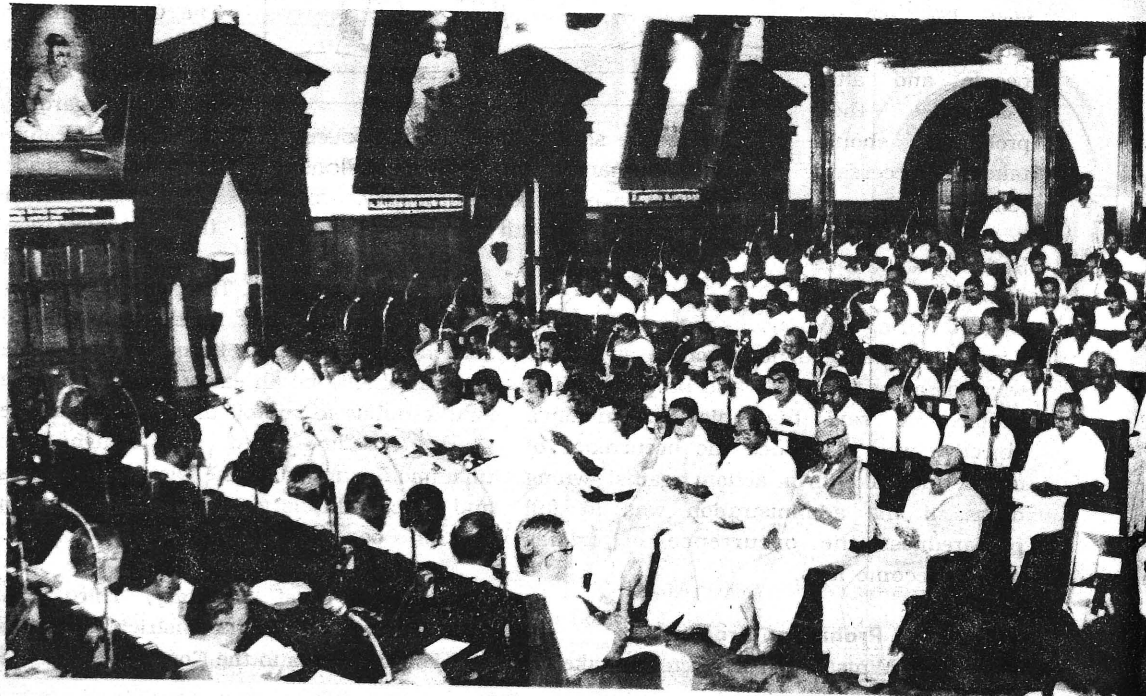
"The Government is committed to fulfil the expectations of the People"

- Dr. M.Channa Reddy

on 23.5.96

I greet you, the members of the Eleventh Assembly, newly elected by the people of Tamil Nadu who have upheld the majesty of democracy through a peaceful and silent revolution and welcome you in the words in the words of the great poet Bharathi:

"ஒளி படைத்த கண்ணினாய் வா வா
உறுதி கொண்ட நெஞ்சினாய் வா வா!"



The massive ground swell of support given by people

I have no doubt that all you will extend your wholehearted and enthusiastic cooperation to this Government which is committed to fulfilling the expectations of the people who have, in a massive groundswell of support, given a mandate well beyond a simple majority.

The peaceful change of Government

The efforts of the Election Commission in framing and strictly enforcing guidelines for the proper conduct of elections without giving room for malpractices and with restrictions on expenditure has enabled the people of Tamil Nadu to peacefully and democratically ensure a change of Government.

Need to evolve a national consensus on Electoral Reforms

Further reforms are needed in the electoral

process. We have reached a situation where in the guise of independent candidates, democratic rights are being frivolously and perversely misused. This is the appropriate time to stress the need to evolve a national consensus, through discussions will all parties, on electoral reforms which balance democracy with discipline.

We will stress for a federal structure at the Centre

This Government will continue to emphasize the need for Constitutional safeguards for the autonomy of the states and a federal structure at the Centre so that the unity and integrity of India are firmly established.

All official languages of the States must be made official languages of the Union

Despite the assurance of the Late Prime Minister of India, Pandit Jawaharlal Nehru that Hindi will not be imposed on Tamil Nadu, the long standing language problem is yet to be resolved. The policy of this Government is that the only solution to the language problem is to make all the official languages of the States, official languages of the Union Government. If it is argued that this will take time, then, as a first step, this Government will work towards making Tamil, rich in literature and grammar and the oldest in the family of Dravidian languages, as one of the official languages of the Union Government.

A Separate Ministry for Tamil Official language

I am happy to inform you that for the first time a separate Ministry for Tamil Official Language has been set up for taking vigorous action to extend the full usage of Tamil to all aspects of administration in our State within a specified time frame and to achieve the goal of "Tamil Everywhere and in Every Sphere". At the same time it will be ensured that the welfare of the linguistic minorities will not be adversely affected and will be fully protected.



We are committed to Secularism and Communal amity.

This Government is committed to preserving and nurturing the principle of secularism and communal amity. It will ensure that all appropriate action will be taken immediately to instil fraternal feelings amongst the members of all religions and classes. Peace committees consisting of community elders and leaders of all parties will be formed in areas where they are required. I request the cooperation of people from all walks of life in preserving communal harmony.

Efforts for 69% reservation for all Backward Communities will be pursued

In 1993 the TamilNadu Legislative Assembly had enacted a legislation to provide for the continuance of the 69% reservation in employment and educational institutions in the State. As a result of the unanimity of all political parties in Tamil Nadu in enacting this legislation and the cooperation of the all India political parties for including the Act in the Ninth Schedule, this Act had been included in the Ninth Schedule of the Constitution, placing it beyond challenge in courts of law, by the Constitution 76th Amendment Act notified on 1st September 1994. However, the Supreme Court had ordered the creation of additional vacancies in engineering and medical colleges in the State to provide admission to those who would have got admission had the 50% limit on reservation been followed. Although the

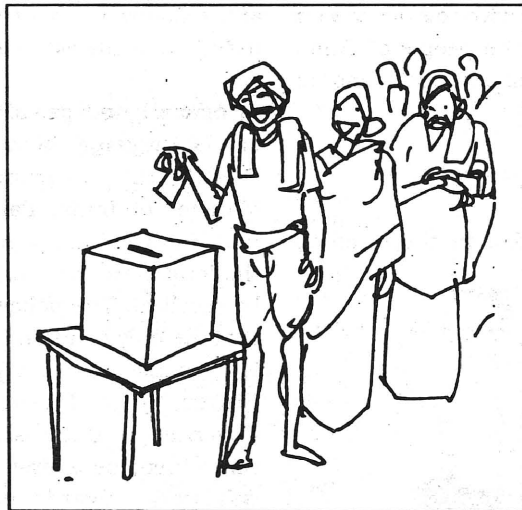
Tamil Nadu Act providing for 69% reservation had been included in the Ninth Schedule of the Constitution on 1st September 1994, because of the failure of the previous Government to clearly state this in the clarification petition filed in the Supreme Court on 23rd September 1994, the Supreme Court ordered the implementation of only 50% reservation. A similar order was passed by the Supreme Court for the year 1995-96 also. This Government is committed to providing 69%

reservation in employment and education to the Backward and Most Backward Classes, Scheduled Castes and Tribes and will pursue the matter vigorously in the Supreme Court.

Police force will be made people friendly and non partisan

This Government is greatly concerned about the threats from powerful antisocial elements, to the life and property of the people in the State, especially, those living in suburban areas

resulting in an atmosphere of insecurity and an increase in violent crime. It also notes with concern that the people's confidence in the police has been shaken. This Government will take appropriate action to end the sad situation of the protector preying on the protected and the misfortune of politics becoming a haven for those committing crimes. It will transform the police force into a people friendly and non-partisan force. A State Human Rights Commission will be set up to enquire into all allegations of violation of human rights.



The People of Tamil Nadu have ensured a peaceful change of Government

An institution of Ombudsman will be constituted

The people have given a mandate for a clean and corruption free Government in this election. This Government is fully committed to providing good governance in keeping with the people's expectations. After a study of the draft legislation at the Centre and the laws in other States, suitable legislation will be enacted to set up the institution of an "Ombudsman" who will enquire into the allegations of corruption against all high dignitaries and officials.

Local Body Elections will be held

I am happy to inform you that the commitment to the people to announce the dates for the local body elections in the first session of this Legislative Assembly will be fulfilled. This will alleviate the sufferings of the people living in villages, towns and cities who do not have any duly elected representatives in the local bodies to whom they can voice their demands for basic services and have them fulfilled. Adequate financial resources will be made available to the local self-government institutions to fulfil their responsibilities based on the recommendations of the State Finance Commission.

Elections to Co-operative Societies

This Government is keen on conducting elections to the cooperative societies at the

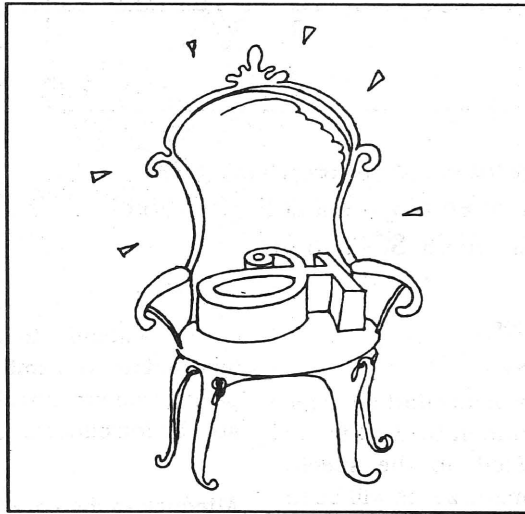
earliest. During the previous regime, ineligible persons had been enrolled as members in many cooperative societies. This Government considers that the elections to the cooperative societies should be conducted after deleting ineligible members and enrolling eligible persons as members. A further period of 3 months will be required for conducting the elections to the cooperative societies properly without any irregularities after detecting ineligible members and enrolling eligible

persons as members. For this purpose the Government will immediately approach the High Court and announce the schedule for elections on the basis of the orders of the High Court.

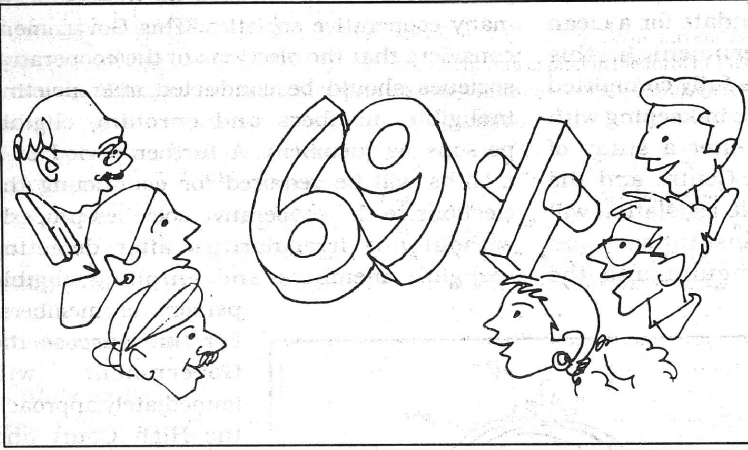
Irregularities in Fair Price shops will be removed

It has been represented that the food grains sold in the Fair Price Shops against family cards are not distributed properly and if the commodities are not bought on the specified dates,

antisocial elements misappropriate them for their own selfish ends. To prevent this, it has been demanded that food grains be distributed to the people on any day convenient to them every month. It has also been demanded that irregularities such as underweight and diversion of essential commodities for sale in the open market should be prevented. Accepting these demands this Government will take appropriate action.



Ministry for Tamil Official language
setup to extend the full usage of
Tamil to all aspects of administration in our State



This Government is committed to provide
69% reservation in employment and education
to BCs, MBCs, SCs and STs.

A Second Green Revolution in the offing in TamilNadu.

This Government will make all efforts to usher in a second Green Revolution in the State. A scientific approach based on the specific requirements of agro climatic zones will be the focus of the agricultural policy. Specific emphasis will be placed on extending irrigation facilities to dry land areas to the extent possible, increasing the productivity of irrigated lands by revamping irrigation systems and promoting high value added floriculture and horticulture. Assured supply of electricity at preannounced, specified hours will be ensured. This Government will also take all measures to ensure that the interests of the Cauvery Delta farmers are fully protected. The matter will be vigorously pursued before the Cauvery Water Disputes Tribunal in order to reach an early final settlement to the dispute. Implementation of the Interim Orders of the Tribunal will also be pursued.

A Special Package for Small Industries

In the present economic context, Tamil Nadu, endowed with good infrastructure, well educated and skilled manpower, an international airport and several seaports should have been in the forefront of industrial development in the country. However, in the last 5 years the State has not been able to capitalise on its advantages. This Government will adopt an investor friendly approach and strive

enthusiastically to attract more industrial investment to Tamil Nadu. A special policy package for small scale entrepreneurs will also be introduced.

Attention to the Care for the Environment

The Government will devote full attention to the protection of the environment. Immediate steps will be taken to prevent pollution of rivers and waterways by industrial units. The pollution hazard posed by tanneries in the State is a serious problem. At the same time, the tanneries provide employment to a large number of people. Therefore, the issue will have to be tackled from both the human welfare and the environment points of view. A solution wherein, farmers' lands and public drinking water are not polluted and at the same time the livelihood of the workers is not adversely affected, will be found through tripartite discussions initiated by the Government.

Urban Development to receive importance.

The Urban Development and Housing sector will be accorded due importance. The traffic congestion in the major cities like Madras and Madurai will be relieved by the construction of ring roads. In Madras city, action will be taken soon to shift the wholesale vegetable market to Koyambedu. I am glad to announce that a sum of Rs. 200 crores will be allotted for meeting the infrastructure needs of Madras Metropolitan Area and a total amount of Rs. 100 crores will be allotted to meet the infrastructure requirements of Madurai, Coimbatore, Tiruchirapalli, Tirunelveli and Salem municipal corporations.

Protected water supply to the whole of TamilNadu

This Government will ensure that there is no habitation without protected drinking water supply in the State. Steps will also be taken to provide protected drinking water supply to all the primary schools in the State. I would like to convey the good news that following the discussions the Hon'ble Chief Minister of Tamil Nadu, Thiru. M. Karunanidhi had with the Hon'ble Chief Minister of Andhra Pradesh, Thiru. N. Chandrababu Naidu, Krishna water will reach Madras city before the end of this year.

High Priority to quality basic health care

This Government will accord the highest priority to the provision of quality basic health care and medical services in the State. In order to provide uninterrupted

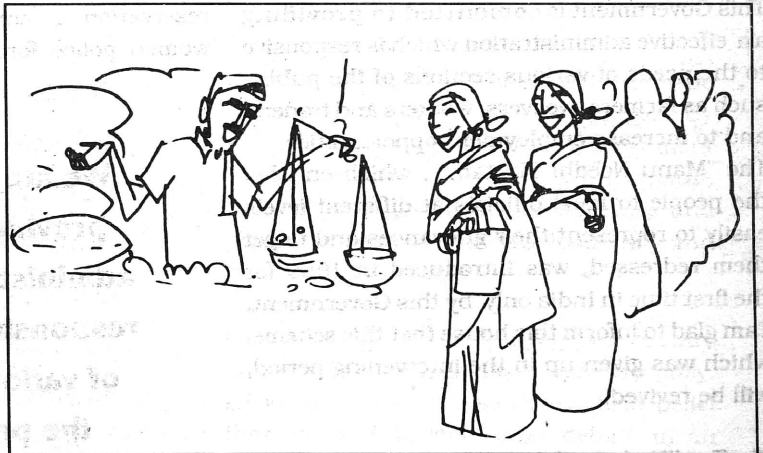
basic medical care in the rural areas, it will be ensured that medical officers work properly in all the primary health centres.

Drought Relief works speeded up

This is the Government of the poor and middle classed following the path shown by Aringar Anna. That is why soon after assumption of office, this Government waived ground rent benefiting one crore and twenty five lakh persons. Similarly, in the areas affected by drought due to the failure of the North East Monsoon last year, remission of land revenue and appropriate debt relief will be given to the farmers. The District Collectors have been directed to speed up the drought relief works on a war footing. To review the situation and to intensify the works further a conference of District Collectors, presided over by the Hon'ble Chief Minister, will be held in the first week of June.

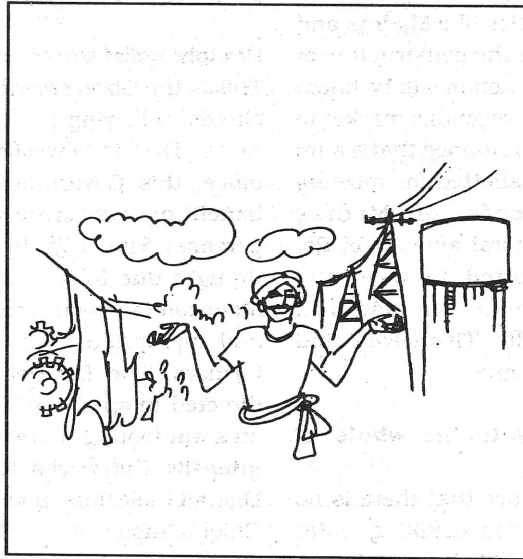
A Progressive Education Policy

A Progressive Education Policy will be



Food grains will be distributed to the people on any day convenient to them every month, at Fair Price Shops.

formulated with a focus on the needs of the 21st Century. Upgrading the quality of education at all levels and promotion of computer literacy will be the main thrust areas of this policy. This Government will place the highest emphasis on ensuring that all children in the age group of 6 to 11 years are enrolled and retained in primary schools. At the secondary level, efforts will be made to improve science education by equipping higher secondary schools with full-fledged laboratories.



A second Green Revolution will be ushered in Tamil Nadu

Revival of the Manu Needhi Thittam

This Government is committed to providing an effective administration which is responsive to the needs of various sections of the public, such as farmers, weavers, workers and traders, and to increase employment opportunities. The "Manu Needhi Thittam", which enabled the people to meet officials at different levels easily to represent their grievances and to get them redressed, was introduced in 1969 for the first time in India only by this Government. I am glad to inform this house that this scheme, which was given up in the intervening period, will be revived.

The Tamil Nadu Legislative Council to be revived
The Tamil Nadu Legislative Council, with a 65 year old history was a shining repository of ideas derived from the intellect and experience of several scholars. As you are aware, the

Council which was useful in formulating Government's policies, schemes and laws in a proper manner was abolished in 1986. Necessary legislation will be introduced in this House to revive this historic and august Council.

Progress of women ensured

The revolutionary poet Bharathidasan said, "Just as can see your path through your eyes, a nation achieves progress through its women". Keeping this in mind this Government, when it held office earlier, had introduced many schemes for the benefit of women

including property rights for women, 30% reservation in employment, setting up of a women police force, free education for poor

“

We are committed to provide an effective administration which is responsive to the needs of various sections of the people and to increase employment opportunities.

”

women up to the degree level, marriage assistance grants for poor women who have studied upto Class VIII and maternity benefit for pregnant women. The Government will remove the slackness in the implementation of these schemes which came about during the intervening period, and will further expand them. I am glad to inform you that the Government will also endeavour to explain the ills of drinking by involving a thousand women, on payment of appropriate wages, in each district in prohibition propaganda.

Pay Parity for State Government Employees

This Government fully recognises the importance of the role of the employees of Government departments, public sector undertakings and various quasi-Government organisations in the effective implementation of schemes and programmes. The welfare of Government employees will therefore be accorded due importance. The State Government employees will be extended the



Upgrading the quality of education at all levels and promotion of computer literacy will be the main thrust areas of the new Progressive Education Policy.

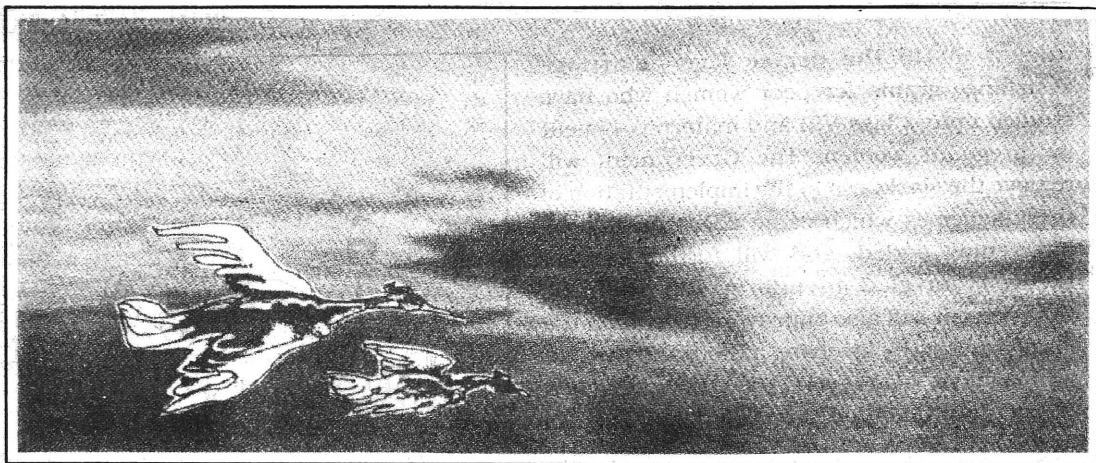
same pay scales as those fixed for Central Government employees based on the recommendations of the Central Pay Commission.

The recruitment of teachers will be made only through employment exchanges. By enlisting the co-operation of Government employees, this Government will ensure that the benefits of various schemes and programmes reach the people quickly and without any leakages.

You have the opportunity to serve the country and its people through this august Assembly. I conclude this address in the firm belief that you will conduct your debate in an enlightened manner that will add lustre to the democratic ethos, transform this house into a garden where good ideas blossom for the removal of poverty and the well being of the country and maintain the ideals of duty, dignity and discipline.

“
This is the Government
of the poor and middle
classes following the
path shown by Arignar
Anna. That is why soon
after the assumption of
office, this Government
waived ground rent
benefitting 1.25 crore
persons.

”



Once filled my hand with mist
Then I opened it and lo, the mist was a worm.
And I closed and opened my hand again, and behold
there was a bird.
And again I closed and opened my hand, and in its
hollow stood a man with a sad face, turned upward.
And again I closed my hand, and when I opened it
there was naught but mist.
But I heard a song of exceeding sweetness.



A pearl is a temple built by pain around a grain of sand.
What longing built our bodies and around what grains?



It takes two of us to discover truth: one to utter it
and one to understand it.



SAND AND FOAM

KAHLIL GIBRAN

Trees are poems that the earth writes upon the sky.
We fell them down and turn them into paper that we
may record our emptiness.



We often sing lullabies to our children that we
ourselves may sleep.

Seven times have I despised my soul:

The first time when I saw her being meek
that she might attain height.



The second time when I saw her limping
before the crippled.



The third time when she was given to
choose between the hard and the easy,
and she chose the easy.



The fourth time when she committed a
wrong, and comforted herself that others
also commit wrong.

The fifth time when she forbore for weakness,
and attributed her patience to strength.



The sixth time when she despised the ugliness
of a face, and knew not that it was one of
her own masks.



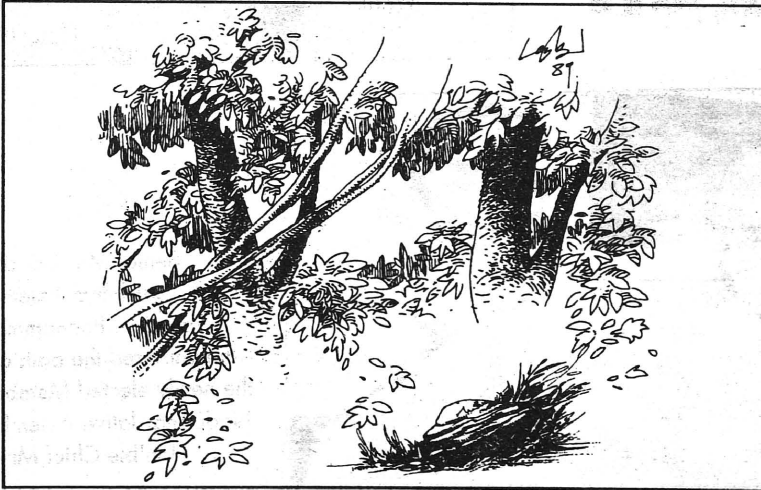
And the seventh time when she sang a song
of praise, and deemed it a virtue.

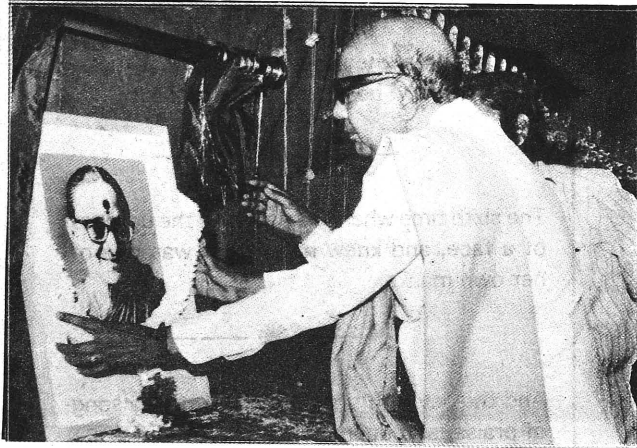


Frogs may bellow louder than bulls, but
they cannot drag the plough in the field
nor turn the wheel of the winepress, and
of their skins you cannot make shoes.



Every seed is a longing.

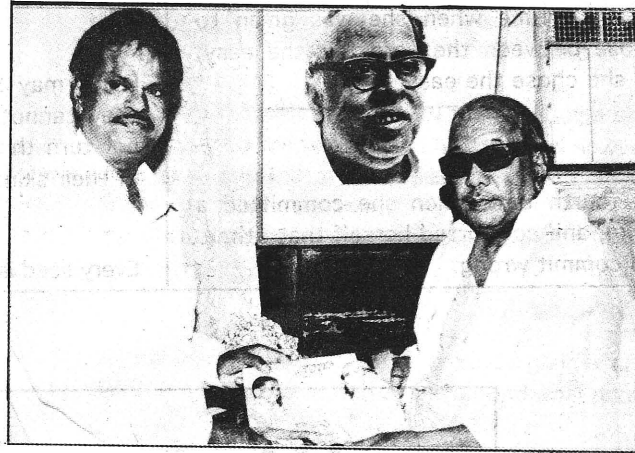




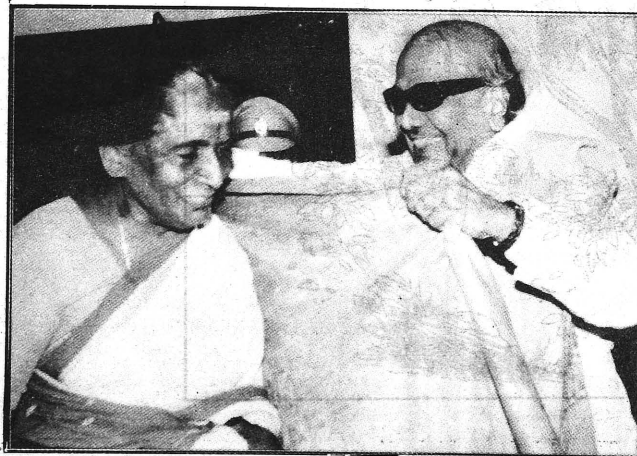
The Hon'ble Chief Minister, Kalaingar M. Karunanidhi unveiled the portrait of Tmt. Rani Ammaiyar, wife of Perarignar Anna at her residence on 20-5-1996

PHOTO

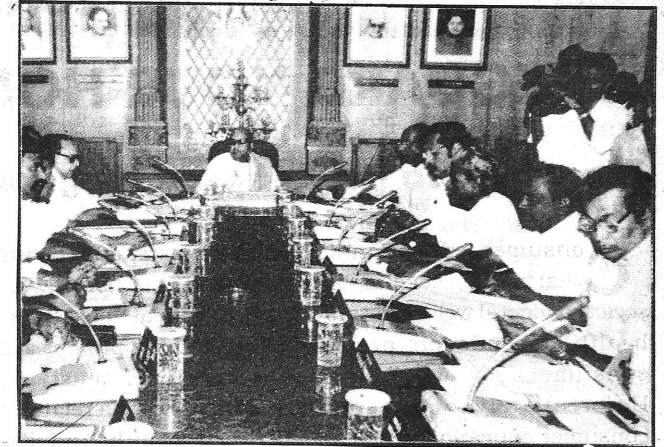
The Hon'ble Chief Minister received a copy of Tamil Arasu Election special issue from the Hon'ble Minister for Information and Publicity, Thiru. V. Mullai Vendhan on 23.5.96



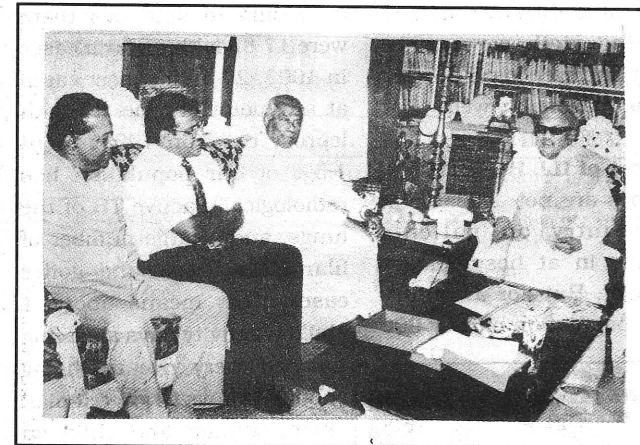
Senior Member of the Legislative Assembly, Tmt. A. S. Ponnammal who administered the oath of office to the newly elected Members of Tamil Nadu Legislative Assembly with the Hon'ble Chief Minister



The first Cabinet Meeting of the Tamil Nadu Government was held at the Secretariat, Madras on 22.5.96. Hon'ble Chief Minister Kalaingar M. Karunanidhi Presided.

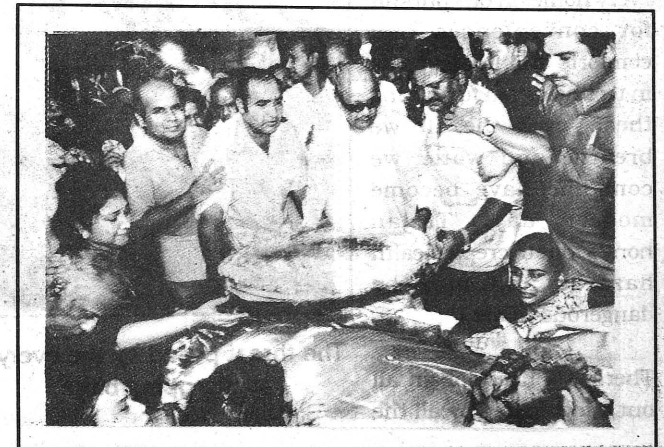


FEATURE



The Hon'ble Minister for Labour Welfare, Sri Lanka, Thiru. Thondaiman called on the Hon'ble Chief Minister Thiru. M. Karunanidhi on 19.5.96.

The Hon'ble Chief Minister placed a wreath on the demised body of former Chief Minister Tmt. Janaki Ramachandran on 19.5.96.



CONSUMER EDUCATION

SAFEGUARD YOUR HOME

The why and how of protecting your family

Consumer education is vital in a market oriented society. General well-being and health depends on proper consumer education. Unfortunately, despite consumer education people in West are often taken for a ride by forces that doesn't care for human life, in their pursuit of money making. The conditions, one can imagine could be worse in a developing nation like India where consumer education is yet to gain any priority. Tamil Arasu has a look on consumer education and its influence on health.

The everyday shopping bag could be the "danger" that could create hazards at every home. In our pursuit for conveniences and comforts and in our belief in technology in furthering these, even the air we breathe and water we consume have become modern day, 'Trojan horses' out to create health hazards and may be dangerous to life.

There is a need for an all out effort to deploy all the

crack forces at our command, to defend our home. We will have to educate ourselves and follow it up by prompt action. The consumer must realise that there exists a relationship between health and goods, services and the environment. By being vigil, we can be healthy and even lower the cost of living reasonably well.

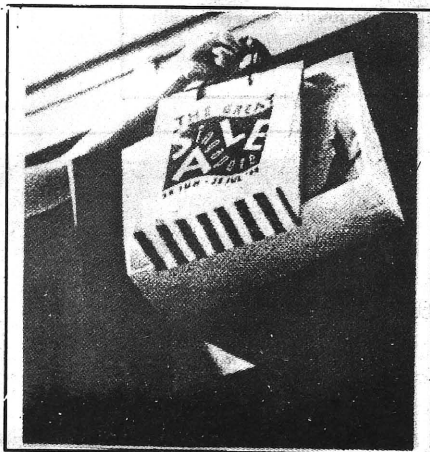
The cost of ILL HEALTH

Statistics are not available in our country on patients checking in at hospitals for treatment. But, for a country with a population of over 900

million, even if we very conservatively estimate that one in a hundred people are sick at a point of time or afflicted by a disease, 9 million persons can be assumed to be physically or mentally sick. According to statistics there were 17.88 lakh malaria cases in 1993, 20 lakh cancer cases at any point of time, 13 lakh leprosy cases in 1993, about 1.5% of our population has radiologically active TB of the lungs, and a large number of filaria, kala-azar and goitre cases. This means about 1 billion activity days are being wasted every year averaging about 12 days for each Indian man, woman and child on account of ill health.

In order to deal with the implication arising out of general ill health, disease and injury, we are probably spending millions of rupees for medical cure.

It has been estimated that billions of dollars are being wasted in USA on health care, because of unnecessary hospitalization, unnecessary



The threat posed by the everyday shopping bag?

drugs and even unnecessary surgeries (see table). It was also estimated in the late 70s that about 25 per cent of all medical care costs were "wastes". The question is, whether can we learn from the bad experience in USA and make efforts to avoid such situations in India. If we have to, how do we go about it and avoid wasteful expenditure.

A Stitch in time saves

It is common knowledge that prevention is always better than cure. The stress on prevention and the realisation that it is by preventing the

diseases from occurring, rather than treating it later, can we bring about major improvement in our nation's health. Prevention oriented health maintenance organisations must be made dynamic.

But it is the average citizen, who has the responsibility to keep himself informed on the problems of health. And, if possible to organise, to educate others and to act in implementing ways and means to protect health. Defending our health is not and can never be a casual matter.

Be a responsible Consumer

Responsible Consumers must consider three important factors when they buy a product especially a health product. They are

- 1) What it is supposed to do,
- 2) What its side effects are
- and 3) What alternatives are available.

The consumers are advised to find, understand and use knowledge to avoid the disease and trauma traps. Tamil Arasu will advise consumer on avoiding these traps regularly.

HEALTH CARE WASTE

Type of Waste	Magnitude of Waste	Cost per year (billion)
Unnecessary hospitalizations	10 million per year at \$1,000 each	\$10
Unnecessary hospital beds	60,000 construction costs : \$50,000 Operating costs : \$18,250 per year per bed	\$3 \$1.1
Unnecessary surgery	2 million operations per year at \$1000 each	\$ 2
Drug promotion	Including advertising and retailing	\$ 1
Unnecessary drugs	Overprescribed antibiotics, tranquilizers, noneffective prescription drugs, worthless over-the-counter drugs	\$ 2
Unnecessary X-rays	Of \$ 4.8 billion per year spent for diagnostic health and dental X rays, about 30 percent are for "defensive" purposes	\$ 1.4
Profiteering of Private Insurance industry		\$ 3
Total waste per year (billions)		\$21.50

Source : Health Research Group, USA

If this is the case with USA. How dangerous is the trend in India?

SCIENCE UPDATE

MOBILE PHONES AND YOUR BRAIN

Technophobes have long warned mobile phone users that radiation emissions can cause headaches and even brain cancer. Britain's National Radiological Protection Board (NRPB) found that the head does

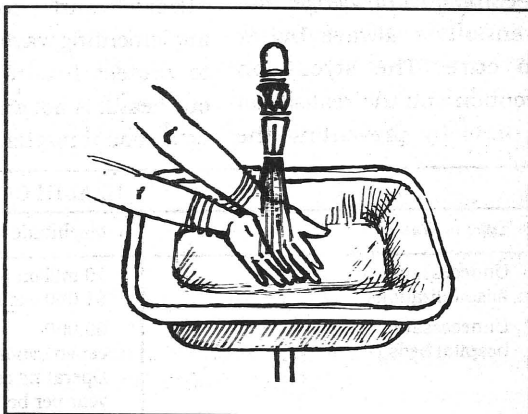
absorb 70% of mobile emissions creating 'hot spots' areas where continuous mobile use has warmed the skull. Exactly what this means is still unclear. NRPB's Dr. Camelia Gabriel says that although research was inconclusive, "prolonged mobile phone use is inadvisable." Anticipating the concern

such a study will generate, British company Microshield has launched a nickel and steel-fiber phone over with claims that it blocks 90% of the emissions that would otherwise be absorbed by the body.



BATHROOM HYGIENE

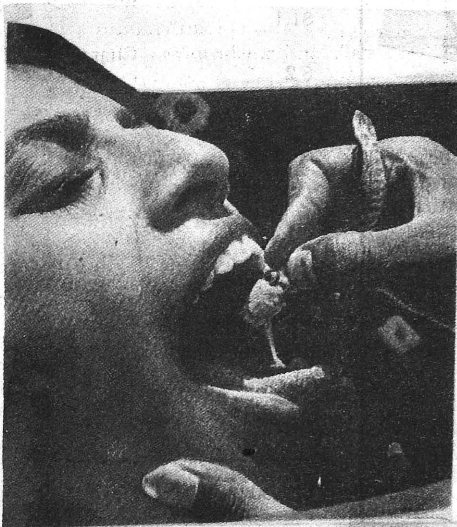
A recent report in **USA WEEKEND** offers a few common sense rules for a more hygienic bathroom. To clean the toilet bowl rinse it regularly with chlorine bleach. Bathroom cups should be treated like any kitchen utensil and washed often. Toothbrushes should be dried after use and changed every three months. And always wash your hands. They can carry infection from surfaces to the nose or mouth. But washing with soap and water and regularly scrubbing under nails between fingers will reduce the opportunity for infection. When rinsing hands, always point them downward; the dirt will run off into the sink instead of down the wrist and arm.



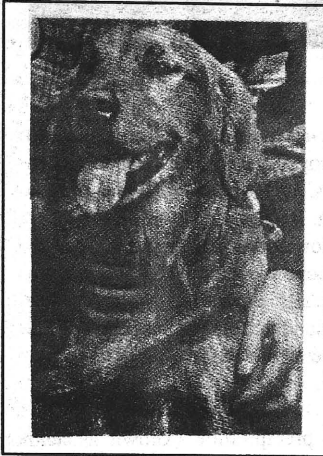
FRESH FISH CONSUMPTION MAY PREVENT ASTHMA

We have heard of the famous fish treatment for asthma at Hyderabad, where thousands throng on a particular day in June every year to receive the treatment.

Now, a report by a **Medical Journal** of Australia has suggested that Fish high in oil content such as rainbow trout, blue fish salmon and Atlantic trout, could reduce the incidence of childhood asthma. In a study of 468 children, aged 8 to 11, scientists found that those who did not eat fresh, oily fish were four times as likely to have asthma than those who did consume such fish at least once a week. Fish oil contains fatty acids, compounds necessary for regulating digestion and body temperature, lowering blood pressure and breaking up cholesterol deposits in the arteries. Fatty acids may have anti-inflammatory properties which help control the airway closure that spurs bronchial problems. There are those who contest these claims but everybody agrees that the increase in asthma in a developed country is analogous with the move away from fresh food during the last 10 years.



LIVING WITH A PET IS GOOD FOR YOU



Owning a cat, dog or even a songbird is good for the heart. That, at least, is what doctors at Melbourne's Baker Medical Research Institute concluded after a study of more than 5,700 people. They found that pet owners have fewer minor illnesses, visit their doctor less frequently, have lower blood

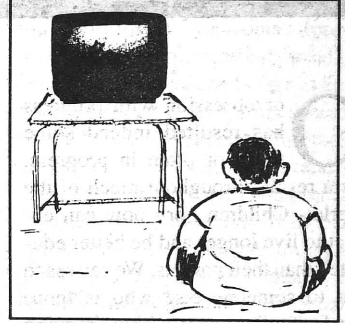
pressure and cholesterol levels, and are less likely to die in the first year after a heart attack, according to the Medical Journal of Australia. The doctors also say that when the pet is a pooch, the benefits increase significantly if the owner regularly takes it for a walk. The findings come at a time when pet ownership is declining.

TV and obesity in Children

A recent report in the American Medical Association's Archives of Pediatrics and Adolescent Medicine confirms what many parents have feared: 60% of the cases of childhood obesity can be linked to excessive television

viewing. In a study of 746 youths between ages 10 and 15, those who watched more than 5 hours of TV per day were over five times as likely to be obese than children who watched between zero and two hours. The American Academy of Pediatrics recommends that parents should limit children to two viewing hours daily and encourage them to get off the couch and exercise.

-Courtesy ASIaweek



MODAKURICHI ASSEMBLY CONSTITUENCY ELECTION RESULTS

A record number of 1030 candidates including 1027 Independents contested at the Modakurichi constituency.

The election was held on 1.6.96. The results are :

Total Electorate	1,94,579
Votes Polled	1,18,286
Rejected Votes	1,071

Tmt. Subbulakshmi Jagadeesan	DMK	Elected
Tmt. Subbulakshmi Jagadeesan	DMK	64,436
Thiru. R.N. Kittusamy	AIADMK	24,896
Thiru. K. Ilanchezhian	MDMK	20,403
Other Candidates		7,480

MANAGING CHOLERA

The disease is caused by the bacteria *Vibrio cholerae*, a bug found in human sewage that moves into the water supply and spreads rapidly to food stalls and washrooms. Characterized by muscle cramps and severe vomiting and diarrhea, cholera results in massive dehydration and is fatal if left untreated. If you are in a cholera-risk area, it is vital to avoid tap water. You should also make sure all vegetables are thoroughly washed in boiled or bottled water. It is best to be wary of local ice cream. Consume fruit with skin that must be removed, such as bananas and oranges. Eat only cooked food and avoid street food stalls. If you show any symptoms of cholera, drink plenty of bottled fluids and see a doctor immediately. Diagnosed early, cholera is easily treated through rehydration and course of antibiotics.

ENVIRONMENT

NOW OR NEVER

Our obsession with progress has resulted indeed some times or often in progress. As a result, throughout much of the world:- Children born now can expect to live longer and be better educated than their parents. We can reach out to someone else who is thousands of miles away, without moving an inch. And the global food production increases faster than the growth of population.

Yet, as each community, each nation strives to progress and prosper, they do it with little concern and regard for its impact on others. Some devour the Earth's limited resources at a rate that would leave nothing for future generation. While, many others of a larger number consume too little and survive with the prospect of hunger, squalor, diseases and early death.

It is a fact that in the name of growing more food and in providing comforts, we have denuded our forests. In the name of industrial growth, we have polluted the rivers, seas and even underground water, heated up the globe through the accumulation of Carbondioxide and have even depleted the ozone layer that protects the earth from harmful radiation. This threat created by us and posed to us is a challenge that needs to be recognized and managed now, before it is too late. We propose to present here, the threats the earth faces because of the failure of progress and development to manage environment.

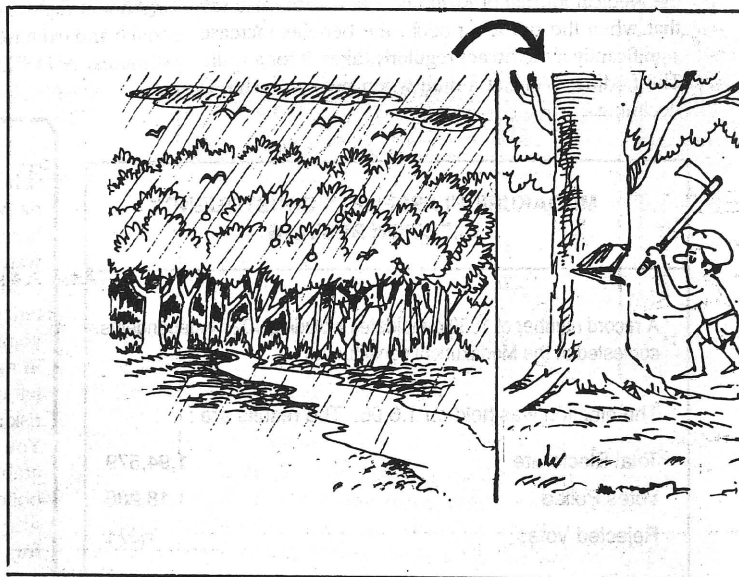
The challenge before us is very simple. Either we correct the short sighted manner by which we have

pursued prosperity in the name of progress as well as help the poor from impoverishing their living conditions, or face the threat of our extinction. The choice is ours.

We acknowledge progress, as the successes of our drive for progress are quite visible. Unlike the environmental trends (or side - effects) that are about to cause havoc but are not visible and show us just the symptoms of the greater malady. We will have a close look into these dangerous environmental trends.

eleven million hectares of forests are destroyed yearly and over three decades, this would equal the size of India. Because of desertification, 21 million additional hectares provide no economic return. These forests are generally converted to low grade farmland that cannot sustain even the farmers who settle there.

In Europe and North America, acid precipitation (known as acid rains) kill forests and lakes. They even cause considerable damage to the ar-



INCREASING DRYLANDS AND ADVANCING DESERTS

Each year, six million hectares of productive dryland are being turned into worthless deserts. During a period of thirty years, the area so turned into a desert would equal the size of the present Saudi Arabia. More than

tistic and architectural heritage of nations. Vast tracts of land are beyond hopes of repair because of these rains.

It is estimated that 35 percent of the earth's land area suffers slight, moderate or severe desertification. In 1984, the World's drylands supported some 850 million people, of whom 230 million lived on lands consid-

ered severely desertified. Desertification is harshest on the drylands of South America, Asia and Africa.

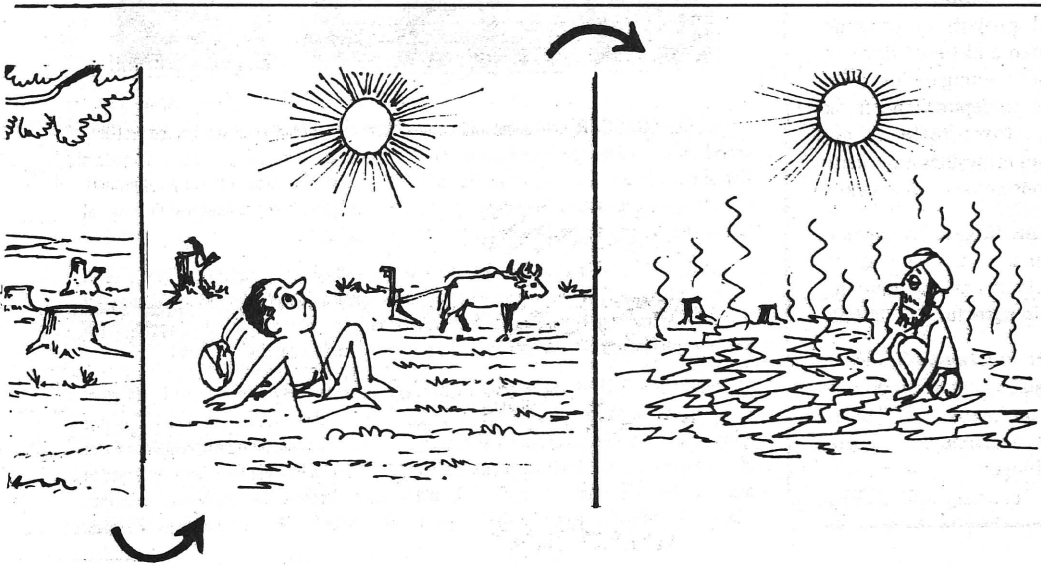
Desertification is caused by a complex mix of climate and human effects. The human effects are the rapid growth of both human and animal populations, detrimental land use practices, adverse terms of trade and civil wars. The cultivation of cash crops on unsuitable rangeland has forced herders and their cattle on to marginal lands. The unfavourable international terms of trades for primary products and the policies of aid donors have reinforced pressures to encourage increasing cash crops at any cost.

About 10 million hectares were being eliminated outrightly each year, according to surveys of 1970s. The deforestation rates would probably have accelerated by now.

By the end of the Century, there could be little virgin tropical moist forest left outside of the Zaire Basin and the Western half of Brazilian Amazonia along with few areas as the Guyana tract of forest in Northern South America and parts of the Island of New Guinea. The forests in these zones are unlikely to survive beyond a few decades, as world demand for their produce continues to expand and as the number of forestland farmer increases.

If deforestation were to continue in Amazonia (at present rates) until the year 2000 about 15 percent of the plant species would be completely lost. If Amazonia's forest cover was to be ultimately reduced to those areas now reduced to parks and reserves, 66 percent of plant species would be lost, together with almost 69 percent of bird species and a similar proportions of all other major categories of species. About 20 percent of Earth's species are found in Latin American forests outside of Amazonia and another 20 percent are found in forests of Asia and Africa outside the Zaire Basin. All these forests are threatened and so is the threat to hundreds and thousand of species.

to be continued....



VANISHING SPECIES

Tropical moist forests cover only six percent of the Earth's land surface, but are habitat for atleast half of the Earth's species. They may contain 90% or more of all the species. The mature tropical forests, that still exist cover only 900 million hectares, out of the 1.6 billion hectares that once stood.

DANGER OF P.V.C.

Vinyl Chloride is used in the production of Polyvinyl chloride, a widely used plastic for packaging. It has been proved and documented the connection of Vinyl Chloride with angiosarcoma, a very rare and usually fatal cancer of the liver. Animals also have contracted cancer from the inhalation of small amounts of vinyl chloride. Vinyl Chloride residues are found to migrate into vegetable oils and other foods packaged in PVC.

IT'S IN THE AIR CAUSE - EFFECT

Lead affects circulatory, reproductive, nervous and renal systems; suspected of lowering learning ability in children; hazardous even after exposure ends.

Particulate matter Fine particles may cause lung cancer; a strong correlation exists between suspended particulates and infant mortality in urban areas.

Carbon monoxide Affects fetal growth in pregnant women and tissue development of young children; impairs perception and thinking, slows reflexes and causes drowsiness; can cause unconsciousness and death.

Sulfur dioxide Exacerbates asthma, bronchitis and emphysema; causes coughing and impairs lung functions.

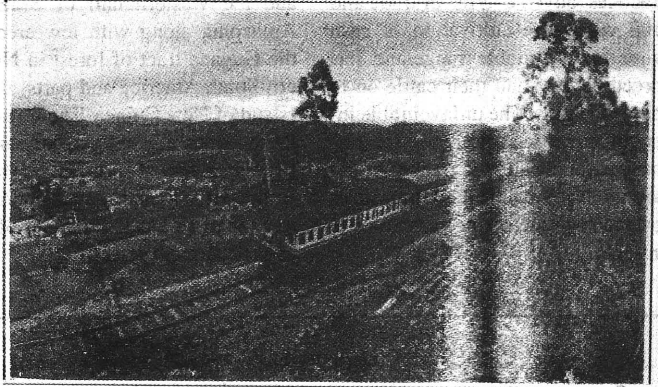
Toxic substances Suspected of causing cancer, reproductive problems and birth defects; benzene is a known carcinogen.

- courtesy ASIAWEEK

Do you Know

CHERRAPUNJI in Eastern India, the Wettest place on earth that averaged 1,200 cms of rainfall, a year has now become dry. Yes, Cherrapunji now suffers from water shortage.

Cause : The maiming of the pine forests in the area.



In **MADAGASCAR**, until about mid-century, there were 12,000 plant species and probably around 190,000 animal species, with at least 60 per cent of them endemic to the island's eastern strip of forest (that is, found nowhere else on Earth). At least 93 percent of the original primary forest has been eliminated. Using these figures, scientists estimate that at least half the original species have already disappeared, or are on the point of doing so.

LAKE MALAWI in Central Africa holds over 500 cichlid fish species, 99 per cent of them endemic. The lake is only one-eighth the size of North America's Great Lakes, which features just 173 species, fewer than 10 per cent of which are endemic. Yet Lake Malawi is threatened through pollution from industrial installations and the proposed introduction of alien species.

WESTERN ECUADOR is reputed to have once contained between 8,000 and 10,000 plant species, some 40 and 60 per cent of them endemic. Given that there are between 10 and 30 animal species for every one plant species in similar areas, Western Ecuador must have contained about 200,000 species. Since 1960, almost all the forests of Western Ecuador have been destroyed to make way for banana plantations, oil wells, and human settlements. The number of species thus eliminated is difficult to judge, but the total could well number 50,000 or more—all in just 25 years.

How can people protect themselves from air pollution? Does wearing a surgical mask help?

These masks are ineffective. Much of the pollution in the form of gases and particulates is so tiny that a simple mask has a low filtration rate. Besides, every face is different, but all masks are the same. They are not airtight. So they give a false sense of security. There is no way to protect yourself. The only answer is to make people better informed about the causes of pollution and to pressure Government to introduce legislation that would curb air pollution.

-Courtesy ASIAWEEK

Answer by Dr. Chan Chang Chuan of National Taiwan University.

THE ART OF Changing Yourself

- *Wilfred Peterson.*

LIFE IS constantly pounding you from the outside with millions of hammer blows, but you have the last word as to how those blows will change you.

Man alone, of all the creatures of earth, can change his own pattern. Man alone is architect of his destiny.

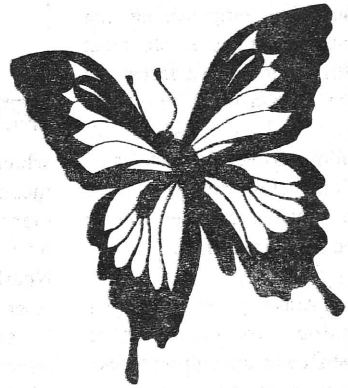
William James declared that the greatest revolution in his generation was the discovery that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives.

History and literature are full of examples of the miracle of inner change- Paul on the Damascus Road ... Ernest and the Great Stone Face... the hunchback prince, of the Persian story, who became straight and tall by standing each day before a statue of himself made straight ...

You cannot climb uphill by thinking downhill thoughts. If your world is gloomy and hopeless. You must change your mind to change your world.

Change demands self-discipline. Command yourself and make yourself do what needs to be done.

Change requires the substituting of new habits for old. You mould your character and your future by your thoughts and acts.



Change can be advanced associating with men and women with whom you can walk among the stars. Meet, mingle and make friends with those who have the upward urge.

Change can be inspired by selecting your own spiritual ancestors from among the great of all the ages. You can practice the kindness of Lincoln, the devotion of Schweitzer, the vision of Gandhi...

Change can be achieved by changing your environment. Let go of lower things and reach for the higher. Surround yourself with the best in books, music and art. Listen to the greatest speakers. Hang on the walls of your home portraits of the men you most admire.

Change can be realized through conscious evolution. Moment by moment, day by day, concentrate on becoming the man you want to be.

Change can be accomplished most of all through the power of prayer, because with God all things are possible.

Small is beautiful wrote Schumacher emphasizing that small industries create employment and wealth better and at a faster rate than large Industries. Tamil Nadu Government led by Kalaingar M. Karunanidhi has decided to stress on 'Small Industries' and will soon release a package of incentives to encourage small industries.

Tamil Arasu presents a step-by-step guide to prospective entrepreneurs who are willing to take up the new opportunities arising in the State. A series of articles will come up in Tamil Arasu to encourage people to develop as successful entrepreneurs.

STEP 1 - DECIDE TO BE AN ENTREPRENEUR

That is a goal set, while pursuing to achieve the goal certain traits of your character or personality will have to be developed and this is possible only by a conscious effort.

You need to develop the following personal characteristics.

1. Intuition - Instantaneous and instinctive perception of opportunities.
2. Vision - Imaginative foresight
3. Optimism - Faith in oneself and a confident endeavour
4. Dynamism - An ability to face the pace of change
5. Enterprise - Rational risk taking and capacity to manage men and material.
6. Determination - Indomitable will to succeed.

STEP 2 - WHAT TO MANUFACTURE - PRODUCT SELECTION

More than 5000 products are manufactured by small industry

which could be classified under mechanical, chemical, electrical, electronic, glass and ceramics, hosiery, food items, leather etc., Nearly 860 products have been reserved for manufacture exclusively by small scale Industries before selecting a product for manufacture whether readymade garments, leather garments, footwear, plastic items, food items like vermiceli, jams, jellies, pickles or squashes, an entrepreneur should conduct a market survey of the product line. This would help to gain an insight into existing market conditions and market reactions for the product. The survey could be conducted at micro level by surveying consumer response at households and at shops, dealer levels and with reference to trade journals and published data. A new entrepreneur should take due cognisance of the following factors before deciding on the product line and size of investment.

1. His aptitude/inclination towards the business
2. Educational/technical qualifications and training undergone
3. Substantial market demand for the product
4. Profit margin
5. Availability of technical know-how, machinery and raw materials.

STEP 3 - DECIDE ON THE SIZE OF THE UNIT

The investment proposed in Plant and Machinery will decide the

status of the unit. If the investment is upto Rs.60 lakhs, it is eligible to be classified as Small Scale Industry and upto Rs. 75 lakhs as an ancillary unit. Export Oriented units can go upto an investment of Rs. 75 lakhs. Within the SSI Sector, if investment is upto Rs. 5 lakhs it is further classified as Tiny Sector unit. Further the unit can be set up for manufacture or Servicing Repairing or Small Scale Service and Business (Industry Related) Enterprises.

STEP 4 - LOCATE THE UNIT

The selection of a suitable site to house your unit depends on a number of factors.

1. Nearness to market and inputs
2. Incentives and subsidies applicable for backward areas.
3. Availability of basic infrastructure like power, water, roads, trained labour, communication facilities, etc.,
4. Availability of constructed sheds in approved areas/clearance from pollution control Board. The relative merits and demerits of a particular location should be weighed before taking a decision.

STEP 5 - PROJECT REPORT PREPARATION-TECHNICAL FEASIBILITY

A project report depicts the entire spectrum of activity and should outline the following:

1. Land and Building
2. Plant and Machinery required, Machinery details/Balancing of capacity of various machines

3. Description of the product
4. Production process and technology
5. Inputs like raw material
6. Plant lay out and a flow process chart.

A study of technical feasibility is to ensure that the product can be produced with the Plant and Machinery and process technology proposed.

STEP 6 - WORK UP FINANCIAL FEASIBILITY

A project may be technically feasible but can be implemented only if financially viable. Financial viability means that it can be produced at a reasonable cost and can be offered in the market at competitive price with a decent profit. Cost of production has to be assessed taking realistic estimates of cost and expenses. The projected cost of production estimates may be prepared over a period of 5 years and depending on the break even level of operation, working capital requirements may be assessed. Financial feasibility analysis is complete only when the total financial requirements for implementing the project are assessed and sources of financing the project identified. While considering financial feasibility, the ability of the promoter to bring in his share of contribution must be kept in view.

STEP 7 - ARRANGE FOR FINANCE

The funding requirements of a project are of :

(a) Long Term requirements for acquiring fixed assets like land and building, plant and machinery and

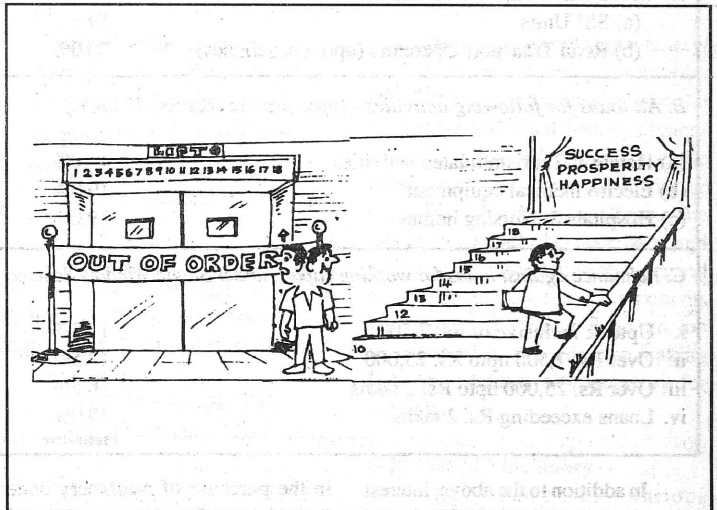
for security deposits and working capital margin.

(b) Short Term advances for working capital in the form of Pledge/Hypothecation/Cash/Credit/Bills facility.

The term loan for fixed assets (land, building, plant and machinery) are provided by the State Finance Corporation (Tamil Nadu Industrial Investment Corporation Ltd., Arul Manai, 27, Whites Road, Madras - 14). The Corporation can provide financial assistance upto Rs. 90 lakhs to private or public limited companies and to registered co-operative societies. In

village and cottage industries and small scale industrial units; in the tiny sector, upto Rs. 50,000/- for equipment finance or working capital or for both. Loans upto Rs. 50,000/- to units promoted by SC/ST entrepreneurs and physically handicapped persons are at the concessional rate of interest of 10% per annum. This is a refinance scheme under SIDBI.

(b) Soft loan scheme to encourage first generation entrepreneurs and technically qualified persons at the nominal rate of interest of 1 per cent per annum and this loan is to be treated as a part of promoters contribution. The maximum amount



the case of proprietorship or partnership concerns, this limit is raised to Rs. 60 lakhs. The Corporation finances all types of industries and service units. The Corporation can provide assistance to existing or proposed industrial concerns set up anywhere in Tamil Nadu and the Union Territory of Pondicherry. There are various special schemes for assistance and these are

sanctioned under the scheme is Rupees 4 lakhs or 10 % of the cost of the project whichever is lower.

(c) Seed capital scheme which considers equity types of assistance exceeding Rs. 4 lakhs but upto Rs. 15 lakhs. Loans under the scheme are free of interest but they carry a service charge of 1% per annum. This is a refinance scheme under SIDBI.

(d) Assistance to new entrepreneurs: The Corporation provides loan at concessional rate of interest and lower promoters contribution to the industry coming up in the backward Districts.

The normal interest rate structure for term loan is given below :

category 20% and all other cases 22.5%.

NB: Backward areas are as stipulated by the Central Government

For purchase of machinery, there is a Central Government Agency called National Small Industries Corporation (NSIC) which provides

Under the Neda Scheme of Indian Bank, budding entrepreneurs between the ages of 18 and 35 years interested in setting up units in Hitech areas/export orientation or import substitution are given need based credit upto Rs. 5 lakhs as a composite loan (term loan and working capital). To begin with, there is no margin, but over a period of three years, 20% margin on working capital limit has to be built up out of the cash generation.

Small Scale Units :

A. Refinance against term loans to SSI units (including Composite Loan Scheme, Single Window Scheme and SRTOs owning upto 2 vehicles)

i. Upto & inclusive of Rs. 7,500	11.5%
ii. Over Rs. 7,500 upto Rs. 25,000	13.5%
iii. Over Rs. 25,000 upto Rs. 2 lakhs	15.0%
iv. Loans exceeding Rs. 2 lakhs to:	
(a) SSI Units	19%
(b) Road Transport Operators (upto six vehicles)	20.0%

B. All loans for following activities - (upto project cost Rs. 45 lakhs)

(a) Hotels & Tourism related activities	19.0%
(b) Electro medical equipment	19.0%
(c) Hospitals & Nursing homes	19.0%

C. Refinance against loans for working capital under Single Window Scheme

i. Upto & inclusive of Rs. 7,500	11.5%
ii. Over Rs. 7,500 upto Rs. 25,000	13.5%
iii. Over Rs. 25,000 upto Rs. 2 lakhs	16.5%
iv. Loans exceeding Rs. 2 lakhs	19.0%
	(minimum)

In addition to the above, interest tax at the specified rate shall be levied and collected from the concern.

Usual norms of debt (long term borrowing), equity (owner's funds) ratio for SSI units are 3:1. State Subsidy and soft loan/seed are treated as equity for purpose of debt equity ratio. The promoters contribution to the project cost in respect of small scale units are (a) Technocrat entrepreneurs - 17.5% for 'a' category backward area; 15% for 'b' category backward areas, 17.5% and for 'c'

in the purchase of machinery under their hire purchase leasing scheme. It also provides assistance in the modernisation of machinery under 5 years leasing scheme for giving machinery on lease terms.

Similar to TIIC, the Pondicherry Industry Promotion Development and Investment Corporation (PIPDIC), 38, Romain Rolland Street, Pondicherry - 605 001. provides term loans for purchase of machinery for units in the Union Territory of Pondicherry.

STEP 8 - ARRANGING WORKING CAPITAL

The industrial unit requires short term loans for its working capital requirements. Working capital is required for

1. Purchase of raw materials
2. Consumable stores/spares
3. Stock in process
4. Manufacturing expenses
5. Credit sales/bills receivables.

The working capital requirements will be computed taking into account the following:

1. The minimum stocking period of raw materials, finished goods and stores taking into account the availability of raw materials, the lead time required in obtaining them, advance to be paid to suppliers and average value of stock-in-process.

2. Percentage of credit sales to total sales and the average time for bills realisation.

3. Advances received from customers and credit in purchase. Banks provide working capital advances to meet the above requirements.

Cash Credit

In the form of running accounts in which drawings are allowed within the limits sanctioned in proportion to the value of goods hypothecated/pledged.

Bills purchased/discounted

Banks purchase demand bills accompanied by invoices and documents to title of goods like LRs or RRs. Bills payable after a specified time called usance bills are discounted. Advances are also granted against book debts arising out of trade transaction in running accounts.

Clean overdrafts

For requirements of temporary nature.

Export Finance

Preshipment credit in the form of Packing Credit is granted against irrevocable letter of credit or firm orders for purchase of raw material for execution of export orders.

Post shipment finance is granted after shipment is completed against export bills.

Letters of credit

Banks provide Letters of Credit in favour of seller of machinery/raw material outside or inside the country to enable the transaction to go through.

STEP 9 - OBTAINING PROVISIONAL SSI REGISTRATION

After deciding on the product and preparing the project report entrepreneurs should obtain a provisional SSI registration certificate. Provisional certificate is valid for 24 months and can be renewed for 2 periods of 12 months

each. For both the renewals application is to be submitted to the DIC. For the first renewal, the G.M., DIC has got powers to sanction, while for the second renewal, the powers are rested with Indent.

Whom to approach

For New enterprises to be located in the Districts, the authority to issue the provisional registration is the General Manager of District Industries Centre. For other areas it is the State Directorate of Industries. Provisional registration entitles the new entrepreneur to :

1. Apply for allotment of shed in industrial estates or plot in industrial area.
2. Apply to Municipality/ Corporation for other licences.
3. Apply for power connection.
4. Apply for financial assistance from Banks and financial institutions.

Before applying for registration, decisions must be clearly made on ownership (Proprietor/Partnership) location, product to be manufactured.

STEP 10 - ACQUIRE INDUSTRIAL SHED

Factory buildings can be either rented or owned. Investment in land and building is better to be avoided in the initial stages to avoid locking up of funds and the cost of funds so locked may not be serviced by cash generation. It is advisable to go for industrial sheds in industrial estates/ approved areas. If the factory building is proposed to be constructed it should be ensured that the land is free from encumbrances, that it can be used for industrial purposes, and all the needed infrastructure facilities are available. Before commencing construction

activities, the entrepreneur should obtain necessary licence from the Corporation or Municipal authorities and should also ensure that the plan of the building conform to the norms stipulated by the Inspector of Factories. The Small Industry Development Corporations in all States constructs industrial sheds in approved industrial estates and sheds are available to entrepreneurs on outright purchase basis. SFCs and Banks provide finance for acquiring the sheds wherever the project is found viable.

STEP 11 - PURCHASE OF MACHINERY

The requirements of machinery/ equipment, spare parts, tools, etc., should be properly assessed and the proper size of plant and machinery should be decided upon. Once the fixed assets are created, it will be very difficult to change them. The machinery should be necessary and adequate. It is sometime cheaper and convenient to have some components bought out or getting done on job work basis from outside than making fresh investments on machinery for making them.

Selection of Machinery

The names of various manufacturers of the required machinery may be ascertained and quotations obtained. After careful comparison of machinery specifications, quality, delivery time and price, decision is to be taken for purchase of a particular machinery. Availability of after sales service is an important point to be kept in mind.

Equipment finance by TIFC/NSIC

For purchase of equipment term loan can be availed from TIFC as explained in Step 7. The National

Small Industries Corporation Ltd. (having an office at 615, Anna Salai, Madras) supplies indigenous and imported machinery to small scale units on hire purchase basis. Earnest money or margin to be paid varies from 15% to 30%. Service charges of 2% to 5% will also be levied depending upon the value of machinery. Full Hire Purchase Value is payable in 9 to 13 yearly instalments. The machinery are generally to be purchased from the list of approved suppliers in NSIC list and at DGS & D rate contract.

STEP 12 - RAW MATERIAL

Entrepreneur has to ensure timely and adequate availability of raw materials for continuous production. It is always advantageous to identify a number of supply sources instead of depending on single source. Quotas for scarce raw material are fixed for small scale industries by State Directorate of Industries. Generally raw material like iron and steel, coke, waxes, lead, zinc, molasses, potassium chlorate are allotted on quota basis through the State Industries Development Corporation (SIDCO in Tamil Nadu) The National Small Industries Corporation supplies and distributes indigenous and imported raw materials.

Imported raw material

Import of raw material are being controlled as per the latest Import Trade Control Policy. SSI units requiring imported raw material not covered under the Open General Licence (OGL) Scheme should apply to the State Directorate of Industries, who in turn will recommend to the Joint Chief Controller of Imports and Exports (JCC & I) along with the essentiality certificate for issue of import licence.

STEP 13 - STATUTORY LICENCES

Some of the licences required by a small industry and the procedure for obtaining the same are as below:

Product line/activity	Licensing authority
1. Approval of production programme for items compulsorily licensable.	Production programme approval is not necessary, but while obtaining for provisional registration, brief project outline is submitted to DIC, Development Commissioner (SSI), New Delhi through State Directorate of Industries
2. For units functioning in places other than Industrial estates/ approved developed plots	Licence from Corporation Commissioner, Municipal authority or Panchayat Board
3. Manufacture of drugs & Cosmetics	State Drug Controller, Drug Control Administration
4. Fruits & Vegetable based products	Dy. Director, Food & Vegetable Preservation, Ministry of Agriculture, State Govt.
5. Units employing 10 or more workers (power used) or 20 more workers (power not used) approval under Factories Act.	Chief Inspector of Factories
6. Effluent disposal	Clearance from 1. District Health Officer 2. Director of Public Health 3. Pollution Control Board
7. Registration under Sales Tax Act	Local Joint Commercial Tax Officer
8. Registration under Central Excise Act	Superintendent of Central Excise of the Area or Collector of Central Excise.
9. Power connection	Local Asst. Divisional Engineer, Electricity Board
10. Registration Partnership firm	Inspector General of Registration (Santhome, Madras)
11. Details of ISI specifications (Now known as BIS)	Bureau of Indian Standards Southern Regional Office (Taramani, Madras - 113)

STEP 14 - MAN POWER NEEDS

A realistic assessment of the man power requirement in skilled, semi-skilled and unskilled category should be made after deciding on the size of operations. While unskilled man power is easily available, skilled labour is not always easily available. You may resort to Newspaper advertisements or approach Employment Exchange in this regard. While recruiting skilled labour you should ensure that they possess.

1. Academic knowledge
2. Ability to express ideas
3. Technical knowledge relating to subject
4. Adequate experience relevant to the field

STEP 15 - SYNCHRONISING VARIOUS ASPECTS

The various aspects of preliminary operations to establish an industry should synchronise within a time frame. The machinery orders should be placed in such a way that it arrives after the factory shed is ready. The manpower should be recruited only when the machinery is ready for installation and so also power connection is available. The orders for raw material supply should be placed simultaneously to commence production without delay. All the statutory clearances should be obtained while the entire exercise is in progress.

STEP 16 - POWER CONNECTION

One major bottleneck in the timely commencement of production

is delay in getting power connection especially if the unit is to be situated in an area where already there is an overload.

The availability of power should be ascertained before deciding on the location of a unit. There are two categories of power connection (1) The Low Tension or (LT) & (2) High Tension (HT).

A consumer can avail LT supply, only if the connected load is 75 HP or below. In respect of cases where connected load is between 75 HP and 130 HP, the consumer has the option either to avail LT or HT. If the connected load exceeds 130 HP, the unit is classified as HT consumer. These stipulations marginally differ from State to State. To get power connection the entrepreneur should apply in the prescribed form to the Asst. Divisional Engineer, State Electricity Board. After requisite inspection by staff of the Board, the load applicable for the new unit will be decided. A new entrepreneur will have to pay security deposit approximately amounting to 3 months power consumption. If the projects are to be located in rural areas the entrepreneur must ensure that there is industrial feeder, and required transformer capacity is existing.

STEP 17 - ON TO PRODUCTION

The prospective entrepreneur should formulate a Blue Print covering the actual lay out of the factory and segregate the areas allocated for carrying out different operations in a systematic manner. Production Control is the process of planning production in advance. The lack of this planning results in under utilisation of men and

" The new entrepreneur should make every endeavour to win the support of the Wholesalers and Retailers. They must be encouraged to handle the products by offering discount and commission, without eroding profit "

machinery resulting in lower profitability. If proper production control is not exercised delivery schedules also cannot be met. Production of quality products and elimination of defects are the foremost responsibilities of the entrepreneur and he should be fully conversant with the methods of testing. Lack of quality control harms the unit's reputation. If the units are sub standard they may have to be withdrawn and reprocessed or totally scrapped. In either case there will be loss of men and material.

STEP 18 - MARKETING AND SALES

Small Scale units have preferential treatment in Government purchases. DGS & D has reserved more than 400 items for exclusive purchase from SSI and are given 15% price preference in Government purchases compared to Medium & Large Scale Units. SSI units can also get registered with NSIC for sale of machinery to NSIC assisted units.

There is a Central Government Stores purchase programme operated by NSIC. The Entrepreneurs can register with NSIC and when the Central Government departments float tender, NSIC recommends.

SIDCO also assists in marketing of SSI products to State Departments and Corporations. Every entrepreneur who wants to augment his sales value should take due cognizance of :

1. Established demand as well as
2. Promoted demand (newly created)

Established demand relates to the volume of sales which emanates without conscious of outside promoter. By contrast, promoted demand is the volume of sales which could be attained as a result of the promotional activities of the enterprise.

“
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 ”

The promotional activities could be segregated into Direct promotion and Indirect promotion.

1. Direct promotion techniques:
 - a. Displays and models
 - b. Advertising
 - c. Publicity
 - d. Personnel selling tactics
2. Indirect promotion techniques:
 - a. Customer service
 - b. Public Relations
 - c. Product design/packaging
 - d. Goodwill

The new entrepreneur should make every endeavour to win the support of the “Wholesalers” and “Retailers”. The wholesaler can be encouraged to handle the product by offering discounts and commission, (without eroding profit). The entrepreneur should always check on the effectiveness of the marketing strategy and distribution channels.

Learning to be Happy...



INTERRUPT YOUR NEGATIVE THOUGHTS. The more you dwell, you enjoy, exercise, listen to an upbeat music or watch a favorite video.

STOP USING "MUST" AND "SHOULD." Negaholics put pressure on themselves to do more than is humanly possible. From now on, tell yourself that you would like to get a new job, not that you must.

STOP CRITICIZING YOURSELF. The inner voice that's telling you that you're not good is lying. One way to silence it is to form a mental image of the voice and then realize that you can defeat it. For instance, one victim visualized the voice as a monster who wanted her to fail. She became determined to overcome it.

WRITE DOWN THE POSITIVE ASPECTS OF YOUR LIFE. Make not of all the good things you have-a job you like, lots of friends and so on-and keep a daily list of small accomplishments. You'll be amazed at how they add up and outweigh all the bad aspects.

DON'T GLOBALIZE PROBLEMS. Avoid letting one event represent everything in your life. Not getting a promotion doesn't mean that you'll never get a higher-level job. Tell yourself that you'll work even harder for the next promotion. You need to look beyond one isolated disappointment.

SELFLESSNESS

True self-interest teaches selflessness.

Heaven and earth endure because they are not simply selfish but exist on behalf of all creations.

The wise leader, knowing this, keeps egocentricity in check and by doing so becomes even more effective.

Enlightened leadership is service, not selfishness. The leader grows more and lasts longer by placing the well-being of all above the well-being of self alone.

Paradox : By being selfless, the leader enhances self.



WATER

The wise leader is like water.

Consider water : water cleanses and refreshes all creatures without distinction and without judgement; water freely and fearlessly goes deep beneath the surface of things; water is fluid and responsive; water follows the law freely.

Consider the leader; the leader works in any setting without complaint, with any person or issue that comes on the floor; the leader acts so that all will benefit and serves well regardless of the rate of pay; the leader speaks simply and honestly and intervenes in order to shed light and create harmony.

From watching the movements of water, the leader has learned that in action,

timing is everything.

Like water, the leader is yielding. Because the leader does not push, the group does not resent or resist

THE TAO OF LEADERSHIP

John Heider



UNBIASED LEADER- SHIP

Can you mediate emotional issues without taking sides or picking favourites?

Can you breathe freely and remain relaxed even in the presence of passionate fears and desires?

Are your own conflicts clarified? Is your own house clean?

Can you be gentle with all factions and lead the group without dominating?

Can you remain open and receptive, no matter what issues arise?

Can you know what is emerging, yet keep your peace while others discover for themselves?

Learn to lead in a nourishing manner.

Learn to lead without being possessive.

Learn to be helpful without taking the credit.

Learn to lead without coercion.

You can do this if you remain unbiased, clear, and down-to-earth.



SELF - IMPROVEMENT

Forget those clever techniques and self-improvement programmes and everyone will be better off.

Do not promise to cure people, to make people feel good to make life sane or fair or humane. Do not offer programmes that appeal to selfishness, programmes that teach how to be rich, powerful, sexy - and greedy, paranoid, and manipulative.



No teacher can make you be happy, prosperous, healthy, or powerful. No rules or techniques can enforce these qualities.

If you wish to improve yourself, try silence or some other cleansing discipline that will gradually show you your true selfless self.

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TAKE IT EASY

Trying too hard produces unexpected results:

- * The flashy leader lacks stability.
- * Trying to rush matters gets you nowhere.
- * Trying to appear brilliant is not enlightened.
- * Insecure leaders try to promote themselves.
- * Impotent leaders capitalize on their position
- * It is not very holy to point out how holy you are.

All these behaviors come from insecurity. They feed insecurity. None of them helps the work. None contributes to the leader's health.

The leader who knows how things happen does not do these things.

Consider :

When you think that you are so good, what are you comparing yourself with? God? Or your own insecurities?

Do you want fame? Fame will complicate your life and compromise simplicity in your comings and goings.

Is it money? The effort of trying to get rich will steal your time.

Any form of egocentricity, of selfishness, obscures your deeper self and blinds you to how things happen.

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HERE AND NOW

The wise leader knows what is happening in a group by being aware of what is happening here and now.

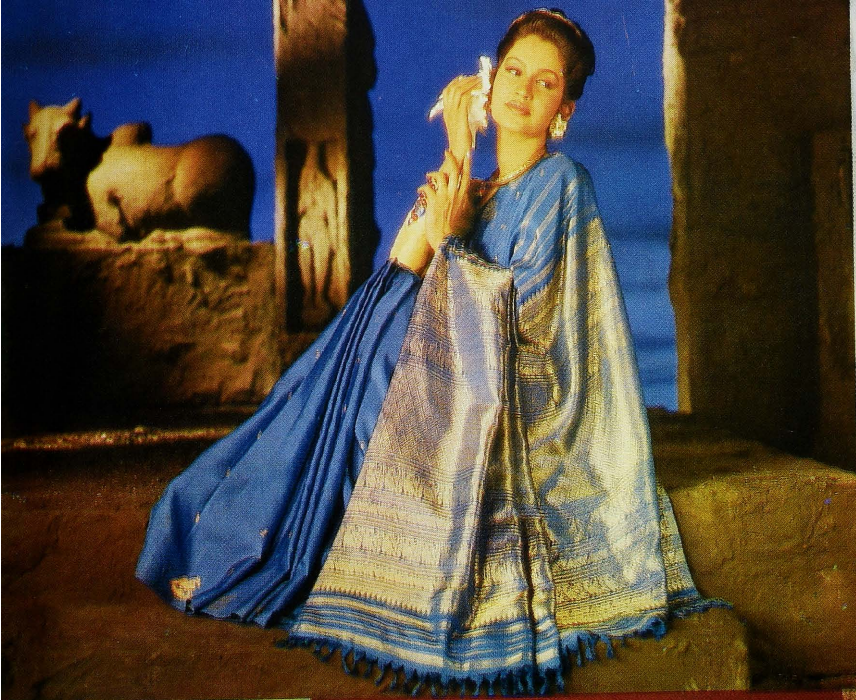
This is more potent than wandering off into various theories or making complex interpretations of the situation at hand.

Stillness, clarity, and consciousness are more immediate than any number of expeditions into the distant lands of one's mind.

Such expeditions, however stimulating, distract both the leader and the group members from what is actually happening.

By staying present and aware of what is happening, the leader can do less yet achieve more.

★ ★ ★



◆
PURE
silk

PURE
zari
◆

◆
Royal purples...
daring reds...
bright yellows...
exquisite silks
in almost every
imaginable hue.
From Co-optex.



◆

Co-optex
TAMIL NADU HANDLOOMS

