

**நமது அன்றாட
பழக்கவழக்கங்களால்,
எய்ட்ஸ் வராது.
அதற்கு நீங்களே
ஒரு உதாரணம்.**

காலையில் எழுந்தது முதல் ராத்திரி புடுக்கப் போகும் வரை நீங்கள் எத்தனையோ பேரைச் சந்திக்கிறீர்கள். ஓட்டலுக்குச் செல்கிறீர்கள், சினிமா பார்க்கிறீர்கள், நெரிசலான பஸ்ஸில் பயணம் செய்கிறீர்கள், பலருடன் கை குலுக்குகிறீர்கள்.

இவர்களில் யாருக்காவது எச்ஐவி/ எய்ட்ஸ் பாதித்து இருக்கலாம்.

சாதாரண பழக்கவழக்கங்களின் மூலம் எய்ட்ஸ் பரவுவதாக இருந்தால், உங்களையும் எய்ட்ஸ் பாதித்திருக்க வேண்டும்.

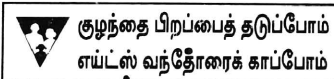
ஆனால் அப்படி இல்லையே...

ஏனெனில், கை குலுக்குவதாலோ, உணவைப் பகிர்ந்து கொள்வதாலோ, தொடுவதாலோ, தும்மலினாலோ, கழிப்பிடத்தை அனைவரும் உபயோகிப்பதாலோ, எய்ட்ஸ் பரவுவதில்லை.

எனவே எய்ட்ஸ் பாதித்தவரைக் கண்டு நீங்கள் ஒதுங்க வேண்டியதில்லை. உங்களுக்கு எந்த ஆபத்தும் இல்லை.

அவர்களும் நம்மைப் போன்றவர்கள்தான். அவர்களுக்கு எப்பொழுதும் போல நாம் அன்பும், ஆதரவும் காட்டுவோம்.

**சிறிதளவு ஆதரவு பெருமளவு
சுமையைக் குறைக்கும்.**



குழந்தை பிறப்பைத் தடுப்போம்
எய்ட்ஸ் வந்தோரைக் காப்போம்



மேலும் விவரங்களுக்கு அணுக வேண்டிய முகவரி :
தமிழ்நாடு எய்ட்ஸ் கட்டுப்பாட்டு அமைப்பு
417, பாந்தியன் ரோடு, சென்னை - 600 008.
தொ.பே.: 8255467, 8255261, 8254917.
24 மணிநேர தொ.பே.: 8256882, 8256864.
















TAMIL ARASU

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மத நல்லிணக்க சமூக இந்ருமைக்கான அனைத்துக் கட்சித் தலைவர்களின் ஆலோசனைக் கூட்டம்.

நாள்: 22 ம்நாள் 26 · 10 · 98



All party Meeting to Promote Unity and Religious Harmony among People

The Hon'ble Chief Minister Kalaignar **M.Karunanidhi** convened an all party meeting at Secretariat, Chennai on 26.10.1998 to solve the problem of caste violence. The meeting adopted a series of resolutions to promote unity and religious harmony among people. The resolutions are :

- ★ To take severe action against caste associations and their leaders instigating violence.
- ★ A ban on processions which may inflame caste and communal feelings leading to violence.
- ★ Stern action against display of posters and wall writings which provoke caste violence.
- ★ Installation of new statues should be done only after obtaining prior permission of the Government. The maintenance of these statues should be taken care by the individuals or the organisation which install them.
- ★ The State Government should urge the Central Government to make suitable changes in the conduct Rules of officers to prevent retired IAS and IPS Officers participating in the activities and meetings of caste organisations.
- ★ All political parties should cooperate with the Government in its effort to eradicate the evil of untouchability. Plays can be staged, as in family planning programme, to foster communal harmony.
- ★ Setting up of peace committees at village levels to preserve communal harmony, and eradicate untouchability.
- ★ Setting up of more industries in the southern districts in order to create better employment opportunities.
- ★ The meeting sought the cooperation of the media; it stated that newspapers, radio and television should desist from giving exaggerated versions of caste clashes and violence, as such publicity would have negative effect.

TAMIL NADU IS A LEADING STATE IN AUTOMOBILE AND AUTO ANCILLARY INDUSTRY

**- Her Excellency the
Governor of Tamil Nadu,
Justice Selvi M.FATHIMA BEEVI,
at the inauguration of
Hyundai Factory at
Irungattukottai
on
9.10.98**

I have great pleasure in participating in this momentous function which marks the beginning of yet another chapter in the industrial history of Tamil Nadu that will be a part of the success story of Indian economy soon.



The third world economy has been witnessing

dramatic changes in the recent past. For its part, India included, in its new economic policy, liberalisation, encouragement of private industry, new industrial policy etc. that facilitated attempts to inject an element of competition in all entities of Indian economy, keeping in pace with the economic globalisation and emerging world order where economic power reigns over political power.

The new industrial policy was a response to the internal problems of industrialisation and to the emerging global trends. Realising the significance of globalisation, we have opened our doors to multinational companies. International Co-existence is inevitable in the modern era in which distant nations are coming closer to each other with every new scientific invention. Foreign investment in India will also contribute to more employment opportunities for the large number of technocrats available in India and will help bring about the much - needed structural adjustment towards globalisation. Every additional investment by multinational companies will lead to a substantial increase in the aggregate output of our country. Furthermore, Foreign investment helps in meeting the investment needs without creating further debts and brings to the country new technologies and expertise.

India's new policy measures and follow-up actions have started to yield results, enabling our nation to put its competitiveness to performance in the world market and to attain cost reduction and efficiency improvement. Our country has adopted new procedures to win foreign investments from competing nations and I am sure that the development of infrastructure and the "investor-friendly" approach will tilt the balance in India's favour. There is also the major asset of the Indian industry, the abundant manpower so far unutilized and underutilized for want of capital and enterprise,

which can bring success and profit to ventures of any magnitude.

It is true that India has survived so far by virtue of its 5000 year old cultural heritage. But the next century will not be an easy passage as in the previous millenia. We are poised to enter into a challenging future where economy will rule human life. The Indian industrial sector is expected to play the pivotal role in the ensuing process of the economic development of the country.

The automobile industry is one of the fast growing industries in India; it is actually leading the boom in consumer products. Personal vehicles are in demand, as they had never been in the past. We now have many multi-nationals bringing series of new models and designs to the Indian consumer. Suddenly our country has become a highly competitive

market for two wheelers and passenger cars. But the manufacturers of automobiles can be assured of an equally large demand for vehicles, provided a thorough research is done on the potential buyers and the type of vehicle they would prefer.

The Hyundai Group of Companies has the corporate philosophy of creativity, willpower and enthusiastic drive which has proved itself right and has taken Hyundai to its present status at world level. I hope the Indian industries sector will take note of the fact that Hyundai pursues the development of its own technology and values the consumer very high, and will follow the example set by Hyundai.

The Hyundai Motor India is a 100% subsidiary of Hyundai Motor Company, Korea, with an investment of Rs.2400 Crores, the largest investment for Hyundai outside Korea. The factory employs around 1200 persons and will provide indirect employment to several thousand people. Tamil Nadu is a leading State in automobile and auto ancillary industry. I am sure Hyundai will contribute a great deal in future to the industrialisation in Tamil Nadu, by expanding this factory in the following years and also by investing in other businesses in the State.

I wish to congratulate Thiru Y.S.Kim and his colleagues for making this mega project a reality in record time. I wish the Hyundai Motor India Ltd., a very bright future.

Hyundai Motor India Ltd., built at a cost of \$614 million, the largest overseas investment made by Hyundai Motor, the plant has an annual production capacity of 120,000 cars and 130,000 engines and transmission sets.

The plant also has a 130,000 annual capacity aluminium foundry that manufactures cylinder heads for the sophisticated Hyundai 'Epsilon' engine to be used in its debut product - the Santro.

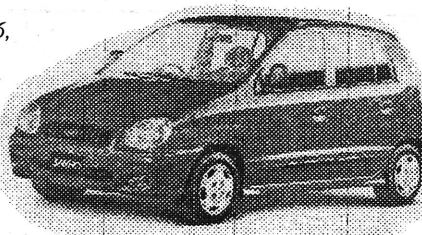
The engine production line will manufacture the new Hyundai 'Alpha' engine from next year when Hyundai Motor India launches its second model for the Indian market.

In keeping with its export commitments, Hyundai Motor India plans to begin from this year exports of Epsilon engine parts and components from its Chennai plant to Hyundai Motor Company, Korea.

The second phase of investment will include the setting up of a research and development centre in the plant to bring in product engineering and development capabilities along with expansion of manufacturing capacity.

This will take the total investment in the facility made by Hyundai up to US \$1 billion.

The Chennai plant, which saw its groundbreaking ceremony on December 10, 1996, achieved its pilot production of the Hyundai Santro on May 27, 1998, within a record-breaking 17 months.



The integrated automobile manufacturing facility at Irungattukottai incorporates a press shop, a body shop, a paint shop, final assembly shop, engine and transmission lines, aluminium foundry and plastic extrusion unit. □

New employment opportunity to 1.25 lakhs persons due to the fast growth of industrialisation in Tamil Nadu

- Chief Minister KALAIIGNAR



Hon'ble Chief Minister, Kalaignar M.Karunanidhi inaugurated the Rs.2,300 crores State-of-the-art Car manufacturing unit of the Hyundai Motor of India in the presence of Her Excellency the Governor Justice Selvi M.Fathima Beevi, at the SIPCOT Industrial Park at Irungattukottai, near Chennai on 9-10-1998.

Commissioning the plant, the Chief Minister in his address said that 11 out of 33 industrial projects for which the Government entered into agreement, in the last two years, have started their production. He said investments to the tune of Rs.35,000 crores have been made for various

industrial projects in Tamil Nadu that would provide employment to 1.25 lakh persons, while 2.50 lakh persons would benefit indirectly.

As electricity is important requisite for providing basic infrastructure to industries, the Government is pursuing a power generation - cum - mining project in Jayamkondam and an LNG terminal at Ennore. He quoted PT Gallop's report that Tamil Nadu which occupied the fifth position in industrial development in 1995 had risen to the third position. He said, Mark Nicholson, a well known journalist, had written in the 'Financial Express' that Car industry in Tamil Nadu is

fast growing competing with other States and 'within three years' new production lines near Madras will roll out 2,40,000 a year'.

The Chief Minister said, Rs.300 crore State-of-the-art Hindustan Motor's Lancer Car Plant setup with technical collaboration with Mitsubishi Motors Corporation of Japan launched its Car on 4-9-98, the first Car manufactured in the State after 14 years. After that Hyundai Motors is the second to be inaugurated.

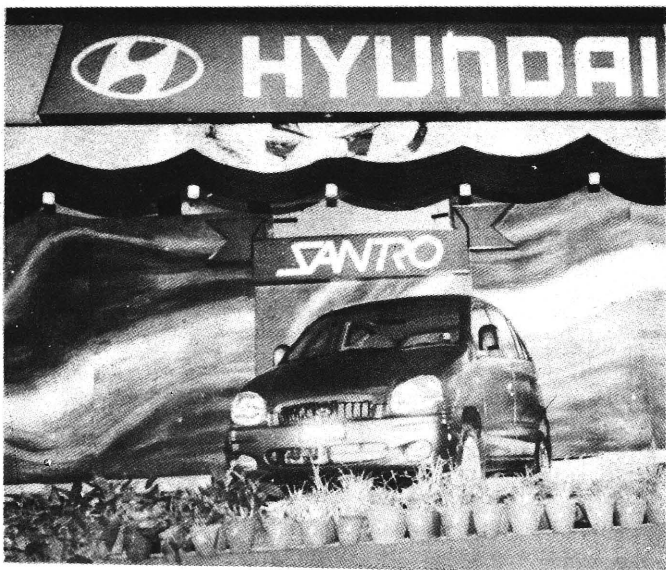
He lauded the Hyundai Motor India for its policy in providing top priority to locals for jobs. He said, 1,238 people were employed at the plant of whom 91.32

percent belonged to Tamil Nadu. The company has plans to impart training to its employees in phases. The plant has also given indirect employment to 637 persons

hailing from nearby villages. He thanked Hyundai Motors for providing direct and indirect employment to locals in large number.

The Chief Minister lauding the Hyundai Motor India said that plant had started its production in a record time of 16 months from the date of its laying of foundation for the construction of the plant, which was an exemplary achievement. And this was made possible by Thiru Kim and his team, he added. He wished for the goodwill and co-operation between the Koreans and Tamil Nadu continue and grow further.

The former Union Minister for Industries, Thiru Murasoli Maran, M.P. who was the guest of honour, presided over the function. Thiru Y.S.Kim, Managing Director, Hyundai Motor India, Thiru Dae Wha Choi, Ambassador of Korea and Thiru Mong Gyu Chung, Chairman Hyundai Motor Company also spoke. ★



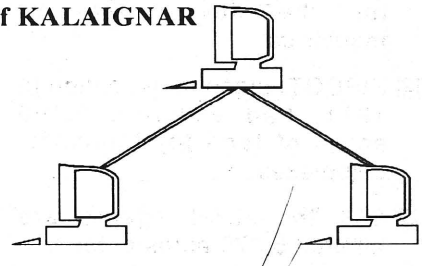
The Birth Anniversary of **MAHATMA GANDHI** was celebrated at Gandhi Mandapam, Guindy, on October 2. Her Excellency, the Governor **Justice Selvi M.Fathima Beevi** and Hon'ble Chief Minister **Kalaignar M.Karunanidhi** paid rich tributes to Gandhiji and called upon the youth to follow the principles of **Gandhi**, to create a society of non-violence and Equality.

ACTIVITIES AND ACHIEVEMENTS

COMMUNITY INTERNET CENTRES IN TAMIL NADU

A 'MOU' was signed with the 'World Tel' for establishing Community Internet Centres throughout Tamil Nadu in the presence of KALAIIGNAR THROUGH THESE CENTRES :

- ★ People living in Tamil Nadu will easily get communication facilities.
- ★ All the Government Orders published by the Government can be obtained.
- ★ Application forms for availing welfare schemes can be easily obtained.
- ★ Helps in exchange of informations between the Government and the public.
- ★ Employment opportunities to 50,000 youth.
- ★ Tamil Nadu is the first State in India, establishing Community Internet Centres.



TAMIL NADU LEADS IN INFORMATION TECHNOLOGY (GOLDEN TRIANGLE)

- ★ TIDEL PARK at an estimated cost of Rs.310 crores at Taramani, Chennai.
- ★ 55 acres of land at Sholinganallur have been allotted through ELCOT to those entrepreneurs who are interested in establishing Information Technology Centres.
- ★ Basic amenities provided in Kelambakkam on an area of 220 acres through SIPCOT, for Information technology and electronics industrial entrepreneurs.
- ★ Videsh Sanchar Nigam Limited of Central Government and Electronics Department, in collaboration, are providing Satellite Communication facilities at a cost of Rs.60 crores at TIDEL PARK, Taramni.
- ★ Venture Capital to a tune of Rs.30 crores, to efficient persons in Software Technology.
- ★ Establishment of Tamil Nadu Information Centre (TANITEC) at ELCOT Complex, Perungudi, Chennai for higher studies and research in Information Technology.

Rs.126 CRORES ALLOTTED FOR DESILTING AND STRENGTHENING OF BANKS IN PUBLIC TANKS - Rs.1 LAKH FOR EACH PANCHAYAT

- ★ 10,653 tanks in 8,233 Panchayats are being desilted at a cost of Rs.94 crores .
- ★ Works in the remaining 4,360 Panchayats will be taken up soon.
- ★ All the tanks will be desilted within this financial year.



NEW BUILDINGS FOR

652 PRIMARY HEALTH CENTRES

AT A COST OF

Rs. 50 CRORES.

■ SIPCOT leads, in providing basic infrastructural facilities for the development of Industries.

■ SIPCOT, since its inception in 1971, had acquired 9,160 acres of land for Industrial complexes.

■ 866 Industrial agents are allotted 5,370 acres of land.

■ Rs.813 crores is disbursed as Principal loan through SIPCOT, for 1,366 industrial schemes.

- Agreement signed in the presence of Chief Minister **Kalaignar** for loan assistance to a tune of Rs. 500 crores for urban drinking water schemes through HUDCO.
- Improvement of drinking water schemes to a tune of Rs. 650 crores will be undertaken in 26 Municipalities getting less than 50 litres of water per head per day;

■ In the past 2 years, 4,60,352 free house site pattas have been distributed.

■ This year, so far, 95,655 free house site pattas are being distributed.

■ 18,434 free land pattas have been distributed during the past 2 years.

■ This year, so far, 6,149 free land pattas are being distributed.

- 250 Primary Health Centres are functioning round the clock.
- In addition, 174 Primary Health Centres will be functioning round the clock.



And in 104 Town Panchayats getting less than 40 litres of water per head per day, in the first phase.



GANDHIAN

THOUGHTS AND

KALAINGAR'S

EXEMPLARY SCHEMES



The subject of the leaders of freedom struggle will invariably be on the depletion of the Country's degradation of economy, atrocities and injustice thrust upon the people by the imperialists.

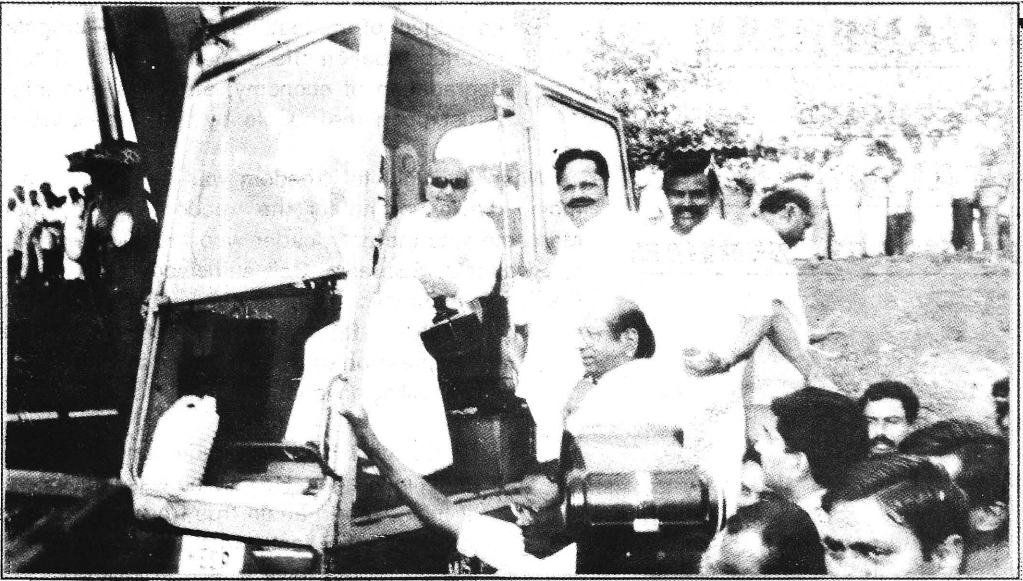
When the fight for freedom was being organised in India, while voicing for the freedom of the Country, Mahatma was the only leader who taught the principles of Swadeshi, Swarajya, Self sufficiency and voiced for the Socio-economic uplift of the people. He never withheld from pointing out the illiteracy, suppression of women, untouchability that was prevailing invariably in the Country.

Gandhiji had repeatedly said that he saw India in villages. He said he was convinced that if India was to attain true freedom, the sooner or later, the fact must be recognised that people would have to live in villages - 'There should be equality between the town-dwellers and villagers in the standard of food, drinking water, clothing and other living conditions.' Hon'ble Chief Minister **Kalaingar's ANNA RENAISSANCE SCHEME** to provide all basic amenities to villages, has brought in the reality of Mahatma's ideals, that, "Independence must begin from the bottom. Thus every village will be a republic. It follows therefore that every village has to be self sustained and capable of managing its affairs even to the extent of depending itself".

The objective of **Anna Renaissance Scheme** is to select a village in each Legislative Assembly Constituency every year, and develop it into a modern village by providing basic amenities such as protected drinking water, primary education, primary health care, nutritious food, street lights, link roads and fair price shop.

In the last year, 3,477 works have been implemented in 212 villages in Tamil Nadu at a cost of Rs.192 crores. This year, the works are being taken up and implemented at a fast pace.

The **Self Help Programme** introduced by **Kalaingar** (during 1997-98) has brought into



practice the doctrines of Mahatma that 'Every village has to be self sustained and capable of managing its affairs...the public should be educated to become self reliant. Once they know that they have got to stand on their own legs, it would electrify the atmosphere...No more individual effort is going to suffice. And above all, villagers must be taught to feel their own strength by combined effort to their villages as self sufficient'.

Chief Minister Kalaignar's SELF HELP PROGRAMME is not a scheme, it is a new approach so as to prepare the rural masses to improve their know-how regarding the responsibility of creating a better society. The rural people in the form of Grama Sabha will assemble in a common place of the village and have elaborate discussions to prioritize the needs and decide on the developmental schemes to be implemented. This is the basic

concept of the Self Help Programme'. This Programme is a 'new diamond in the crown of democracy'. It creates awareness, self thinking; a new encouragement which involves a large number of masses in planning and execution, with a new spirit.

As Gandhiji said, 'True democracy cannot be worked by twenty men sitting at the centre. It has to be worked from below by the people of every villages', the plans are not prepared in the 'Air-conditioned' chamber of Government buildings, but in the open grounds of the rural hamlets. By implementing this ideal scheme the common man gains a knowledge of the scheme and apart from getting a chance to execute, awareness to maintain, protect and finally getting benefited.

By this 'Self Help Programme', irrigation tanks, inflow channels got desilted, village roads got a face lift, pathways to burial and cremation grounds were repaired, damaged school buildings got repaired. Works on Public library, Television rooms, shelter for travelling passenger at bus stop etc. were also taken up and completed. In total 3,664 works were taken up last year and completed in 2,699 villages at a cost of Rs.23 crores. The contribution of the public is Rs.8 crores. This year works are apace with an allocation of Rs.10 crores.

Kalaignar's Self Help Programme is a proven reality of Mahatma's doctrine on Sarwodaya.

Gandhiji said, "I saw clearly that if the mankind was to progress and to realize the ideal of equality and brotherhood, it must adopt and act on the principle of the 'Unto this Last'.

It must take along with it even the dumb, the halt and the lame”.

His idea of **Swaraj** is that, it is a complete republic. He said “ We must have a proper picture of what we want, before we can have something approaching it. If there ever is to be republic of every village in India, then I claim verity for my picture in which the last is equal to the first, or in other words, no one is to be the first and none the last.

The equalism visualized by Gandhiji in villages, has been brought into practice by the creation of **Samathuvapuram (Egalitarian Habitat)** announced by the Chief Minister **Kalaignar** in commemoration of the Golden Jubilee of India's Independence, where members from all religions and communities live in harmony without any differential treatment. The 100 houses constructed at a cost of Rs.35,000 each in the Samathuvapuram are allotted free of cost to people living below poverty line. 40 houses are allotted to Adi-dravidars, 25 houses for Backward Class and 25 houses for the Most Backward Classes which include people from various religions. The remaining 10 houses are allotted to other communities that include the higher castes like Brahmins, Mudaliars etc.

As **Gandhiji** visualised, there is neither higher class nor lower class, there is no first or the last, there is no untouchability, everybody is equal in Samathuvapuram.

Gandhiji's idea of village ‘**Swaraj**’ is that it is a complete republic. The village should have a reserve for its cattle, recreation, public hall, school, clean water. There will be no castes such as we have today with their graded untouchability. According to this ideal of **Gandhi**, the **Samathuvapuram** is created with all the basic amenities like overhead tank, street water taps, street lights, school with a play ground, community hall, library, health centre, fair price shop, noon meal centre, television room with a TV set, park etc. people belonging to various religious groups are not allowed to construct places of worship and instead be expected to use the community hall for their prayer. People living in Samathuvapurams have to use the common burial or cremation grounds.

People living in Samathuvapuram are also extended loan facilities under various programmes for their economic upliftment.

Samathuvapurams are created in all the districts. Eight Samathuvapurams have already been inaugurated and others are getting shape at a fast pace.

Chief Minister **Kalaignar** while inaugurating the Samathuvapuram expressed that he was involved in this task with a desire to accomplish

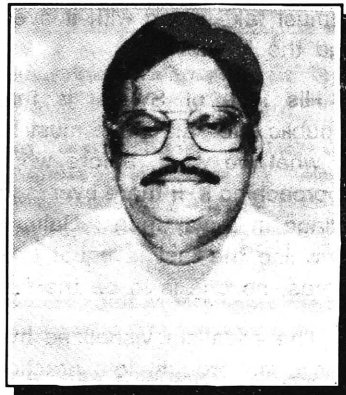


a casteless society. He said ‘My wish is that the entire district should become a Samathuvapuram and not alone that, the entire State and above all the entire Nation and the World should become a Samathuvapuram”.

These **Samathuvapurams**, the ‘**brain child**’ of **Kalaignar**, no doubt have brought into reality the ideals of Gandhiji. Tamil Nadu, apart from being in forefront in various sectors, have shown a way to the Nation and the World by this outstanding scheme.

- Junior Choumian & Rajasekaran

Reserve a permanent
30 minute weekly slot to
Tamil Nadu News magazines
- Appeal by
Information Minister



*- Address by the Hon'ble Minister for Information and
Publicity, Thiru. V. Mullaivendan at the Conference of
State Information Ministers at New Delhi.*

It is my privilege to participate in the 23rd Conference of State Information Ministers, organised by the Ministry of Information and Broadcasting. On this august occasion, it is also my pleasure to greet the Hon'ble Union Minister for Information and Broadcasting, Hon'ble Ministers for Information and Officers representing various States, on behalf of the Hon'ble Chief Minister of Tamil Nadu.

The Tamil Nadu Government appreciates the Union Government for having declared "Cinema" as an Industry thereby enabling the film industry eligible for assistance from financial institutions. Our Government will be taking a decision on this soon.

The moment, we grant industry status to the film sector, they approach the State Government for availing of various concessions and subsidies. In this

connection, may I request the Ministry to extend financial assistance to the State Governments to the extent possible.

About the idea of bringing Cinema into the concurrent list of the Seventh Schedule of the Constitution of India, our State Government have already conveyed its opposition to any attempt to disturb the existing arrangements. India is a vast country with varied culture, habits and languages. Taking into account the diverse social, cultural and geographical division prevailing in the country, the framers of our Constitution have consciously included Cinema in the State list. The State Government continues to support Cinema industry and has taken many positive measures for its innovation and growth. Under these circumstances, I do not find any compelling reason to bring Cinema under the concurrent list.

The Government of Tamil Nadu is always sympathetic to the problems faced by the Cinema Industry.

Recently, Film personalities met the Hon'ble Chief Minister of Tamil Nadu and represented among other things a review of the Entertainment Tax structure, in view of the present recession in Film production and distribution. Responding to the representation of the Film Industry, the Hon'ble Chief Minister has announced certain tax concessions under Entertainment Tax Act and accordingly Tamil Nadu has promulgated an ordinance on 24th July 1998 granting substantial tax concessions.

I would like to state that any further reduction in the existing rate of Entertainment tax adversely affect devolution of funds to the local bodies.

I am happy to inform you that to sort out and settle disputes in the Cinema Industry, the Government of Tamil Nadu have constituted State and District level committees under the Chairmanship of the Secretary to Government, Information and Tourism Department and District Collectors respectively.

Tamil Nadu has been in the forefront in curbing Video/CVD piracy following the guidelines given by the Hon'ble Chief Minister of Tamil Nadu. As the act of Video Piracy can be punished only under the Copyright Act of 1957, which is a Central Act, the Government of India should enhance the minimum penalties under

section 63 & 63 A of this Act, as the State cannot enact a separate Act. Meanwhile the Tamil Nadu Government has proposed to instruct the Director General of Police to implement the Act vigorously to prevent video piracy. Some of the other steps taken in this direction are :

It has been made mandatory for Video parlours / Cable operators to telecast only legal cassettes with commercial video rights; further permission is not being given to the opening of new video parlours / theatres.

A separate cell to deal with video piracy established in the Police Department at Headquarters with cells in five important Districts.

The tentacles of the Cable Television Networks has now reached out to rural areas. Recently, the Cable Operators in Tamil Nadu have formed associations and have come to an understanding where in a particular operator alone would serve a particular area. This is against all ethics and norms of consumer interest. A way has to be found out immediately to deal with such vagaries as well as the area monopoly thrust by cable television operators on the people.

During our last meeting, I had emphasised that due to the Cable Television Network (Regulation) Act of 1995, the States are unable to implement the provisions of the Act. We had requested

that the District Collectors in the Districts and the Commissioner of Police at Chennai may be made registering authority instead of the Head Post Master. It is unfortunate that the Government of India has not granted such powers so far.

Regarding the remark in para 10(1) of the Agenda that Tamil Nadu has not yet notified the Authorised Officer, I must mention that we have already issued notifications under section 18 and 19 of the Act authorising the Commissioner of Police, Chennai in respect of Chennai city and Collectors in respect of Districts.

It is common knowledge that some of the feature films and Documentaries produced by the Films Division of India are often out of focus and do not often reflect the culture and habits of the region that they attempt to portray on. Hence, it is my earnest suggestion that films and documentaries that attempt to portray such sensibilities, may co-ordinate with the Films Division of the related State and thereby make the exercise of film and documentary making, more relevant.

The Tamil Nadu Films Division produces Video News magazines, reels, every month that are telecast by Chennai Doordharshan on payment. I request the Information and Broadcasting Ministry to instruct Chennai Doordharshan to allot a permanent 30 minute weekly slot during prime time to Tamil Nadu Films Division for screening

the News magazines and give the rights to sell this slot. A 30 minute slot every month may also be allotted to Tamil Nadu Films Division for screening video documentaries on subjects like public health, nutrition, agriculture and other Centrally sponsored schemes.

The Film and T.V. Institute of Tamil Nadu is a full fledged Institute with a standing of over 38 years. It conducts courses on all areas of film production.

But, even the first class diploma holders of this Institute with experience are not being considered for vacancies to the technical posts in Doordharshan Kendras. I request the Information and Broadcasting Ministry to consider the diploma holders of Film and T.V. Institute of Tamil Nadu for filling up the vacancies in Doordharshan Kendras.

Similarly, the sound recording and sound engineering diploma students of the Films and T.V. Institute should also be recognised for postings in All India Radio as Engineering Assistants. The Diploma courses in Direction and Screenplay writing, editing and Certificate courses in acting of this Institute should be recognised by the Centre and UPSC for the Central Government employment.

I also appeal to the authorities concerned through this conference that the Films and T.V. Institute of Tamil Nadu

with such high standing should be recognised by the All India Council of Technical Education as a special Institute to enable the staff to receive pay scales on par with other technical Institutes, as also for the procurement of advanced equipments under Technical Education Programme. Moreover the exemption in excise duty and customs duty provided for Government educational institutions has to be extended to this Institute at the earliest for the import of sophisticated equipments, in order to upgrade this Institute.

Regarding integration of publicity efforts and resources of Central and State Media units, we in Tamil Nadu Government have been reiterating this necessity over the years. Effective coordination mechanism should be arranged as suggested in the agenda notes and as demanded by me earlier. Fixed time slots on Doordharshan for the State is essential if the State has to reach out to the grass root level.

As for the Prasar Bharathi Board we are of the opinion that the State Governments need to have representatives in the Board. Moreover, a general Council with representatives of State and Central Governments, Universities and Cultural Organisations may also be setup to advise the Board on formulation of policies and programmes.

The Censor Board set up by the Film Certification Authority has no representative

from the State Government. Hence, there is an urgent need for State representation in this Board. It is my plea, that as at the Sahitya Academy which has State representation, the Regional Censor Boards may have representatives of the State Government as their nominees and as some of the Members of the Board.

There is a long pending demand for setting up of an "All India Radio Station" in Salem in Tamil Nadu - I hope that the Minister will clear the proposal early and thus fulfill the aspirations of the people of this area.

I have got one more request, In Tamil Nadu some areas do not receive quality transmission of Doordharshan Programmes. One such area is Hosur on the Western corner of our State. May I request you Madam to sanction installation of a L.P.T. in Hosur during this financial year.

I am happy that this meeting of Information Ministers has provided the forum for expressing and exchanging views on host of issues relating to the Electronic and Print Media in our country. The Tamil Nadu Government headed by Hon'ble Chief Minister Kalaingar **M.Karunanidhi** would continue to support all such progressive measures undertaken by the Central Government in this regard.

★ ★ ★

Message of the Hon'ble **Chief Minister** on **WORLD THRIFT DAY**



World Thrift Day is celebrated on October 30 with an aim of creating an awareness that *'Today's savings becomes tomorrow's security'*

**‘ஆகாறு அளவிட்ட தாயினுங் கேடில்லை
போகாறு அகலாக் கடை’**

In this Thirukkural, Thiruvalluvar quotes that, if a person without a clear knowledge of the sources of his own income begins to spend extravagantly, his life may have the appearance of prosperity for a time, but may suddenly collapse leaving him in ruin. He must be careful to see that his expenditure does not exceed his income.

‘Increasing the savings by cutting down the expenses’ must be nurtured as a principle of life.

People belonging to different walks of life viz. the poor and the downtrodden, the middle class and higher income group, merchants, pensioners and agriculturists,

etc. can make their life happy and prosperous only by savings alone. They should realise the importance of savings and practice it in their day-to-day life.

In order to give impetus to this, the Central and State Government's Small Savings Departments are implementing various types of Small Saving Schemes with the assurance of security to yield high benefit to all categories of people, thereby creating an awareness on the importance of savings. The amount collected is being utilised in the way of improving the economy of the Country and also to provide basic amenities, through implementing welfare schemes to benefit the public.

On this day, I request all of you to take a pledge of realising the truth that, ***'savings is the security for life'*** by adhering to thrift and save for our life and for our Country.

All Indians are happy and proud that the 1998 Nobel Prize for Economics has been awarded to Amartya Sen, now 'Master of Trinity College' at Cambridge. Sen can justly be remembered as one of the many outstanding economists of the post-war world. His early contribution to the 'Choice of Techniques', his later work on Welfare Economics, initially with Kenneth Arrow and later independently his outstanding empirical research on 'Famines' - all these stamp him as far above most of his contemporaries in the domain of economics.

"His contribution ranged from axiomatic theory of social choice over definition of welfare and poverty indices to empirical studies of famine" the citation by the Royal Swedish Academy of Sciences said.

Dr. Sen will be presented with a medal and a cheque for 7.6 million Swedish Kronor (\$9,38,000) at an official ceremony in Stockholm on December 10th on the 102nd death anniversary of founder of the prizes - Alfred Nobel.

Born in Santhinikethan on November 3, 1933, Sen

was educated at Santhinikethan, founded by Nobel Laureate Tagore, Presidency College at Calcutta and Trinity College, Cambridge. He became a full professor at Jadavpur University at the age of 23, has held Professorships at Jadavpur, The University of Delhi, The London School of Economics and The University of Oxford and a Professor at Harvard

IV WRAPPER

The People's Economist **Dr. Amartya sen**



before being nominated Master of Trinity College earlier this year. The position of master of

Trinity College in Cambridge is a 'Royal appointment' and is considered the highest academic appointment in the United Kingdom.

Sen has authored 20 books and published more than 225 research papers. He has held several academic positions such as President of International Economic Association, the Econometric Society, the Development Studies Association, the American Economic Association and the Indian Economic Association. He had adorned many editorial boards.

Contributions and Influences

Sen's published work includes contributions to Economic Methodology, Social Choice Theory, Welfare economics in general; economic measurement; axiomatic choice theory; food; famines; and hunger; family economics and gender discrimination; economic development; project evaluation and cost-benefit analysis; education and manpower planning; employment; Indian economy and Society and moral philosophy. It is impossible to summarize his Himalayan contributions in the space of few columns.

Dr. K.M.PATHUSHA

There are many influences - those of contemporaries as well as earlier figures. With respect to the earlier figures the strongest influence is, in a sense, that of Adam Smit, Karl Marx and James Stuart Mill.

Sen's doctoral research in Cambridge in 1950's was supervised by Joan Robinson and greatly influenced by his teacher, particularly Maurice Dobb.

Human Development Index

Sen's work on capacities and on public action as the basic means of enhancing human development played a foundational role in the formation of the Human Development Index, which is computed every year by the United Nations Development Report. The index reflects the view that poverty and human development cannot be measured in terms of incomes alone; any measure of development requires that poverty and deprivation be measured in terms of a range of variables, including, for instances, the educational and health achievements of individuals in society. Sen has worked closely with UNDP in constructing the concepts behind the annual human development report. "The concept of

human development is deeply rooted in professor Sen's work" says Gustave Speth, Chief of UNDP.

The Bengal-born economist reminisced at length about the effects that the 1943 famine had on him as nine year old child when he witnessed a sudden appearance of emaciated hordes of people who died. "It touched me personally. It is a very shaking experience about society", he said. "It made me think about the politics of human society specifically about what causes famine". He wrote for the school magazine about how there was no food shortage and yet people were dying. "Famine is very divisive Phenomenon", Sen emphasized. Sen's best known work in this area is his book from 1981. "Poverty and Famines: An Essay on Entitlement and Deprivation". Here, he challenges the common view that a shortage of food is the most important (sometimes the only) explanation for famine. On the basis of careful study of such catastrophes in India, Bangladesh and Saharan countries from 1940s onwards, he found other explanatory factors. He argues that several observed phenomenon cannot infact be explained by a shortage of food alone, eg. that famines

have occured even when the supply of food was significantly lower than during previous years (without famines) or that famine-stricken areas have sometimes exported food.

Sen shows that a profound understanding of famine requires thorough analysis of how various social economic factors influence different groups in socieity and determine their acutal opportunities.

In 1989, Sen and his close friend Jean Dreze published "Hunger and Public Actions", a study of worldwide hunger and its prevention. Sen showed that 29 million people had died during Mao's Great Leap Forward in China because there was no press or Opposition party to highlight distress. By contrast, India avoided famine because the press and opposition gave early warning of distress, and democracy obliged ruling parties to act quickly or risk loosing the next election.

Left wing economist like Dr. K.N. Raj joined took issue with Dr. Sen for his criticism of Mao, but the Nobel laureate stood his ground. It is simply wrong to describe Sen as leftwing, as many have done. He is better viewed as a "Champion of liberty and humanism".





Small Savings Celebrates

World Thrift Day by thanking each one of their investors for their prudence

Post Office Monthly Income Scheme

- ★ 13% interest per annum payable monthly
- ★ Maturity period six years
- ★ 10% bonus on maturity
- ★ Interest exempt u/s. 80 L of I.T. upto Rs. 12,000 p.a.
- ★ Bonus treated as interest and exempt u/s. 80 L of I.T. Act
- ★ Minimum Rs.6,000 and multiples. Maximum Rs.2.04 lakhs in single and Rs.4.08 lakhs in joint accounts.
- ★ Total yield approximately 16%

Kisan Vikas Patra

- ★ Money doubles in 5½ years
- ★ 18.18% Simple and 13.87% Compound Interest
- ★ Certificate in denominations of Rs.100/-, Rs.500, Rs.1000/-, Rs.5000/-, Rs.10,000/- and Rs.50,000. No maximum limit
- ★ No TDS
- ★ Total yield more than 20%
- ★ Can be encashed any time after 2½ years.
- ★ Can be used as collateral for loans from banks

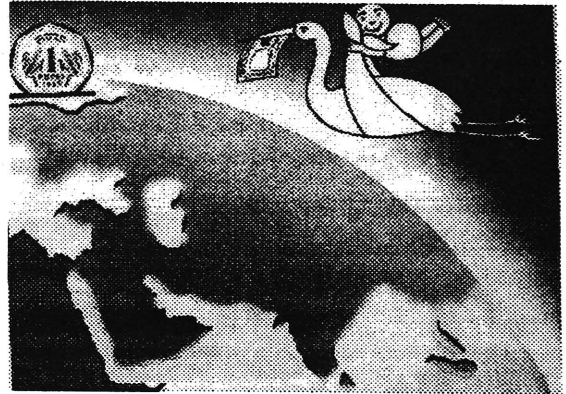
Indira Vikas Patra

- ★ Money doubles in 5½ years
- ★ 18.18% Simple and 13.87% Compound Interest
- ★ Certificate in denominations of Rs.200, Rs.500, Rs.1000, Rs.5,000
- ★ No maximum limit. Can be purchased at half the face value from Post Offices
- ★ No TDS
- ★ Can be purchased by individuals, institutions and trusts
- ★ Can be used as collateral for loans from Banks

National Savings Certificates (VIII Issue)

- ★ 12% Compound Interest
- ★ Investment upto Rs.60,000 per annum qualifies for 20% I.T. rebate u/s 88 of I.T.
- ★ Interest upto Rs.12,000 per annum exempt from I.T. u/s 80 L of I.T.

- ★ No maximum limit
 - ★ No TDS
 - ★ Can be used as collateral for loans from Banks
 - ★ Total yield approximately 21%
- ### 15 Year Public Provident Fund
- ★ 12% Compound Interest
 - ★ Investment upto Rs.60,000 per annum qualifies for 20% I.T. rebate u/s 88 of I.T.
 - ★ Minimum Rs.100/- and maximum Rs.60,000 per annum
 - ★ Interest fully exempt from I.T. u/s 10 of I.T. Act
 - ★ Loans available from 3rd Financial Year
 - ★ Open for NRIs also
 - ★ No TDS



- ★ Total yield about 22.66%

Post Office Recurring Deposit Scheme

- ★ 12.5% Compound Interest per annum (compounded quarterly)
- ★ Maturity period, 5 years
- ★ Minimum Rs.10 or any amount in multiples of Rs.5
- ★ No maximum limit
- ★ Interest upto Rs.12,000 exempt u/s. 80L of I.T. Act.
- ★ Loan facility available after 1 year
- ★ Total yield more than 14%



INSTITUTE FOR WATER STUDIES

The Institute for Water Studies is a research organisation under the Water Resources Organisation which is a part of the Public Works Department under the State of Tamil Nadu, in India.

The Institute for Water Studies (IWS) was established in the year 1974 in order to plan, assess and manage the water resources of Tamil Nadu in a scientific manner. This Institute is headed by a Chief Engineer & Director in the rank of Head of the Department of PWD and under him a team of Engineers, Hydrogeologists, Geochemists, Geophysicists, Environmental Engineers, Photogeology and Remote Sensing Scientists and a Agro Economist are working. The sanctioned strength of this Institute at present is 85. It is a multi-disciplinary organisation under the Water Resources Organisation (WRO) of PWD. This Institute is located at Tharamani, in Chennai city.

OBJECTIVES

The objectives of the Institute for Water Studies are:

- ★ Development of a set of broad principles for planning and management of water resources
- ★ Assistance in the formulation of water management policies
- ★ Fostering or undertaking research related to planning and policy making in those areas where the needed work is not already being done and coordinating the efforts that is already underway.
- ★ Development of training programmes particularly in connection with water planning and policy making.

- ★ Advice to Government on specific policy matters referred to it such as the development of principles for water allocation on the merits and costs of water diversion schemes and water usage schemes.

FUNCTIONS

The functions of the Institute for Water Studies are:

- ★ Assessment of water potential
- ★ Evaluation of water needs, present and the future
- ★ Preparation of master plans for water for river basins
- ★ Formulation of water policy and law
- ★ Identification of methods of augmenting and conserving the water resources
- ★ Research and Development including conducting training programmes
- ★ Publication of water bulletins

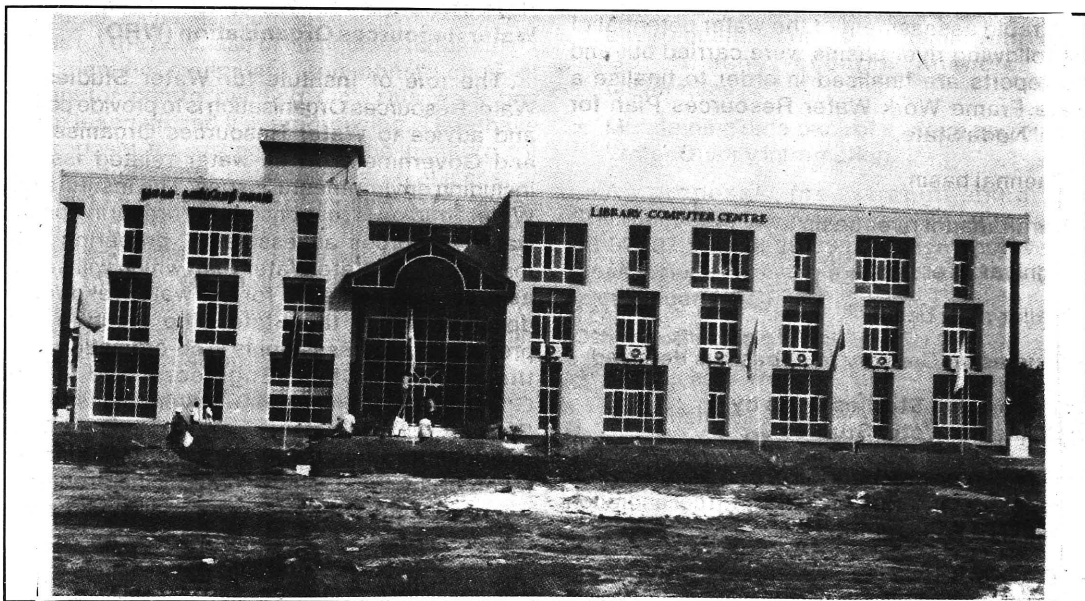
*Hon'ble Minister for Public
Works Thiru. Durai Murugan
declared open the New Building,
housing the Computer Centre and
the Library, constructed at a cost
of Rs.1.919 crores
on 27.10.1998.*

ACTIVITIES

Water resources Assessment Studies

There are 33 river basins in Tamil Nadu including minor river basins. For study purposes, the nearer minor basins have been grouped together into 17 major river basins and the details of river basins that are grouped into a major basin is furnished below:

	18. Manimukthar
	19. Kottakaraiyar
10. Vaigai	20. Vaigai
11. Gundar	21. Uthirako samangaiyar
	22. Gundar
	23. Vembar
12. Vaippar	24. Vaippar



Major River Basin Name of River Basin

1. Chennai Basin Group	1. Araniyar	13. Kallar	25. Kallar
	2. Kusaithalaiyar	14. Thambaraparani	26. Korampallam Aru
	3. Cooum	15. Nambiyar	27. Thambaraparani
	4. Adayar		28. Karmaniar
2. Palar	5. Palar		29. Nambiyar
3. Varahanadhi	6. Ongur	16. Kodaiyar	30. Hanumanadhi
	7. Varahanadhi		31. Palayar
4. Ponnaiyar	8. Malattar		32. Valliyar
	9. Ponnaiyar	17. PAP	33. Kodaiyar
	10. Gadilam	West flowing river	
5. Vellar and Paravananar	11. Vellar	<p>Detailed water resources assessment studies have been conducted by Institute for Water Studies in the following basins:</p> <ul style="list-style-type: none"> ★ Palar river basin ★ Ponnaiyar river basin ★ Vellar river basin including Paravananar river basin ★ Pambar and Kottakkaraiyar river basins 	
6. Cauvery	12. Cauvery		
7. Agniyar	13. Agniyar		
	14. Ambuliyar		
	15. Vellar		
8. Pambar	16. Koluvaran		
9. Kottakaraiyar	17. Pambar		

- ★ Vaigai river basin
- ★ Gundar river basin
- ★ Vaippar river basin
- ★ Thambaraparani river basin
- ★ Nambiyar river basin
- ★ Kodaiyar river basin
- ★ Parambikulam-Aliyar Project basin.
(PAP basin)

A rapid assessment of the water potential of the following river basins were carried out and the reports are finalised in order to finalise a State Frame Work Water Resources Plan for Tamil Nadu State.

- ★ Chennai basin
- ★ Varahanadhi river basin
- ★ Agniyar river basin
- ★ Kallar river basin
- ★ Studies on Cauvery river basin is deferred.

Collaborative Studies Done by Institute for Water Studies

- ★ Developing procedures for sustainable water resources in Vellar River Basin in collaboration with HR Wallingford, U.K.
- ★ Effect of large scale extraction of Groundwater on Surface water in Manimukthanadhi Minor Basin in collaboration with National Water Development Agency (NWDA) New Delhi.
- ★ System studies of Vellar Basin in collaboration with Central Water Commission (CWC) New Delhi.
- ★ Pollution studies in Palar Basin area in collaboration with National Institute of Hydrology (NIH) Roorkee.

Consultancy Services undertaken by Institute for Water Studies

- ★ Water Resources Management Study (WRMS) Project - Phase I in Ponnaiyar, Vaigai and Thambaraparani River basins - A World Bank funded project through TWAD BOARD.
- ★ Water Resources Management Study (WRMS) Project - Phase II in Vaippar, Nambiyar and Kodaiyar River basins - A World Bank funded Research Project through TWAD Board - (1992-94) - Cost Rs.10 Million.

- ★ Computer Aided Hydrological Study on inflows into Sathanur Reservoir for National Water Management Project (NWMP) - (1991-92) - Cost Rs.40,000/-

- ★ Computer Aided Rainfall Analysis in the command Area of Wellington Reservoir for National Water Management Project (NWMP) - (1993-94) - Cost Rs.1,00,000/-

Role of Institute for Water Studies in Water Resources Organisation (WRO)

The role of Institute for Water Studies in Water Resources Organisation is to provide policy and advice to Water Resources Organisation and Government on all water related issues including environmental issues. The Institute for Water Studies is responsible for preparing basin water resources assessments, preparing and maintaining a State Water Plan which will serve as a general guideline for the water resources development of the State. The Institute will prepare basin assessments in co-ordination with the regional Chief Engineers and other Government agencies for all river basins in the State. It will also establish planning standards. In addition to this, special studies will also be taken up by this Institute on specific problems referred by the different wings of water resources development agencies.

Tamil Nadu Water Resources Consolidation Project (TNWRCP)

The State is water short severely in some areas and has almost fully developed its water potential. Future economic development depends on the best allocation of water between Sectors and efficient use by the main sectoral user namely agriculture. To achieve this

- ★ Comprehensive water planning on river basin basis and Irrigation productivity enhancement are needed to improve the agriculture growth. So in this context Government of Tamil Nadu approached the World Bank for financial assistance and the project namely, Tamil Nadu Water Resources Consolidation Project (TNWRCP) was formulated. This project would assist the State to plan, develop and manage its water resources more efficiently and improve the productivity of the irrigation sector and environmental sustainability of land and water. The total cost of the project is Rs.807.49 Crores.

Strengthening the Institute for Water Studies under TNWRCP

TNWRCP includes the component of strengthening the Institute for Water Studies at a cost of Rs.23.478 Crores. Strengthening the Institute consists of training the staff of the Institute, technical assistance, purchase of scientific equipments and materials and providing building facilities. Under this provision Government have accorded sanction of Rs.276.2 lakhs for the purchase of immediate requirement of scientific equipment and construction of computer centre building etc. This work has been taken up and it is progressing. The Phase II proposal for strengthening the Institute for Water Studies has been formulated at a cost of Rs.14.17 Crores and the proposal has also been approved by Government for consultancy, training documentation, purchase of equipments, maintenance of equipments, purchase of technical books, vehicles and maintenance of vehicles etc. and the various components of this work are progressing.

Water Resources Control and Review Council (WRCRC)

In order to take an integrated view on the utilisation, development and distribution of the scarce water resources in the State with reference to a well defined order of priorities, the Government have established a Water Resources Control and Review Council (WRCRC) with Honourable Chief Minister as the Chair Person. Honourable Minister for Public Works, Honourable Minister for Local Administration and Honourable Minister for Agriculture are the Vice Chairmen for the Council. There are other 33 members including the Chief Secretary and heads of Departments.

Environmental units in Institute for Water Studies under TNWRCP

It has become necessary to modernise the existing irrigation system and to manage them effectively for increasing the food production. During improving irrigation system under TNWRCP, greater emphasis is given for the impact on the environment and the ways to restore the eco system. In order to carry out this activity, an environmental unit has been formed in Institute for Water Studies.

- ★ Advising the Government on all policy matters including preparing guidelines procedures and codes contributing to new policy or legislations concerning environment.

- ★ Liaising with all Central and State Government and Non Government organisations concerned with environmental issues.
- ★ Preparing list of environmental experts and reviewing Environmental Impact Assessment reports related to water resources projects before they are presented to the Government for approval.
- ★ Managing research programmes on environment aspects in basin with other Government research agencies and universities.
- ★ Maintaining data bank of surface and ground Water Quality information.

A proposal for strengthening the Environmental unit over a period of three years 96-97, 97-98 and 98-99 has been approved by Government involving a total cost of Rs.95.00 lakhs under WRCRC

Other activities of IWS

★ Tamil Nadu Water Policy

The Institute drafted the policy that was approved by the Government in July 1994 and the Institute is the implementing agency for Tamil Nadu Water Policy.

★ WRCRC

This Institute is the Technical Secretariat for the Water Resources Control and Review Council (WRCRC).

★ Nodal Agency

The Institute is the Nodal Agency to co-ordinate Water Resources Planning Studies.

Facilities available at Institute for Water Studies

- ★ Computer Centre with computers, CD ROM, File Server, GIS Software facilities
- ★ Remote Sensing Laboratory with latest Software Erdas Imagic digital processing software, Intergraph, GIS Software and Plan variograph
- ★ Geo-chemical Laboratory Special Equipments:
 - Skalar Analyser
 - Atomic Absorption Spectra-photometer
 - Portable Water quality equipments
- ★ Library
- ★ Training Aids

An Alternative to Potable Water

Drinking water has become a scarce commodity. Various methods like bore wells, tube wells are being dug to meet the demand. But this has resulted in depletion of the ground water tables. A better and safer alternative is desalination of seawater.

Anglian Water Plc, East Anglia, England, recently commissioned its first seawater desalination plant at Felixstowe, Suffolk, a seaside resort and fishing port on England's east coast.

The pilot plant costing \$100,000 uses reverse osmosis (RO) to treat water drawn from beach wells and is capable of producing enough water to fill 2.5 lakh glasses a day. If proved commercially viable, the system will be used to supplement the

we plan to treat raw seawater by using a more sophisticated plant designed to remove not only salt, but all the other debris present."

Key to the enterprise is the revolutionary membrane plant developed by Fluid Systems, and Anglian Water International subsidiary, and supplied by Purac, Anglian Water's engineering arm. Its hollow ultra-filtration fibre membranes are designed to produce 20 per cent more potable water than conventional membranes and also to remove both suspended solids, bacteria and viruses.

"The process consists of two stages. The first comprising the hollow fibre membranes, which remove everything but the salt and other dissolved chemicals and the second, which uses specially manufactured RO membranes designed to produce water that is almost of distilled quality," said Mr. Murrer.

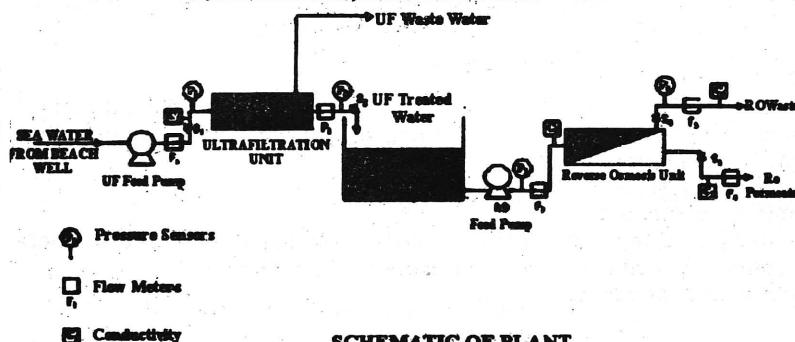
Disposal of high concentration brine from seawater desalination can sometimes be difficult but in this instance Murrer does not consider it to be a

problem. "We still have to negotiate with the UK Environment Agency in this respect as the brine has twice the natural salt content of the sea but there is plenty of water out there to dilute it".

The pilot plant is only the beginning. The next stage is to construct a unit 10 times larger (and costing one million to two million pounds sterling) than the initial one and capable of treating 1,000 cubic metres a day.

Courtesy : Science Express

MOBILE DESALINATION PILOT PLANT



SCHEMATIC OF PLANT

area's diminishing potable water resources, believed to be a direct result of global warming and reduced rainfall.

"Initially this mobile plant will take maximum advantage of the natural filtration characteristics of the shoreline sand as pre-filter," said John Murrer, Anglian Water's Membrane Project Manager.

"The pilot plant will be completed towards the end of this year after which it is designed to operate as a research unit for a further two or three years. In the meantime, as a second stage,

MOONLIGHT SCHOOLS IN KANCHEEPURAM

Silk industry, a special feature of Kancheepuram District employs mainly illiterates and uneducated children. To impart education to these children, the District Administration had started Moon-light schools which is

a great success with good response.

The school has all the basic facilities like tube light, fan, black board, etc and the students are supplied with books, note books and other stationary items, free of cost.

20 part-time teachers are engaged in this task. At present 156 students learning in these schools have applied through 'Arivoli Iyakam' for appearing private examination for eighth standard, to be conducted during December 1998.

Actions are on to start a moon light school in Sevilimedu Town Panchayat limit, to impart education to students living in the suburban areas of Kancheepuram, who are eager in learning.



Pillaiyarpalayam Moon light School

We will introduce an Egalitarian Tamil Nadu and India to the World

- Chief Minister KALAINGAR

Hon'ble Chief Minister **Kalaingar M.Karunanidhi** declared open the Thiagigal Manimandapam, near Gandhi Mandapam at Guindy, Chennai on 2-10-1998.

The Chief Minister in his address said that at a function held last year Thiru Kumari Anandhan had placed a request for the establishment of a Manimandapam for renowned freedom fighters for which the Chief Minister had in his speech, assured him that necessary actions would be taken at the earliest. He said they had never restrained from paying respect to the freedom fighters whether they are in the office or from outside. He thanked Thiru

of the freedom fighters as books with a minimum price tag and place it in the Manimandapam for the use of the visiting public.

By seeing the photographs of the freedom fighters and learning their sacrifices they have made for the cause of freedom, the youth who visit the place will be kindled with a sense of such emotion, instigating them to follow their path with a longing for the display of their photos too in near future. That was why the Mandapam had been built and the photographs displayed, he added. The majority of the present youth, involved themselves in gaiety and parties. This Manimandapam is built to foster the



Kumari Anandhan on behalf of all the freedom fighters who had provided the maximum number of photographs displayed in the Manimandapam. He said, the Mandapam had the capacity to display 1,250 photographs, whereas only 250 photographs had been displayed. He requested the freedom fighters and their descendants to collect photographs and send it through Thiru Kumari Anandhan or directly to the Government. He said, he had instructed the Minister for Information and Publicity, Thiru V.Mullaivendan to print briefly, the history

sense of sacrifice and duty to the younger generation, towards the society.

He said the hard earned freedom should not be wasted by the religious and caste clashes which had to be stopped. He said, the Manimandapam would educate the youth and foster communal and religious harmony among the people. He said, he is of belief that an egalitarian Tamil Nadu and an egalitarian India would be introduced to the World, in near future. □



THIRUKKURAL

The code of conduct for the mankind

THE GAUGING OF POWER

A king who conforms to all the conditions must also have a clear knowledge of the four kinds of power herein dealt with before he begins any action.

வினைவலியும் தன்வலியும் மாற்றான் வலியும்
துணைவலியும் தூக்கிச் செயல்.

*Vinaivaliyum dhanvaliyum matran valiyum
Dhunaivaliyum thuki seyal.*

'The power that may be required to achieve his plan, his own power, the power of the enemy and the power of his allies, he should weigh carefully all these before he goes to war. Without having a clear comparative knowledge of the forces on his side and the forces against him he should not hastily declare war.'

★ ★ ★

ஒவ்வது, அறிவது அறிந்து, அதன் கண்தங்கிச்
செல்வார்க்குச் செல்லாதது இல்.

*Olva dhariva dharindhadhan kantangi
selvarku selladha dhil.*

'With a clear knowledge of the object aimed at and of adequate means to achieve the same, if a person decides to act, there is nothing impossible for him to achieve.'

★ ★ ★

உடைத்தம் வலிஅறியார், ஊக்கத்தின் ஊக்கி
இடைக்கண் முரிந்தார் பலர்.

*Udaitham valiyariya rukathin ooki
Yidaikan murindhar palar.*

'Many a king was routed in the middle of the operations because he hastily went to war without a clear and comparative knowledge of his own strength'.

★ ★ ★

அமைந்துஆங்கு ஒழுகான், அளவறியான், தன்னை
வியந்தான், விரைந்து கெடும்.

*Amaindhangozhugan alavariyan thannai
Viyandhan viraindhu kedum*

'A king who cannot maintain peaceful relations with his neighbours, ignorant of his own strength, imagines himself to be more powerful, when he provokes the alien to war, is sure to meet with his ruin.'

COMMENTARY

It is always advisable for a king to maintain peaceful relations with his neighbours. If a conflict is inevitable with neighbour, he must proceed to war only after getting a clear knowledge of the comparative strength. Otherwise it would be courting ruin.

★ ★ ★

பீலிபெய் சாகாடும் அச்சுஇறும், அப்பண்டம்
சால மிகுத்துப் பெயின்.

*Pilipei sahadum achirum apandam
sala mihuthu peyin.*

'A heavy waggon if it is loaded with such
light stuff as peacock feathers beyond the
limit, the axle will break.'

COMMENTARY

If a king proud of his military strength
allows a number of enemies to ally together,
even though these enemies individually are
poor of strength, when allied together they
will easily break the strength of the powerful
monarch.

★ ★ ★

நுனிக்கொம்பர் ஏறினார் அஃதுஇறந்து ஊக்கின்
உயிர்க்குஇறந்தி ஆகி விடும்.

*nunikomba rerinar ahthirandhu ookin
uyirkirudhi yahi vidum*

'If a person after climbing to the topmost
branch of a tree attempts to climb up still
further, he will do it at the cost of his life.'

COMMENTARY

If a king after winning the battle pursues
the enemy beyond the limit, he himself will
walk into a trap of destruction. He must
therefore consolidate his gain on the spur of
a proper moment and desist from pursuit of
military glory.

★ ★ ★

ஆற்றின் அளவுஅறிந்து ஈக, அதுபொருள்
பேற்றி வழங்கும் நெறி.

*Atrin alavarin dhiha adhuporul
potri vazhangum neri.*

'Spend your wealth in gift in reasonable
proportion to your financial resources. That
is the proper way to guard your wealth.'

COMMENTARY

A king is expected to divide his revenue
into four parts, two parts he must make use
of for meeting his current expenses, one part

he must keep in reserve, to meet any
financial crisis and he must spend the fourth
for charitable and other benevolent purposes.

★ ★ ★

ஆகாறு அளவஇட்டது ஆயினும் கேடில்லை
போகாறு அகலாக் கடை.

*Aharu alavitithu ayinum kedillai
poharu agala kadai.*

'There is no danger for a king even if the
channel of his income is narrow, provided the
channel of his expenditure is not very wide.
If he spends beyond his means, surely there
will be financial ruin. He must carefully
prepare his budget of expenditure within his
revenue.'

COMMENTARY

If a person without a clear knowledge of
the sources of his own income begins to
spend extravagantly, his life may have the
appearance of prosperity for a time, but may
suddenly collapse leaving him in ruin.

Even if a person does not put by a portion
of his income as a saving still he must be
careful to see that his expenditure does not
exceed his income. Otherwise there will be
ruin. This practical wisdom is necessary not
only in the case of a ruling king but also
in the case of an ordinary man in maintaining
his domestic budget.

★ ★ ★

உளவரை தூக்காத ஒப்புர வான்மை
வளவரை வல்லைக் கெடும்.

*Ulavarai thukadha vopura vanmai
valavarai vallai kedum.*

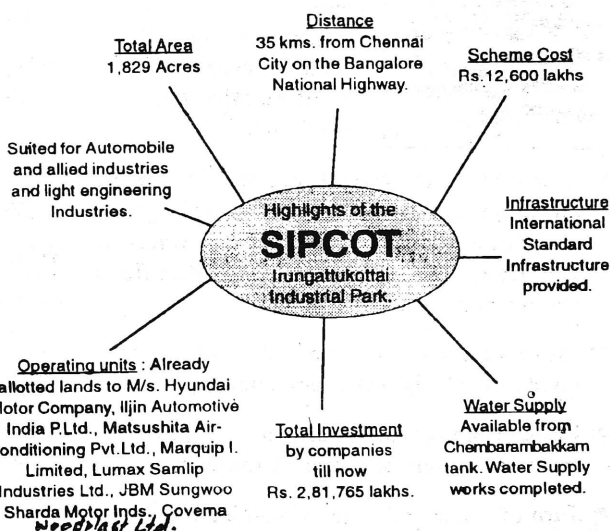
'A person who becomes famous by
maintaining beyond his means extravagant
expenditure by way of charity, will be
confronted with a situation in the future when
his seeming prosperity will be completely
ruined beyond repair.'

★ ★ ★

TAMIL NADU'S INDUSTRIAL FUTURE IN FAST FORWARD

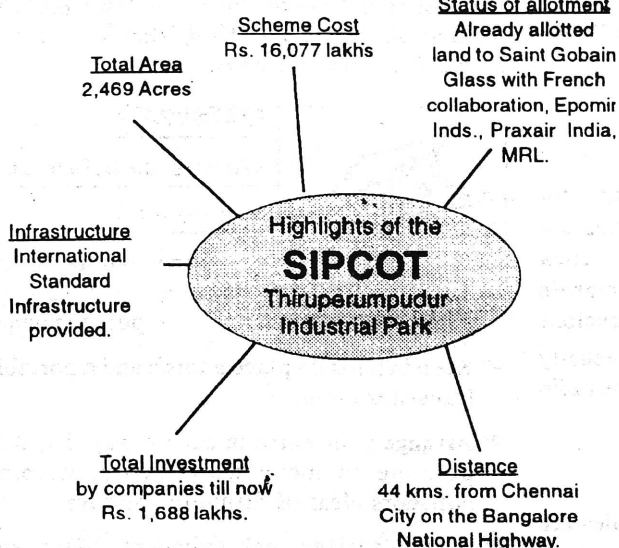
Stupendous growth. Accelerated investments. Well-developed infrastructure. A booming industrial sector. Probably why every other day, smart investors, both foreign and domestic are setting up their industry here. Resulting in a sharp rise in economic growth. More and better employment opportunities, and higher standards of living. Tamil Nadu's progress curve at the moment is almost straight upwards.

Spearheading the State's surge in the Industrial front is the State Industries Promotion Corporation of Tamil Nadu Ltd. (SIPCOT). SIPCOT's zeal has overseen 7 industrial complexes, covering an area of over 7,657 acres. 4 industrial parks/township spanning 8,078 acres are under formation. Another exclusive SIPCOT project is the Export Promotion Industrial Park (EPIP) at Gummidipoondi, on an area of 224 acres. Every one of these industrial parks is well equipped with



international standard infrastructural facilities, like power and water supply, communication, transport. Important social infrastructure like clinics, restaurants, entertainment centres and schools.

There's more SIPCOT has done for the State. Over the years several backward areas have turned into developed areas, thanks to SIPCOT's Industrial Parks and Complexes. Since its inception in 1971, SIPCOT has granted around Rs. 81,320 lakhs as term loans. In addition to the Sales tax deferral / waiver schemes, SIPCOT has also provided subsidies and financial incentives for hundreds of industrial projects. With an investment of Rs.11,000 crores, 866 Industrial Units are functioning in the various SIPCOT complexes, generating employment for 1,00,000 people. □



MAKE YOU AND YOUR COMMUNITY SAFER BEFORE DISASTER STRIKES

World Disaster Reduction Day,
October 14, 1998.



FLOOD

- ☞ Listen to the radio for advance information and advice.
- ☞ Disconnect all electrical appliances and move all valuable personal and household goods and clothing out of reach of flood water, if you are warned or if you suspect that flood waters may reach the house.
- ☞ Move vehicles, farm animals and movable goods to the highest ground nearby.
- ☞ Prevent dangerous pollution - move all insecticides out of reach of the water.
- ☞ Turn off electricity, gas if you have to leave the house.
- ☞ Lock all outside doors and windows if you have to leave the house.
- ☞ Do not enter flood waters on foot if you can avoid it.
- ☞ Never wander around a flood area.



CYCLONE

- ☞ Listen to the radio for advance information and advice. Allow considerable margin for safety. A cyclone

may change direction, speed or intensity within a few hours, so stay tuned to the radio for updated information.

Preparation

- ☞ If the storm-force winds or severe gales are forecast for your area.

- ☞ Store or secure loose boards, corrugated iron, rubbish tins or anything else that could become dangerous.
- ☞ Tape up large windows to prevent from shattering.
- ☞ Move to the nearest shelter or vacate the area if this is ordered by the appropriate government agency.

When the storm hits:

- ☞ Stay indoors and take shelter in the strongest part of your house.
- ☞ Listen to the radio and follow instructions.
- ☞ Open windows on the sheltered side of the house if the roof begins to lift.
- ☞ Find shelter if you are caught out in the open.
- ☞ Do not go outside or into a beach during a lull in storm.

Cyclones are often accompanied by large storm surges from the ocean or lakes and the precautions listed for floods should be taken if you live near the coast.



EARTHQUAKE

What to do before an earthquake?

- ☞ Learn about its causes and effects. Speak about them in a calm and composed manner.
- ☞ Keep in a handy place a torch and a portable transistor radio.
- ☞ Arrange your home in such a way that it is possible to move more easily, keeping corridors clear of furniture and toys.
- ☞ Attach shelves, gas cylinders, vases and flowerpots to the walls of your home.

- ☞ Place heavy or bulky objects on the floor or on the lowest shelves.
- ☞ Teach all members of your family how to turn off the electricity, water and gas supply.

What to do during an earthquake?

- ☞ Keep calm and keep others calm.

If you are at home or inside a building or auditorium.

- ☞ Do not rush to the doors or exit; never use the lifts; keep well away from windows, mirrors, chimneys and furniture.
- ☞ Protect yourself by staying under the lintel of an inner door, in the corner of a room, under a table or even under a bed.

If you are in the street:

- ☞ Walk towards an open place, in a calm and composed manner. Do not run and do not wander round the streets.
- ☞ Keep away from buildings, especially old, tall or detached buildings, electricity wires, slopes and walls, which are liable to collapse.

If you are driving:

- ☞ Stop the vehicle away from building, walls, slopes; electricity wires and cables, and stay in the vehicle.

What to do after an earthquake?

- ☞ Keep calm, switch on the transistor radio and obey any instructions you hear on the radio.
- ☞ Keep away from beaches and low banks of rivers. A huge wave may sweep it.
- ☞ Expect aftershocks.
- ☞ Turn off the water, gas and electricity.
- ☞ Do not smoke and do not light matches or use a cigarette lighter. Do not turn on switches. There may be gas leaks or short-circuits.

- ☞ Use a torch.

- ☞ If there is a fire, try to put it out. If you cannot, call the fire brigade.
- ☞ If people are seriously injured, do not move them unless they are in danger.
- ☞ Immediately clean up any inflammable products that may have spilled (alcohol, paint etc.)
- ☞ If you know that people have been buried, tell the rescue teams. Do not rush and do not worsen the situation of injured persons or your own situation.
- ☞ Avoid places where there are loose electric wires and do not touch any metal object in contact with them.
- ☞ Do not drink water from open containers without having examined it and filtered it through a sieve, a filter or an ordinary clean cloth.
- ☞ Eat something. You will feel better and more capable of helping others.
- ☞ If your home is badly damaged you will have to leave it. Collect water containers, food, and ordinary and special medicines (for persons with heart complaints, diabetes etc.)
- ☞ Do not re-enter badly damaged buildings and do not go near damaged structures.
- ☞ Do not walk around the streets to see what has happened. Keep clear of the streets to enable rescue vehicles to pass.

**Prevention begins
with information**

NALADIYAR

உயிர் நீங்கிய உடம்பு பயன்படாதழியும்
ஆதலின், அஃதுள்ள பொழுதே அழியாது
உயிருடன் செல்லுதற்கரிய அறப்பயனைச் செய்து
கொள்ள வேண்டும்.

அரும்பெறல் யாக்கையைப் பெற்ற பயத்தால்
பெரும்பயனும் ஆற்றவே கொள்க!-கரும்பூர்ந்த
சாறுபோற் சாலவும் பின்னுதவி; மற்றதன்
கோதுபோற் போகும் உடம்பு.

Virtue is the gain. The body mere refuse.

As the gain from the mortal frame now
reached - and which is so hard to reach -
with all thy might lay hold of virtue's lasting
good. As the juice expressed from the
sugarcane 'It will afterwards be thine aid,
when the body goes like refuse flung away.

★ ★ ★

செய்யக் கூடுமான அறங்களை விரவிற செய்து
கொள்ள வேண்டும்.

இன்றுகொல், அன்றுகொல், என்றுகொல், என்னாது
பின்றையே நின்றது கூற்றம்என் றெண்ணி,
ஒருவுமின் றியவை, ஒல்லும் வகையான்
மருவுமின் மாண்டார் அறம்.

Death stands waiting behind you.

'This day?' 'That day' 'What day?' O
question not the time! Bethink you death
stands behind you ever waiting! Put from
you every evil thing; and with all your powers
embrace the virtue which sages teach.

★ ★ ★

ஒருவன் சற்பாத்திரத்தில் அறஞ்செய்யின்
அவ்வறஞ் சிறியதாயினும் அவரது தகுதி
அளவாகப் பெருகும்.

உறக்குந் துணையதோர் ஆலம்வித் தீண்டி
இறப்ப நிழற்பயந் தாஅங்-கறப்பயனுந்
தான்சிறி தாயினுந் தக்காரகைப் பட்டக்கால்
வான்சிறிதாப் போர்த்து விடும்.

**A benefit conferred by the worthy on
the worthy.**

The banyan seed, though it be minute as
one might see in dreams, grows to a mighty
tree of amplest shade; so gifts from a virtuous
hand, received by a worthy hand, though
small, will hide the diminished heavens.

★ ★ ★

தம்மை அவமதிக்கும் கீழோரைக் கோபியா
திருத்தலே அறிவுடையோர்க்கழகு.

மதித்திறப் பாரும் இறக்க! மதியா
மிதித்திறப் பாரும் இறக்க!-மிதித்தேறி
ஈயுந் தலைமேல் இருத்தலால் அஃதறிவார்
காயுங் கதமின்மை நன்று.

Who pass esteeming us, let them pass on!
And those who contemn and trample on us as
they pass, let them too pass on! If even a fly
(especially unclean) should climb, trampling
on their head, it is well that the wise who know
its worth, should feel no wrath.

★ ★ ★

பிறவித்துன்பங்களை மனவெறுப்பின்றிப் பொறுப்பார்
உயர்ந்தோர்.

தண்டாச் சிறப்பிற்கும் இன்னுயிரைத் தாங்காது
கண்டுழி எல்லாந் துறப்பவோ? -மண்டி
அடிபெயரா தாற்ற விளிவந்த போழ்தின்
முடிகிற்கும் உள்ளத் தவர்.

**Resolute men bear meekly the evils of
life.**

Although disgraces throng thickly, and
may not be repulsed, will those whose minds
are set upon finishing the work begun,
renounce sweet life's unfailing worth in their
impatience, whenever they see (evils)?

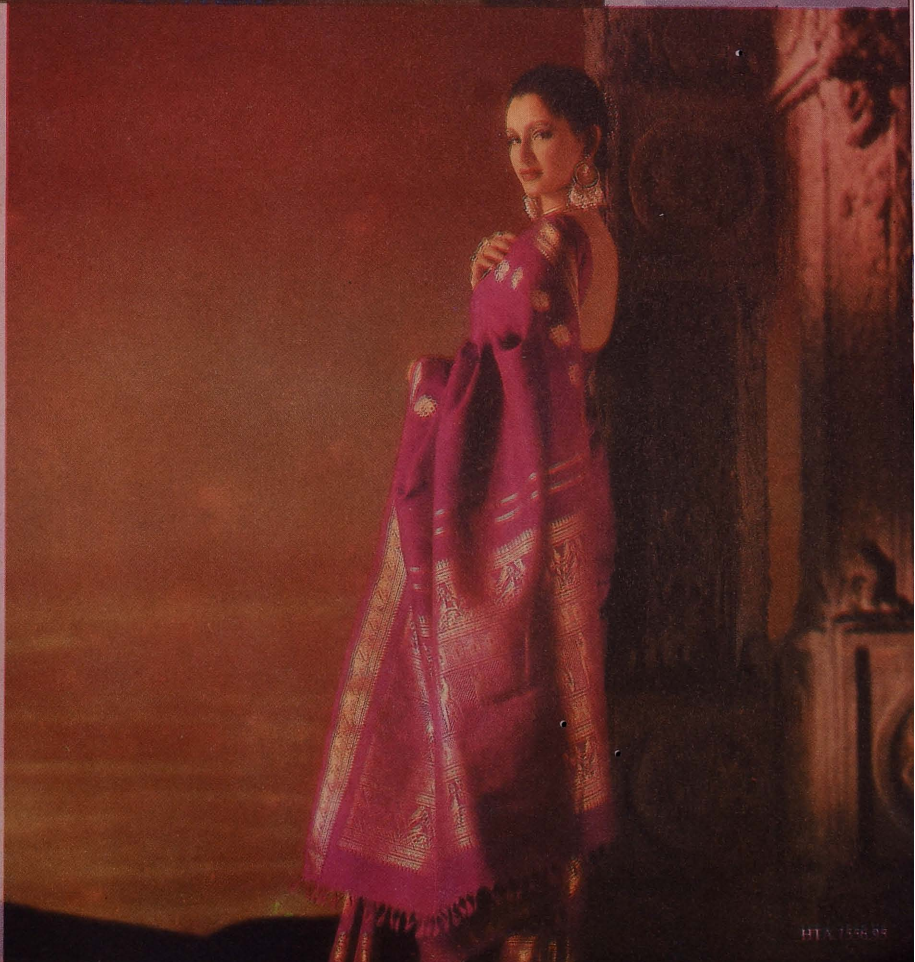
★ ★ ★



◆
PURE
silk

PURE
zari
◆

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



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TAMILNADU HANDLOOMS

