

# Tamil Arasu

MAY, 1976. 50 ps.



EDITION

# **Benefits of President's Rule In Tamilnadu**



- \* PRICES of Food and other commodities come tumbling down.
- \* Surprise raids and checks by Civil Supplies Officials ensure quality and fair price for all consumer articles.
- \* All pending Labour Disputes and Lock-outs resolved to benefit 24,000 workers involved.
- \* In 88 out of 204 big factories workers participation has come into being. Apprenticeship vacancies have been located for absorbing 7781 trained youth.
- \* Minimum wages have been fixed and announced for all types of agricultural labour.
- \* Debt Relief made available for agriculturists and economically weaker sections by moratorium till January 15, 1977.
- \* For establishing book banks in schools a sum of Rs. 5 lakhs was released in February. Students hostels are supplied essential commodities at controlled rate.
- \* "It is when we get out of step that we become Weak", said the Prime Minister. Tamil Nadu is now Marching in step with the Nation.

# Tamil Arasu

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## CONTENTS

	PAGES
Tamil Nadu Felicitates President on his 71st Birthday .. .. .	4—5
Silver Jubilee of Acharya's Bhoodan Movement ..	6
The Many Measures to dispel the glooms of drought	7—10
Valluvarkottam Inaugural Speeches .. ..	11—13
Civic Consciousness for a City beautiful ..	15—18
Child Care Schemes in the V Plan .. ..	19—21
Role of Banks in Liquidation of Rural indebtedness	23—25
The Dairy industry has fulfilled its promise ..	26—29
Inquiry into Misuse of Temple Funds ..	31—32
Progressive Labour Legislations of Tamil Nadu	33—34

## STATUE OF SAGE TIRUVALLUVAR ENSHRINED IN VALLUVARKOTTAM, MADRAS



“Exceptional Prophet in the galaxy of ethical Poets” says the President of India about Tiruvalluvar.

The Valluvarkottam has been thrown open to visitors recently and the number of visitors daily is surpassing all expectations. It is truly becoming a “beacon light to posterity.”



**TAMIL NADU  
FELICITATES  
PRESIDENT  
FAKHRUDDIN  
ALI AHMED  
ON HIS  
71<sup>ST</sup> BIRTHDAY**

— — —  
**GOVERNOR'S SPEECH  
AT PUBLIC MEETING**

\* \* \*

**Solidarity is the Key-Note**

**Speech of Thiru K. K. Shah, Governor of Tamilnadu, at the 71st Birthday Celebrations of Thiru Fakhruddin Ali Ahmed, President of India and National Solidarity Day at 6.00 p.m. on 13th May, 1976. At Kalai-vanar Arangam, Madras.**

Friends :

It gives me great pleasure to participate in this prestigious function and to join the people of Tamilnadu in offering our respectful felicitations to our revered President of India, Shri Fakhruddin Ali Ahmed, on the occasion of his 71st birthday, wisely celebrated as National Solidarity Day, throughout the length and breadth of India.

The greatest honour that the people of India as a whole can confer on a single fellow-countryman in our Sovereign Democratic Republic is to elect him to the highest office of the President of India. It was on the 24th August, 1974, that Shri Fakhruddin Ali Ahmed was elected to this high office. He was elected because he symbolises the aspirations of the common man. His remarkable understanding of the

problems of the people and his ardent desire to serve the masses have endeared him to every segment and section of society. He is a true representative of our composite culture. His modesty is a hall mark of his greatness. His devotion to the common man and his interest to serve the interests of the country are an ideal for others to follow.

He was born and educated first in Uttar Pradesh. He prosecuted his higher studies and was called to the Bar in England. On his return, he entered the legal profession in Punjab. He then went to Assam and settled there for a long time. He thus synthesises the best in both Indian culture and the western civilisation. With his broad outlook he prepared and equipped himself for any responsible public office. He is a product of the national movement. He had the good fortune to work with Mahatma Gandhi, Pandit Jawaharlal Nehru, Sardar Patel and Moulana Azad, Rajaji, Satyamurthy and others. During the forty years of his public life, he has consistently and constantly striven to serve the cause of democracy, socialism and secularism. He always reminds us with gratitude the fact that those who follow the noble tradition established by Mahatma Gandhi, and continued by Pandit Nehru and his distinguished successors, including our present dynamic and illustrious, Prime Minister Shrimati Indira Gandhi, can alone strengthen the bonds of emotional integration. Dr. Zakir Hussain once said: "Providence has destined India to be the laboratory in which the greatest experiment of cultural synthesis will be undertaken and successfully completed." I venture to state that our present President is a symbol of this cultural synthesis of India.

Shri Fakhruddin Ali Ahmed, by his service and sacrifice, during the freedom struggle, won the confidence of the people and soon after attainment of Independence, positions of responsibilities one after the other came seeking for his stewardship. Even during the freedom struggle, as Revenue and Finance Minister in Assam in the Bardolai Cabinet in the years 1938-39, he introduced important measures like grant of 50% land revenue remission and imposition of tax on agricultural income. His active participation in the Quit India Struggle and his understanding of the prob-

## Solidarity Can Survive Only if the Masses do not become the Pawns of Cheap demagogues

lems of teeming millions won him the distinction of being one of the top leaders of the country.

As Minister of the Assam Cabinet from 1957-62, he held portfolios of Finance, Law, Community Development, Panchayat and local self-government. To be able to inspire confidence and to be able to maintain it is a rare achievement. Fakhruddin Saheb enjoys the rare distinction of not only inspiring confidence in his countrymen but in foreigners and foreign governments. His efforts to understand the other man's point of view and his ability to strike a mutually acceptable mean is acknowledged in all quarters. Fakhruddin Saheb never misses the point and easily finds out what is in the interests of the country. During his career, he has faced situations of momentous importance. It must be said to his credit that on every occasion he displayed rare ability to take decisions in national interest and displayed unique courage of conviction. His contribution as administrator is glorious. He gave a new impetus for growth, provided wider base for small and ancillary industries, paid special attention to backward areas and displayed thorough understanding in selecting foreign collaboration as Industry Minister. Some of the important legislative measures piloted by him speak volumes about his capacity to convince. His rich and wide experience can be gauged by the fact that he held the portfolios of Irrigation and Power, Industrial Development and Company Affairs and Agriculture. Many of the important decisions of the Government of India bear the imprint of his advice and guidance, as a senior-most member of the Political Affairs Committee. The fact that he secured more than 80% of the votes in the Presidential Election in 1974 is demonstrative proof of his popularity.

He is blessed with a genial, understanding and devoted wife in Begum Abida Ahmed. She has been a source of inspiration to many

worthy causes. Her services in different fields of social activities have carved out a unique place for her. Her interests are wide and varied. It is a matter for pride that she is one of the recognised experts in art. We wish them both long years of life and continued service.

What great impact his cosmopolitan outlook makes on the masses was demonstrated during the last visit of the President. His forthright speech in S. I. E. T. premises has won the hearts of all lovers of national integration. It combined courage of conviction, wisdom and statesmanship of high order.

We are celebrating the President's birthday as National Solidarity Day. As all of us are aware, we had paid a heavy price for winning our freedom. Indian history provides ample proof that whenever we were divided, foreigners ruled over us and exploited us. The greatest achievement of Mahatma Gandhi was to unite the country. We have learnt a bitter lesson that alien rulers, in order to promote their own interests, divided the people in the name of religion, caste, community, language and what not. All kinds of fissiparous tendencies have raised their ugly heads from time to time and our weaknesses have been fully exploited.

The moment we overcame the weaknesses, we won our freedom. We thought that these weaknesses were buried fathoms deep once for all. But during the last 25 years, we have discovered to our dismay that the same weaknesses from which we had suffered before, can create internal divisions with resultant defiance of law and ultimate danger to our national unity. Even now the masses can be driven to frenzy in the name of caste, community, religion and language. It is only the refusal of the masses to play into the hands of demagogues that can ensure national solidarity and masses can be so trained only if there are leaders like our President whose honesty is so transparent that it impresses the common man. When fissiparous tendencies were about to disrupt the very basis, our sagacious Prime Minister stood like a rock and saved the situation. Posterity will remember with gratitude that it was during the stewardship of Fakhruddin

(Continued on page 34)

# SILVER JUBILEE OF ACHARYA'S BHOODAN MOVEMENT



## GOVERNOR EMPHASISES SELF DISCIPLINE IMPLICIT IN SARVODAYA

The Silver Jubilee of Bhoodan Movement was celebrated all over Tamil Nadu in April.

Presiding over the Bhoodan silver jubilee celebrations and exhibition at Gandhi Mandapam in Guindy, the Governor said Vinobaji's concept of Bhoodan had the basis on socio democratic principles enunciated by Gandhiji. Sarvodaya is self imposed discipline. Democratic socialism is discipline imposed in the interest of uplift of the backward and neglected. Economic and political discipline is the essence of the Emergency and the 20-point programme."

In Tamil Nadu he said, 23,472 acres had been donated for Bhoodan movement by 15,789 persons. Of this 22,113 acres had been distributed to the landless poor, majority of them being Harijans. The Gramdan societies had been sanctioned in their initial stages Rs. 9.4 lakhs for development of the land donated to the poor farmers.

He felt that this non-political organisation working for the strengthening of democracy and preventing exploitation at the hands of demagogues, could be a source of strength and inspiration to the rest of the world.

The first Bhoodan Yatra in Tamil Nadu was started by Thiru Shankar rao Deo on the 2nd October, 1952 at Rameswaram. He had a wonderful experience during his walking tour covering the districts of Ramanathapuram, Madurai and Coimbatore. Hundreds of Bhoodan gifts were offered and thus it proved to be an encouraging start of Bhoodan in the State of Tamil Nadu. Walking tours and public meetings, conferences, seminars and training camps were organised in the following years by important leaders of

the Sarvodaya Movement, culminating in the walking tour of Acharya Vinoba Bhave who trekked for eleven months in Tamil Nadu from 13th May, 1956 to April 18, 1957. The main emphasis was laid on getting Gramdans during his yatra. It was during his yatra in Madurai District that 250 gramdans were announced.

The fact that Vinobaji's Pada-yatra gave birth to hundreds of Gramdan made it inevitable to legalise what has been achieved through persuasion. It involves verification of Bhoodan and Gramdan, confirmation and publication of the

**22,100 ACRES  
BHOODAN  
LANDS  
DISTRIBUTED  
IN  
TAMIL NADU**

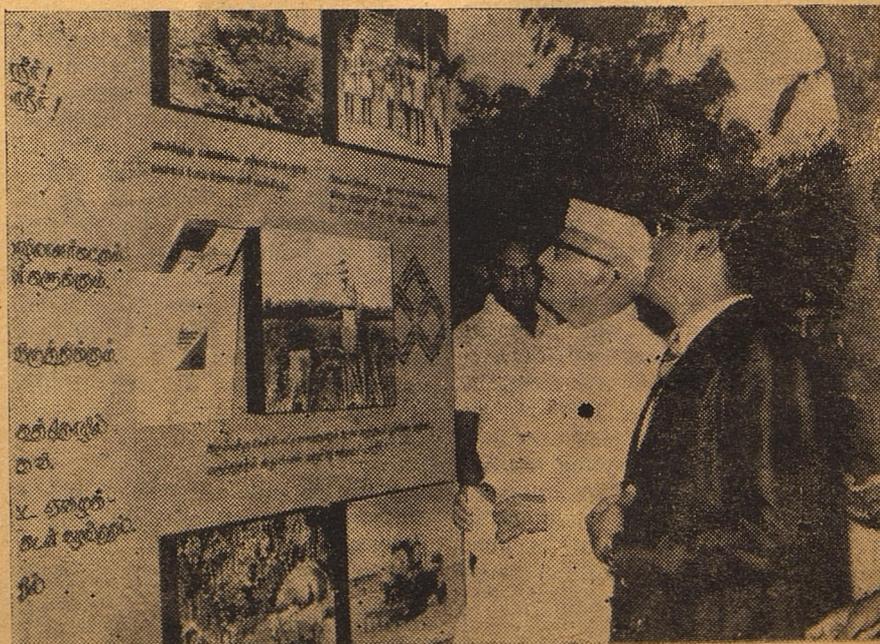
same in the gazette. For this purpose, the Tamil Nadu State Bhoodan Board was constituted by the Government in the year 1959, as per the Tamil Nadu Bhoodan Yagna Act enacted in 1958.

### Gramdan and Bhoodan Service Co-op. Societies :

In this State, 32 Gramdan Sarvodaya Co-operative Societies are functioning, out of which, 31 societies are in Madurai district and the other one is in Thanjavur District. There are 3,497 members in these societies and they have contributed share capital to the tune of Rs. 19,570. are 2,416.16 acres, out of which 595 acres are under wet and garden cultivation and the rest under dry cultivation. 341 wells were sunk with Government financial assistance as well as by the own resources of the members.

These societies have disbursed a sum of Rs. 7,12,186, of which, a sum of Rs. 4,94,008 is loan, and the rest of Rs. 2,18,178 is subsidy. The assistance was given for various purposes such as purchase of bulls, agricultural implements, shares in the Co-operative Central Bank and other expenses in connection with running of the societies.

There are 13 Bhoodan Service Co-operative Societies in the State. There are 705 members in these societies. Total extent of land held by these societies is 1,439.48 acres. These societies were sanctioned financial assistance by the Govt. to the tune of Rs. 2,70,560 out of which a sum of Rs. 2,03,352 is loan and Rs. 67,208 is subsidy.



# DROUGHT RELIEF MEASURES

Relief Measures undertaken during  
February-March, 1976

## Plan To Increase Purchasing Power of affected People

### LIST OF MEASURES AND VILLAGES AFFECTED

As a result of the failure of the North East monsoon for the second successive year, parts of Tirunelveli, Ramanathapuram, Madurai, Tiruchirapalli, Pudukkottai, North Arcot, South Arcot, Coimbatore, Salem and Dharmapuri districts are in the grip of an intensive drought. Drought conditions prevail in 3,594 villages in 67 taluks of these 10 districts. The list of affected taluks is in the Annexure I.

2. As the monsoon has failed for the second successive year, the water table has gone down substantially in the affected areas resulting in acute scarcity of drinking water. There is scarcity of drinking water in 9,159 hamlets.

3. Despite fall in foodgrain prices and easy availability of foodgrains, the purchasing power of agricultural labourers in the drought affected areas has been impaired by drought conditions. To restore purchasing power in the vulnerable sections of rural population, employment-oriented works are required in the areas concerned.

#### Approach to Drought Relief

4. Drought Relief operations have been organised not only with a view to provide relief, but also to create permanent assets which would strengthen the ability of the affected areas to resist future drought conditions. Keeping this general policy in view, drought relief has been organised on the following lines :—

(1) top priority has been given to the execution of drinking water schemes. Experience has shown that deepening of drinking water wells does not lead to the creation of permanent drinking water facilities. Hence, even though the provision of drinking water through deep bore wells is costly, a massive programme for sinking deep bore wells has been launched.

(2) to augment employment in the drought affected areas, labour intensive schemes included in the budget of Government Departments have been accelerated. Since the schemes find a place in the State Plan, they have been formulated after careful investigation and are designed to create permanent assets.

(3) As the total outlay needed to cope with the drought situation on the scale warranted by its intensity, requires Central Government support, the Central Government has been approached for Drought Relief assistance.

(4) Postponement and remission of Land Revenue have been ordered as per provisions of the Board's Standing Orders, with the modification that there will be full remission when the yield is 25% or below.

5. An additional outlay of Rs. 53 lakhs was sanctioned for sinking deep bore-wells to augment drinking water supply. A total of 525 bore wells have been sunk during this period as follows :

District	No. of deep bore-wells
Tirunelveli ..	226
Ramanathapuram ..	98
Madurai ..	46
North Arcot ..	54
Tiruchirapalli ..	30
Salem ..	30
Coimbatore ..	41
	<hr/> 525 <hr/>

#### Employment-oriented works

6. In addition to the normal budget provision, an expenditure of Rs. 20 lakhs for Tirunelveli and Rs. 10 lakhs for Ramanathapuram districts was sanctioned for road-works to generate additional employment. Similarly, an additional allotment of Rs. 10 lakhs for minor irrigation was made to Tirunelveli district. Actual expenditure incurred on labour intensive works inclusive of expenditure based on above additional allotment during February-March 1976 is given below:

	Rs. (lakhs)
Irrigation ..	218
Roads ..	54
Soil conservation ..	7
	<hr/> 279 <hr/>

**RELIEF MEASURES PROGRAM-  
MED FOR APRIL-SEPTEMBER  
1976**

**Drinking water supply**

Out of the Tamil Nadu Water Supply and Drainage Board's budget allocation for 1976-77, Rs. 1.5 crores is available for provision of drinking water supply in the drought affected areas. Pending release of Central assistance, this allocation has been increased to Rs. 4.50 crores to enable the execution of a programme of sinking 2,400 deep bore wells before 30th June, 1976. The district-wise distribution is as follows :

Tirunelveli ..	600
Ramanathapuram ..	500
Coimbatore ..	200
Salem ..	150
Madurai ..	400
Tiruchirappalli ..	100
Pudukkottai ..	100
Dharmapuri ..	50
South Arcot ..	50
North Arcot ..	150
	<hr/>
	2,300
Reserve ..	100
	<hr/>
	2,400
	<hr/>

The actual location of the sites is determined by Tamil Nadu Water Supply and Drainage Board on the basis of technical data and in consultation with the Collectors.

In the period April 1 to 24, 1976, 319 bore wells have been executed by Tamil Nadu Water Supply and Drainage Board in respect of this programme. As Tamil Nadu Water Supply and Drainage Board's fleet of drills is being supplemented by drills from other Government departments like Agriculture and Ground Water Directorate as well as drills hired from private parties, this work will gain further momentum in the weeks to come.

**Employment oriented works**

Labour intensive schemes located in the drought affected area finding place in the budget for 1976-77 are being speeded up to generate additional employment during the period April-September, 1976. New

schemes have been sanctioned in Soil Conservation and Afforestation supplementing the budget allotment. Besides, pending Central assistance, the Plan allocations have been increased in respect of special Minor Irrigation Programme and Fair Weather Roads so that a larger number of employment-oriented works can be undertaken in the drought affected areas immediately. The amounts earmarked from State funds for labour intensive schemes in drought affected areas inclusive of the additional allotments are given below :

**REMISSION AND POSTPONE-  
MENT OF GOVERNMENT  
DUES**

In the context of the drought situation the State Government have ordered the following relief to the ryots of the affected areas in regard to Government dues:

(a) Land Revenue remission has been ordered in the affected areas based on the Board's Standing Orders relating to the grant of seasonal remission but with the modification that there will be full remission where the crop yield is 25% and below. Each survey field affected will be the unit for the purpose of grant of this remission.

(b) In cases where land revenue is remitted as stated above, local cess would stand automatically remitted.

(c) The local cess has been ordered to be remitted in dry lands also where the yield of the crop if any raised, is 25% and below.

(d) The Panchayat Unions concerned have been advised not to levy local cess surcharge in cases where local cess has been remitted. However, Local Cess Surcharge thus remitted will be paid to the concerned Panchayat Unions quarterly on the basis of the annual collections made during 1973-74.

(e) The Government realise that it would be a hardship for the ryots in whose cases land revenue and local cess have been remitted to pay the arrear and current instalments of State Government loans due in Fasli 1385. Therefore in respect of the ryots in whose holdings 50 per cent or more of the lands has been affected and become eligible for remission, the arrears and current instalments of Government loans due in Fasli 1385 have been ordered to be postponed to Fasli 1386.

(f) Arrears of land revenue which become due for payment during this Fasli and earlier faslies have been ordered to be postponed in respect of the fields where land revenue and local cess have been remitted as stated above.

The exact amount of land revenue, local cess etc., to be remitted and the amounts of land revenue and loans to be postponed cannot be specified at this stage pending jamabandi.

**DISTRICT-WISE EXPENDITURE**

	Rs. (lakhs)
1. Major and Medium Irrigation .. .. .	245
2. Minor Irrigation .. .. .	315
3. D.P.A.P. Schemes .. .. .	169
4. Soil Conservation and Afforestation .. .. .	60
5. Roads .. .. .	229
Total .. .. .	<hr/> 1,016
Total allocation for employment-oriented works .. .. .	1,016
Allocation for drinking water supply ( <i>vide</i> para 8 above) .. .. .	450
Total allocation for Drought Relief from State Budget .. .. .	<hr/> 1,466

**NEED  
FOR  
CENTRAL  
AID  
ASSESSED  
AT  
RS. 19 CRORES**



**30 MILLION MAN—  
DAYS EMPLOYMENT  
TO BE CREATED**

As this is the second successive year when monsoon has failed in the affected areas, the need for relief both in regard to drinking water supply and employment-oriented works is substantial. The determination of the State Government to harness maximum available resources within the budget can be seen from the work done and expenditure incurred in the drought affected areas during February-March 1976 and the programmes finalised and the allocations made for the period April-September, 1976. However to meet the situation adequately and provide relief on the needed scale, Central assistance is required. The Central Government have shown utmost understanding of the situation and deputed a Central Team consisting of representatives of the Planning Commission, Finance Ministry and the Agricultural Ministry to visit the drought affected areas during the week 20th-25th April, 1976. The Central Team visited Madurai, Ramanathapuram, Tirunelveli, Coimbatore, Salem and Dharmapuri Districts, met the affected ryots and had discussions with representatives of Panchayat Unions. During their final discussions with the State Government officials on the 26th April 1976 they have been given an estimate of the Central assistance needed, which amounts to about Rs. 19 crores.

**NO. OF VILLAGES AFFECTED BY DROUGHT DURING  
FASLI 1385.**

<i>Name of District</i>	<i>Total No. of villages in the district</i>	<i>Name of Taluks affected</i>	<i>No. of villages affected in the district</i>
(1)	(2)	(3)	(4)
1. TIRUNELVELI ..	1039	1. Tirunelveli 2. Tenkasi 3. V.K. Pudur (Additional) (Taluk) 4. Shencottah 5. Srivaikuntam 6. Tiruchendur 7. Tuticorin 8. Ambasamudram 9. Nanguneri 10. Vilathikulam 11. Ottapidaram 12. Sankarankoil 13. Koilpatti 14. Sivagiri	737
2. RAMANATHAPURAM	1370	1. Karaikudi 2. Thirupathur 3. Devakottai 4. Tiruvadana 5. Manamadurai 6. Sivaganga 7. Illayangudi 8. Mudukulathur 9. Paramakudi 10. Ramnad 11. Kamuthi 12. Srivilliputhur 13. Rajapalayam 14. Sathur 15. Virudhunagar 16. Aruppukottai 17. Tiruchulli	850
3. MADURAI	1077	1. Madutai South 2. Tirumangalam 3. Kodaikanal 4. Periakulam 5. Uthamapalayam 6. Dindigul 7. Palani 8. Vedaasudur 9. Melur 10. Nilakottai 11. Usilampatti	557
4. TIRUCHIRAPALLI ..	939	1. Perambalur 2. Musiri 3. Thuraiyur	117
5. PUDUKKOTTAI ..	713	1. Pudukkottai 2. Tirumayam 3. Kulathur	100

(1)	(2)	(3)	(4)
6. SALEM ..	1019	1. Attur 2. Tiruchencode 3. Sankari 4. Namakkal 5. Omolur 6. Mettur	425
7. COIMBATORE ..	991	1. Avinashi 2. Coimbatore 3. Dharapuram 4. Palladam	257
8. NORTH ARCOT ..	1918	1. TIRUVANNAMALAI 2. Chengam	211
9. DHARMAPURI ..	1109	1. Harur	45
10. SOUTH ARCOT	2191	1. Gingee 2. Tindivanam 3. Vridhachalam 4. Kallakurichi 5. Ulundurpet 6. Tirukoilur	
Total ..	12366		3594

**DETAILS OF THE EXPENDITURE ON DROUGHT RELIEF DURING FEBRUARY AND MARCH 1976**

Name of District	Major and Medium	S.M.I.P.	A.M.I.P. and others	Rural roads	Fair whether roads	Soil Conser- vation	Drought Prone Areas Programme	Total
1	2	3	4	5	6	7	8	9
North Arcot District ..	..	0.92	0.12	0.75	..	0.17	..	1.96
South Arcot ..	..	2.77	1.86	4.80	..	..	..	9.43
North Arcot District ..	0.92	0.12	0.75	..	0.17	..	North Arcot District	
Tiruchirapalli ..	..	1.27	0.60	0.32	1.09	0.30	..	3.92
Pudukkottai				0.03	0.31	..		
Madurai ..	77.97	..	0.13	0.65	2.50	0.30	..	81.55
Tirunelveli ..	..	9.24	6.92	6.19	12.19	0.24	..	34.78
Coimbatore ..	..	3.20	2.35	..	..	0.49	..	6.04
Salem ..	..	4.17	0.33	4.66	..	0.48	..	9.64
Ramanathapuram ..	..	0.31	0.68	3.82	16.25	..	70.89	91.95
Dharmapuri ..	..	0.01	..	0.84	..	..	39.66	40.51
Total ..	77.97	21.89	12.99	22.06	32.34	1.98	110.55	279.78

# THE PRESIDENT OF INDIA DECLARES OPEN



(Speech of Thiru Fakhruddin Ali Ahmed, President of India on 15-4-76 at Madras while declaring open the "Valluvar Kottam.")

I am thankful to the Governor, Shri K. K. Shah and the people of Tamilnadu for inviting me to declare open this magnificent edifice 'VAL-LUVAR KOTTAM' in this historic city of Madras to perpetuate the memory of that 'immortal bard of universal man', Valluvar, whose work, the Kural, has been acclaimed for over two thousand years as a moral code of conduct for all mankind and for all time. The message of Valluvar, is as relevant to us today as it was in his time and its fascination and appeal seem to grow along with the widening liberal outlook of mankind in a world, increasingly guided by reason and science.

I would not attempt to expound to you the greatness of the Kural ; in Tamilnadu Thiruvalluvas sweet couplets of exquisite rhyme and metre so astonishingly universal in their appeal and refreshingly modern in their outlook are widely known and revered. There could not be a better tribute paid to this classic than that of Albert Schweitzer when he said 'that there hardly exists in the world a collection of maxims in which we find so much lofty wisdom'.

## "A BEACON LIGHT TO POSTERITY"

As I studied the translations of the Kural in English, I could well appreciate the early and enduring contribution of the Tamils to the evolution of the grand mosaic of a common Indian culture. In this nuclear age, where reason and science seek to mould and guide thoughts, of man, the Kural is vitally relevant, preaching, as it does, a social philosophy of life and action based on rationality, love and benevolence, with the moral and material welfare of humanity as its goal. This aspect of the saint-poet, I had occasion to stress when I had the pleasure of unveiling his statue last year in the capital city of our Nation, pleading at the same time to all regional cultural centres to accelerate the process of emotional integration and social and cultural regeneration of India, that is Bharat.

### Action - Based Tirukkural

Valluvar made man the Centre of his philosophy and enunciated the three basic aspirations of virtue,

**AND  
DESCRIBES  
IT  
AS**

wealth and love, as social doctrines fundamental to world happiness and individual well-being and self-realisation. He concentrated on guiding the individual, so that the cumulative effect of the individual's reformation may permeate and pervade society.

"To be quite free from mental blots is all that's righteousness. And all the rest of acts without such freedom are but fuss".

It is this emphasis on individual righteousness that marks out Thiruvalluvar as an exceptional prophet in the galaxy of ethical poets. There are ethical poets who soar in the rarified heights of idealism ; and still others, who are dominated by the demands of realism and pragmatic considerations, but Valluvar struck a golden mean between these two. In the wondrous web that this venerable sage wove, realism is the warp, and idealism the woof.

Today idealogues talk about the new man, but the concept goes back in fact to Valluvar who envisaged

the concept of the new man in his chapters dealing with righteousness. Even after 20 centuries, it is difficult to improve upon his concept. The universal mind of Valluvar conceived at the same time the concept of a just State. As has been emphasised by many political philosophers, the concept of the new man and the just social order always go together. Currently, there is talk about duties of citizens as well as the principles of a just State being in a symbiotic relationship. Valluvar's chapters on the just social order outline the duties of rulers, the qualities necessary for the Ministers and administrators and the parameters of an ideal State.

Today, we are engaged in an all-out struggle to eradicate poverty, illiteracy and sickness through a socialistic set up. The concept of socialism is not new. I would like to recall here the views expressed by Dr. Zakir Husain on the occasion of unveiling the portrait of Tiruvalluvar at the Madras Legislative

Assembly Hall in March, 1964. "More than two thousand years ago, Tiruvalluvar, has in his wonderful epigrammatic style, stated that the duties of the rulers are production of wealth, conservation of resources, and just distribution of wealth. No one could claim to be a better socialist than this great saint of Tamilnadu." The imperative objective of socialism is to eliminate poverty. The synoptic vision of Valluvar has enabled him to diagnose correctly the malady of modern society. Unerringly, Valluvar points out that poverty is not God-made, but man-made. The economic system should be such that every citizen should have equal opportunity and the economic resources of the community should not be monopolised by a few, but, should be thrown open to the many.

We construct memorials and monuments in the memory of great sages and scholars. We do so in order to perpetuate the memory of the great, to foster, preserve and

practise their valuable teachings and preachings. But what is important, is not the physical grandeur of the monuments, but the inspiring message that is embodied in them. The noble ideas and sentiments expressed in the Kural should not be construed as mere slogans, but should be translated into action. The greatest tribute that can be paid to Valluvar is following his precepts and being imbued with his dynamic vision and the spirit of dedicated endeavour, to which his work is such a noble exhortation.

With these words, Ladies and Gentlemen, I now declare open this Valluvar Kottam, which, I trust will before long become a living centre for academic and cultural activities. This towering memorial will doubtless serve as a beacon-light to the present generation and the generations to come. I once again thank the people of Tamilnadu for having given me this great privilege.

Vanakkam. Jai Hind !

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## Governor's Speech At Opening of Valluvar Kottam

We are singularly fortunate in having in our midst, our revered Rashtrapatiji to perform the opening ceremony of this memorial to Saint Tiruvalluvar, an embodiment, not only of the highest aspirations of mankind but an apostle of composite harmony between cross sections of the masses. His wisdom has defied ravages of time and has proved stable even in the light of tremendous revelations of science.

In you, Sir, we distinctly see the eminence of a distinguished leader of the nation who is not only a staunch upholder of the composite culture and fundamental unity of India, but a great patriot, nationalist and representative of the best in our civilisation and culture. The message of Saint Tiruvalluvar has universal appeal and has a validity for all time. It is most fitting that you should declare open the memorial and dedicate it to the Nation, as a symbol of the glory and greatness of the immortal author of the imperishable Tamil Veda. The thought that this is your first visit to the State which is under your administration, lends special charm to the occasion.

Tamil is the most ancient language, dating back to several millennia, with rich and varied literature. Tirukkural is one of its brightest jewels. Very rightly, Tiruvalluvar was described by the Tamil poet Subrahmanya Bharati as "the gift of Tamil Nadu to the world." The ancient wisdom of India is truly enshrined in illustrious works like Tirukkural. Rev. Dr. G. U. Pope who has himself translated the Tirukkural into English observed :

"I have felt sometimes as if there must be a blessing in store for a people that delight so utterly in compositions thus remarkably expressive of a hunger and thirst after righteousness."

The well-known missionary, Dr. Albert Schweitzer, appreciated Tirukkural for its wealth of maxims and remarked : "There hardly exists in the literature of the world a book which contains such lofty maxims." I cannot improve upon what such great scholars have said about this masterpiece of wisdom which has been translated into many languages.

Tiruvalluvar provides moral base for the society and upholds human dignity. We get an image of Tiruvalluvar from the Tirukkural as a lover of the masses—of simple tastes, transparent honesty, strong convictions, immense wisdom, sound moral principles and unprejudiced mind. His work brings out his world wisdom and his keen observation of men and things.

### At the altar of Truth and Non-violence

Tirukkural—or Kural as we popularly call it—is not a mere inventory of maxims. It is a treasure—house of wise observations on all aspects of life—expressing the most profound thought on the most difficult problems of human existence, with the utmost amazing economy of words and with the excellence of artistic finish. Tiruvalluvar tells us how to live a full and useful life, ennobling and purposeful, a life of love and service to all. He was a votary at the altar at which the Father of the Nation, Mahatma Gandhij himself worshipped—and that is the altar of Truth and Non-violence.

The need of the hour is discipline for the growth of democracy on healthy lines. If there is no discipline or self-control, democracy cannot be made a mode of living. All the conflicts in the world can be traced to lack of self-control which is the *sine qua non* of discipline and unity. How wisely Tiruvalluvar exhorts us in these immortal words.—

**Addakkam amararul uikkum : adangaamai  
Arirul uithu—vidum (121)**

அடக்கம் அமரருள் உய்க்கும் ; அடங்காமை  
ஆரிருள் உய்த்து விடும்.

Self-control places one among the gods ;  
lack of it leads one to the darkness of hell.

He exhorts us to practise self-control by saying :

**Kaakka Porulaa adakkathai ; aakkam  
Adaninoongu illai uyirukku (122)**

காக்க பொருளா அடக்கத்தை ; ஆக்கம்  
அதனினூஉங் கில்லை உயிர்க்கு.

Guard self-control as wealth. There is no gain  
greater than that to human life.

**Nilayin thiriyaa thadangiyaan thotram  
Malayinum maanap-perithu (124)**

நிலையின் திரியாது அடங்கியான் தோற்றம்  
மலையினும் மாணப் பெரிது.

The appearance of the man of self-control is greater  
and gladder than that of the mountain.

It is self-less service which makes life worth living. What  
an excellent simile when he says :

**Kaimmaaru Vendaa Kadapaadu maarimat-  
tennatrum kollo ulaku (211)**

கைம்மாறு வேண்டா கடப்பாடு மாரிமாட்டு  
என்னாற்றும் கொல்லோ உலகு ?

Do not expect any return for the services done.  
What does the world give in exchange for the  
clouds that pour rain ?

In the discharge of our duties, we will do well to bear in  
mind the words of caution uttered by Tiruvalluvar :—

**Ennith-thunika karumam thunindhapin  
Ennuvam enba-thizhukku (467)**

எண்ணித் துணிக கருமம் ; துணிந்தபின்  
எண்ணுவம் என்பது இழுக்கு.

Begin your task after much deliberation. To think  
about it after launching action is to court a grievous  
blunder.

What depth of practical knowledge he reveals when he  
says :

**Nandraatrall ullum thavarundu ; avaravar  
Panbarindu aatraak kadai (469)**

நன்றற்றல் உள்ளும் தவறுண்டு ; அவரவர்  
பண்பறிந்து ஆற்றுக கடை.

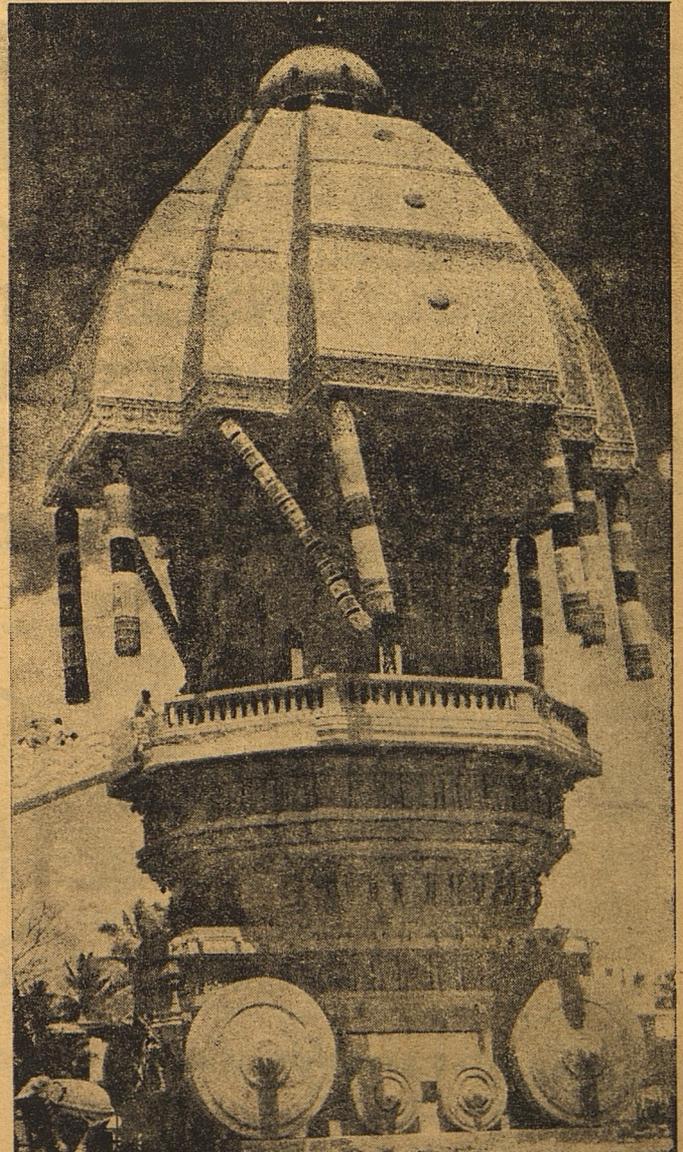
There are failures even in acting well; when it is  
done without knowing the various dispositions of  
men.

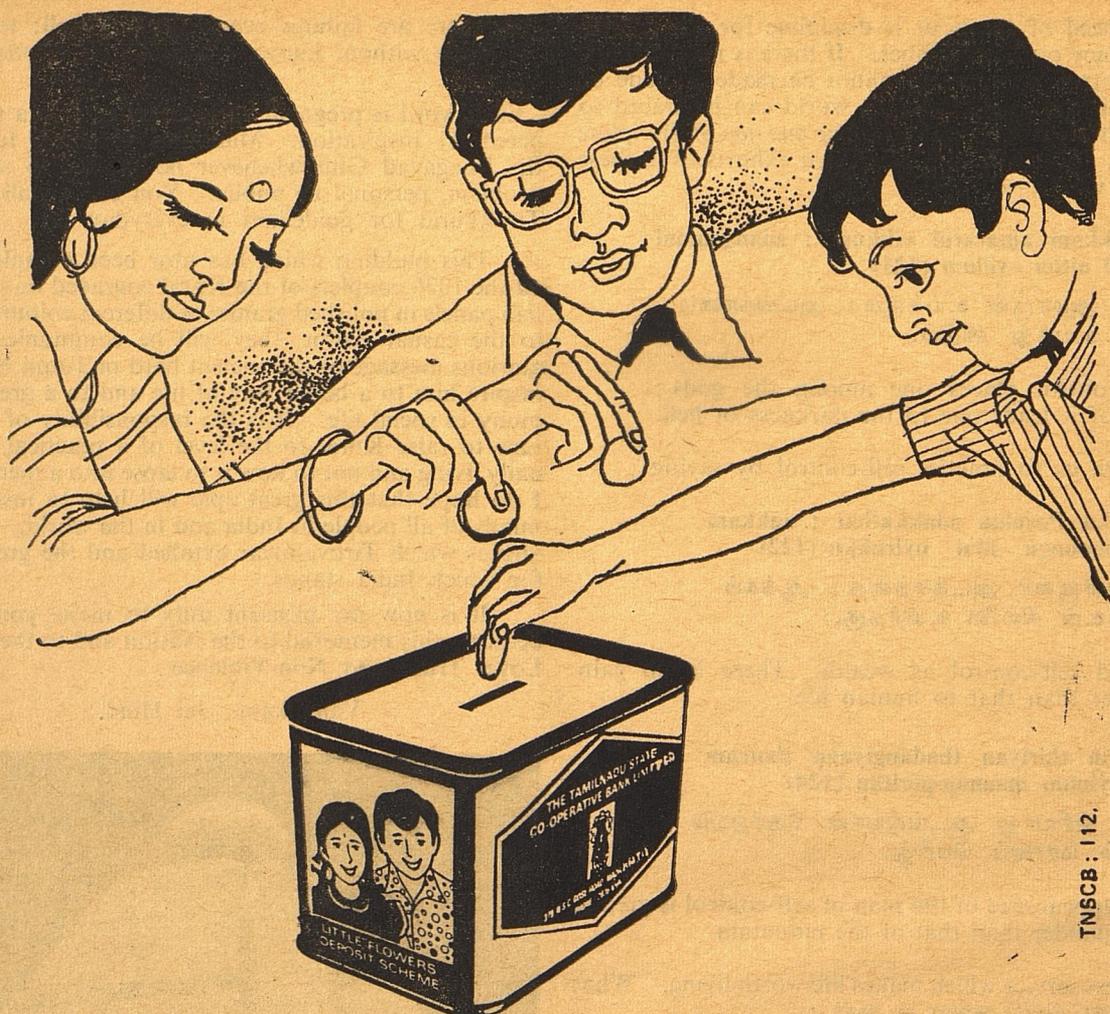
Each word is pregnant with meaning. It is a source of  
perennial inspiration. Mahatma Gandhiji turned to  
the Bhagavad Gita whenever he wanted to solve any  
problem, personal or public. You can equally turn to  
Tirukkural for guidelines in everyday life.

This building which has now been completed, has  
all the 1330 couplets of the Kural engraved on its veran-  
dah panels in polished granite of different colours. Even  
to the casual visitor, they will be communicating the  
glorious message of the ancient bard of Tamil Nadu and  
inspire him to a better way of life and to a greater har-  
mony in social life. It is the responsibility of all of us  
now to raise Kural to the level of a practical guide to  
daily living and not to allow it to lapse into a mere slogan.  
I do hope that this great epic will help to instil in the  
minds of all people in India and in the world, the great  
virtues which Tiruvalluvar extolled and the great ideals  
for which India stands.

It is now my pleasant duty to invite you, Sir, to  
dedicate this memorial to the Nation and to the cause of  
Love, Truth and Non-Violence.

Vanakkam Jai Hind.





TNSCB : 112.

## TNSCB introduces the Hundi savings deposit scheme to make savings easy for students and small traders

Savings should not strain the purse. And here's TNSCB'S new easy-to-save scheme for school and college students, small vendors, traders, merchants.

Visit us or any one of our 23 branches in Madras City and open a new 'Hundi savings deposit account' with just Rs. 5/- and collect the attractive Hundi box. Start saving daily, with as

little as 10 paise, or more, if you wish. Once a month, or whenever the box is full, bring the box and credit the savings to your account.

Your deposit earns you 5.75% interest per annum. And we will tell you what more you can do with your savings.

**Don't miss this opportunity to save the easy way!**



**The Tamil Nadu State Cooperative Bank Ltd.**

379, N. S. C. Bose Road, Madras-600 001.

**"The Bank that builds your Savings and promotes National prosperity".**

# CIVIC CONSCIOUSNESS FOR A CITY BEAUTIFUL

A casual visitor to our city may not be struck by the large avenues, parks or stately buildings in the city of Madras. But perhaps what hits him forcefully would be the lining up of the men, women and children on either side of the road defecating, urinating or spitting. The markets and lanes and bye-lanes are littered with filth and piled with mounds of garbage and where the sewers overflow adding to the stench. It is a nauseating sight to see mongrels, pigs, and stray cattle rummage among the rubbish for leftovers. Swarms of flies and mosquitoes buzzing over stagnant pools of nightsoil settle down on sweetmeats, fruits and vegetables on the roadside shops — carrying disease and death on their tiny legs. Cockroaches and rats add to the list of pestilents.

The habits of defecating, urinating, spitting phlegm and betel juice, throwing of litter, the stagnation of nightsoil are exceedingly unhygienic causing spread of diseases like typhoid, Cholera and tuberculosis. Hookworm, thread worm are passed through faeces. Hookworm is one of the major causes of anaemia in the countryside, since people go about barefoot. Spitting, sneezing coughing cause discharge of nasal excreta spreading diseases, like tuberculosis respiratory ailments, small-pox, chicken-pox, measles etc. In rural areas, "skin-tuberculosis" is mostly spread through the sputum of TB patients which can enter the skin of the people (mostly children) through prick of thorn or injuries. It is well known that leprosy bacilli are found in abundance in the nose of people suffering from leprosy and makes nasal excreta one of the major sources of the spread of this disease.

To-day, the people have become lethargic, indolent and indifferent as far as personal, house and environmental hygiene are concerned. Even if some persons keep their houses clean they are indifferent to the dirt and filth they see accumulated in their neighbourhood under the impression that open spaces, roads and parks belong to the civic authorities, dumping garbage in the streets or the use of roadsides as open-air lavatories are not frowned upon. The people do not seem to care if there is a breakout of diseases such as cholera, plague and jaundice as long as none of their family is afflicted. So long as this attitude and general apathy persists the spread of diseases cannot be prevented.

People should be made civic conscious. They should be aroused from their indolence and lethargy and made to realise their responsibilities and duties. To put an end to dirty personal habits and practices, discipline and training in basic hygiene should be taught. In this regard, the importance of the Gandhian principle of dignity of labour should be stressed. Rigorous training should be given during the formative years at school, so that the children will take home the message.

The citizens should be made to feel that dirt is indignity. They should refuse to live with dirt that would otherwise form part of their lives. A civic consciousness and a strong public opinion to fight dirt and disease should be instilled into the public. Unless the public come forward to share the responsibility with the civic authorities and Government no city or town can be kept clean. The voluntary agencies have also a great role to play. Sustained efforts on the part of voluntary agencies can gradually change the habits of citizens.

Neighbouring countries like China, Hongkong and Singapore had taken drastic measures to wipe out the evil habits of defecating, urinating, spitting and throwing litter in public places, with the result that a visitor to these places are struck by the complete absence of rats, cockroaches, flies and mosquitoes as well as repugnant smells.

When these countries could discipline themselves into eradicating the evils and have their environment neat and clean, our country too could emulate them.

If the people of Madras which was once known as the "City Beautiful" come forward to rid the city of its filth and squalor they can also boast of a "city beautiful" in the future.

The idea of keeping the city clean is not new. Even some three hundreds years ago steps were taken to have the streets clean by way of charging a nominal house-tax to hire coolies to carry out the job.

Governor Streynsham Master (1678—81) was the first to make a serious attempt at the conservancy of the streets. He proposed to keep the town, evidently the White Town in the Fort, clean after the manner followed in England by taxing every house at a moderate rate and to appoint a scavenger to collect the tax and to hire coolies to carry away the dirt and filth from the streets. He desired to appoint a clerk for supervising the great market that lay between the Indian and White Towns and to make arrangements for the perambulations of the bounds of the city during night-times. He would also insist upon the proper licensing of all taverns, victualling houses and places of entertainment.

When Master proposed to impose a house-tax, the "Black Town," the Indian residents stoutly resisted the proposal and said that they would make their arrangements for cleaning the streets. Consequently, the Governor had to drop the proposal of the house-tax for the time being and imposed duties on arrack and paddy and raised that on tobacco in order to meet his conservancy arrangement.

To-day, the city Corporation has a massive machinery on its payrolls to remove the dirt, rubbish and filth from public places and streets to keep the city clean.

The former President of India, Thiru V. V. Giri, has taken up a voluntary assignment to make the city clean. —R.B.

## CLEANLINESS DRIVE IN CITY GIRI'S APPEAL

"I claim to know something of the technique in organising this cleanliness movement," said Thiru Giri explaining the purpose of the non-political project. Madras was considered to be one of the clean cities in India in the past, but to-day

with a population of about 27 lakhs and 120 Municipal Corporation wards, "we have to concede that it suffers from uncleanliness, which is detrimental to the health and happiness of its inhabitants," he added. He is confident that with public co-operation, he could make this programme a success and in the course of the next two years, Madras could be an example to the rest of the country.

Thiru Giri sought the co-operation of all citizens in rendering social service, without importing politics. Residents of Madras now realised that the present state of affairs should not be allowed to continue any longer and felt that some radical steps should be taken to bring about a change. Public opinion should be created by intensive propaganda, appealing to everyone in the endeavour to convert Madras as a "city beautiful". Every citizen should consider it his religious duty to keep his house and its surroundings scrupulously clean and tidy.

#### Suggestions to form Panels :

Thiru Giri said dedicated citizens should organise committees (in each ward), which should spend at least two hours on Sundays, to go round and make a note of the improvements necessary in various fields, like sanitation in markets, working of water taps, use of dust bins, cleanliness in restaurants, cinema houses, mutton stalls, receive complaints

from the public, then meet at the ward office and frame a report to be sent to the Convener. After a few months, a Central Committee could be formed to meet the authorities concerned at fixed intervals and discuss with them the problems and remedies.

Thiru Giri did not envisage any difficulty in obtaining assistance from the Governmental agencies. He appealed to public bodies to join this movement. He explained how in former Mysore State, where he conducted this experiment, a lorry which entered a market was urged to carry a load of garbage on its way back and how this ensured cleanliness within the premises.

#### Shah Calls for more Civic Amenities in City

"The most important requirement for a clean City is a strong effective and prompt vigilance mechanism.

"It is necessary to cultivate strong public opinion to back this proposal" said the Governor, Thiru K. K. Shah, while inaugurating a "city cleaning campaign."

The Governor would not call Madras a "dirt city". For, he said in spite of its shortcomings, the City looked much better than other cities. He wanted a psychology to be created among the people to keep their surroundings clean. He

found that a majority of the slum dwellers kept their places neat and tidy. They were indifferent only in the matter of external hygiene. To tackle the problem, he said, there was need for a massive dose of civic education, amenities and enforcement.

It was proposed to make 1976 a year of making people understand the many hurdles to be crossed "before we can claim to have a fairly clean city" and also making a beginning in tackling these problems by a system of education and provision of amenities.

More nuisance than the cattle he said, was the practice of adults and children turning the pavement, a vacant plot, or even a storm water drain into a toilet. Even the beautiful beach was gradually turning into a vast latrine. Admittedly the city was still short of the amenities needed to keep it clean. The 400-odd public latrines were certainly insufficient. He suggested crash programme to provide more such latrines.

Thiru Shah commended the efforts of the convener of the campaign, Thiru V. V. Giri, the former President and said he had made several suggestions to make the city more beautiful. He welcomed the concept of ward committees which encouraged the involvement of voluntary organisations and workers and laid emphasis on self-help.

—R. Rajalakshmi Bharati

Deployment of Conservancy staff in an extended area



The quantity of rubbish collected, removed and disposed is about 4,30,912 Metric Tonnes per year. Daily over 1175.22 Kilo metres of roads and streets in addition to 418 Slums are conserved and maintained in North and South Districts. Sullage water over 18,659 cess pools are regularly removed.

The rubbish swept from the street is being collected in rubbish carts in narrow streets and in lorries in broad roads and transported to tipping platforms in 'B' Depot Krishnampet and Langs Garden area from where they are retransported to the Dumping Grounds or low lying places belonging to the Corporation or private parties. In a few divisions rubbish is directly transported to the Dumping ground as tipping platforms are far away from the Division. The Sullage water from the cess pools in extended areas is cleaned by sewage vans and bullock-drawn sewage barrel carts and discharged at tipping platforms constructed for that purpose. There are 438 public conveniences, 23 paying type P. Cs and 49 urinals. These latrines are cleaned twice and disinfected daily.

**Disposal of Rubbish and Filth :**

The rubbish collected is being dumped at 3 Dumping Grounds at Korukkupet another at Otteri and the 3rd at Saidapet in addition to rubbish being dumped for reclaiming low lying lands of Corporation as well as Private parties. Some of the rubbish removed is also used for manufacture of compost.

**TONS  
AND  
TONS  
OF  
RUBBISH  
REMOVED**



Just  
To  
Keep the  
City Clean



There are two mobile conservancy squads working in both North and South Districts. Each squad consists of 12 sanitary workers and they utilise the Circle lorries with a driver and Maistry. They attend to the extra conservancy work in Divisions in addition to complaints received from the General public. In the North District the squad is also instructed to remove the rubbish heaped in Stanely hospital I. D. H. Railway Quarters at Tondiarpet, Mofussil Bus Stand at Mint and Police line and Peddu Naickenpet. One lorry is exclusively allotted for mobile conservancy squad.

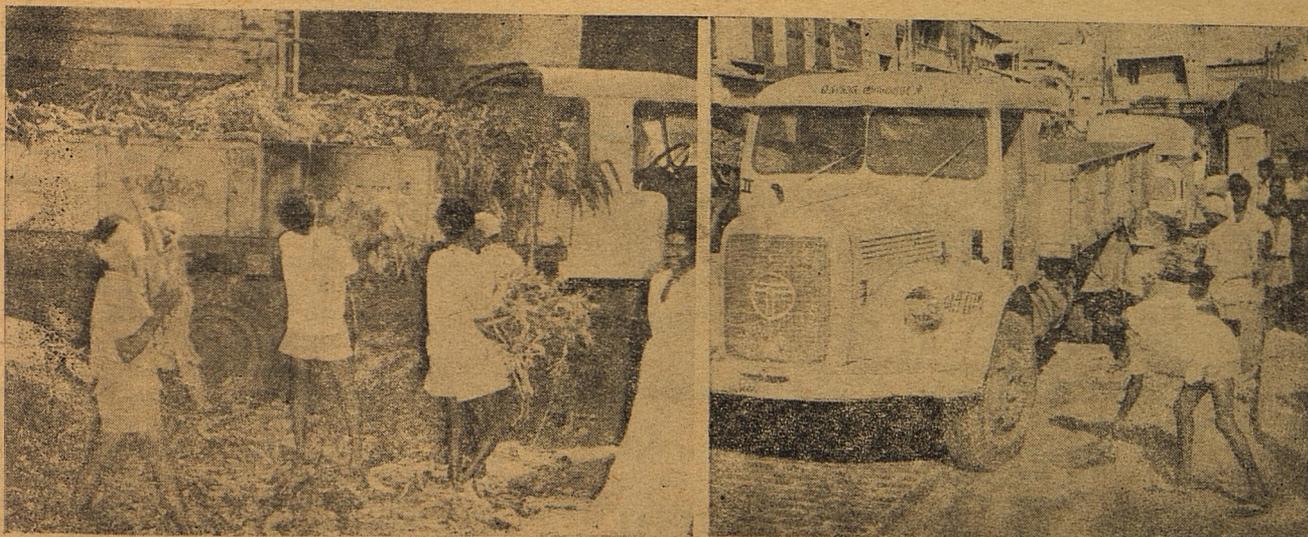
Low lying areas, street corners, markets and insanitary places are being disinfected regularly with disinfectants such as prethrum emulsion mixed with kerosine and phenyle Bleaching powder and slaked lime are being spread liberally near public conveniences and their approaches and by-lanes.

Private scavenging is undertaken in extended areas such as Sembiam, Kotturpuram, Abidnagar, Srinagar Colony Mallikuppam, West Mam balam and Kodambakkam.

Conservancy services such as removal of rubbish and removal of sullage water for both Government and Private Institutions on payment of Conservancy Charges by the parties are also attended to.

Removal of sullage contents from cesspools of Private houses of extended areas is done through sewage barrel carts and sewage vans fitted with suction pumps.

Deployment of conservancy staff in a market area



# Compost Sales Fetch Fabulous Revenue!



## But Manufacture, Sale and Transport of Compost Throws A Tremendous Strain

Syphons in the streets are cleaned by the labourers when a number of complaints were received regarding syphon obstructions. Side water tables in the streets were also cleaned regularly. Drainage pipes were laid couple of decades ago to cater to the need of a million population of the City and the population of the City now including the floating is in the nearhood of 3 millions. The pipes and other accessories connected with free flow of the drain water are unable to hold the load leading to frequent chocking and obstruction resulting in overflow of drain water. However much attention is paid in this regard by the Circle staff.

Compost manure is manufactured and sold at 3 compost Depots at Korukkupet, Otteri and Saidapet. All the available quantity of night soil collected from various divisions mostly from unsewered areas are transported to 3 compost yards for utilising it in compost manufacture. Besides Night soil the bowl contents of the slaughter house in Saidapet and Perambur and Cowdung from all 9 cattle Depots, 4 in North Madras and 5 in South Madras is also used for making compost.

23,810 Metric Tonnes of Compost was manufactured during the year 1974-75. A total quantity of 36,853 M. Tonnes of compost was sold during the year 1974-75. Total amount realised from the sale of compost was 2,89,174 and this was a record sale when compared to the sales made over the previous years.

Compost is supplied to ryots in Corporation lorries to places within a radius of 20 miles from City limits by charging of 75 paise per kilo metre (both to and fro) as hire charges. The compost manure is very popular among kitchen garden owners in the City as well as the ryots in moffusil areas. There is a proposal to instal a mechanical compost plant at Korrukupet.

During temple festivals of Mylapore, Triplicane Saidapet, Vadapalani, Little mount, Handloom Exhibition at Egmore, Park Fair Exhibition at S. I. A. A., all conservancy arrangements including provision of temporary urinals and latrines at convenient sites are made under proper supervision.

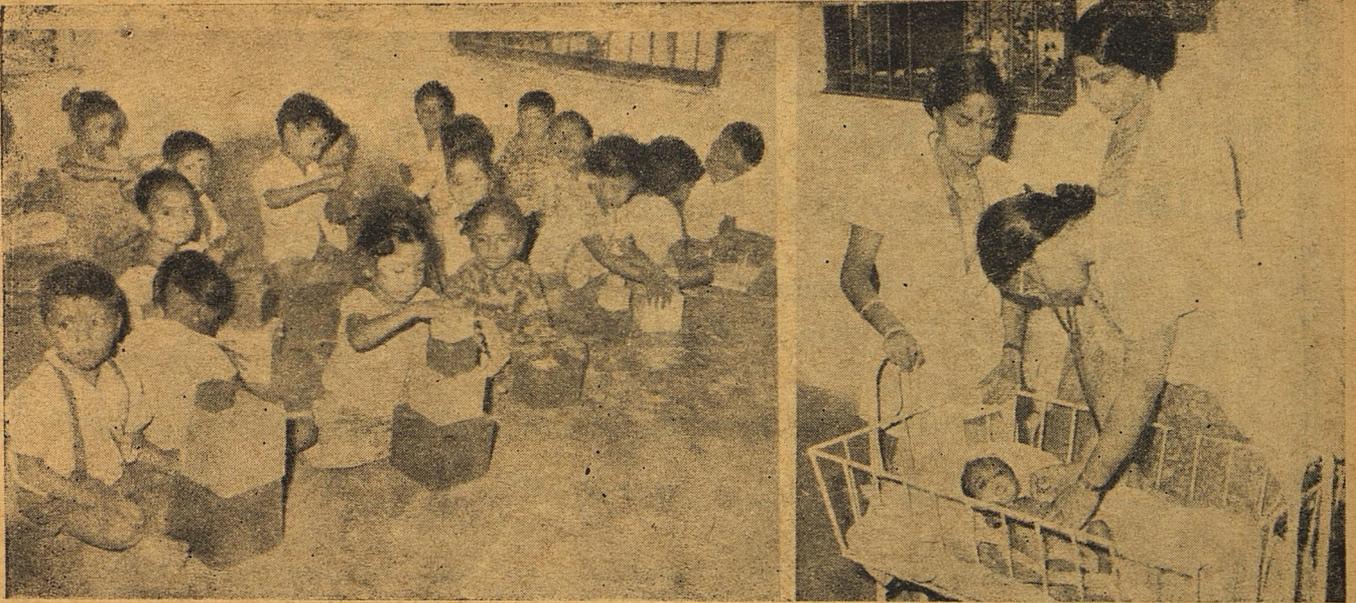
### THE SINGAPORE METHOD OF RUBBISH CLEARANCE ON TRIAL

From  
Write-up on  
Conservancy  
System  
Furnished  
By  
**Thiru T. R. Gunasekaran**  
*Asst. Commissioner, (North)*  
*Corporation of Madras.*

Special labourers are engaged for these festivals.

The Singapore method of clearing of rubbish is on trial in some of the thorough-fares by which the Conservancy lorry with men and a queer sound horn would call on a particular street on a particular hour. The house wife, tenants and shop keepers should keep their collected rubbish in a container ready at their entrance so that the staff themselves empty the container. This system will be extended all over City if the people co-operate whole heartedly.

Most of the Public latrines in North Madras are not properly used due to the lack of civic sense by the Educated as well uneducated and platform squatters. In order to give a face lift to such latrines in busy centres, some 20 public latrines have been converted into paying type where the scavenger is paid a nominal amount but entitled to get 5 paise per user. All efforts are made to render Conservancy at a satisfactory level, but with active support and involvement of people in co-operating and following simple health rules, the City would be more cleaner and tidier. But the impending introduction of Sanitary Police and Mobile Courts exclusively for civic offences with intensive doses of civic education through all the available media may bring forth immediate result in the matter of health and sanitation of Our City.



Proper foundation in infancy, particularly in the weaker sections of the Society helps to build up healthy citizens. Proper child care minimises infant mortality, physical handicap, malnutrition, drop outs from school and poor development of mental capacities. A larger outlay has been made in the Fifth plan for intensive care of the children.

### THE CHILD DEVELOPMENT IN V PLAN

#### New Strategies evolved

It is now realised that it is in early childhood that the foundations for physical, psychological and social development are laid and if an appropriate range of services can be provided, particularly to the children in the weaker and vulnerable sections of the community, wastages arising from infant mortality, physical handicaps, mal-nutrition, stagnation in school and poor development of mental capacities can be considerably minimised. On this assumption

a larger outlay is made in the Fifth Plan for such services and more intensive Care is planned.

Under the scheme, which has been introduced on an experimental basis in the first instance, 33 projects were located in 30 blocks in different parts of the country. Each project aims at the delivery of a package of services, namely, supplementary nutrition, immunisation, health check-up, referral services, health and nutrition education and non-formal pre-school education in an integrated manner to pre-school children, expectant and nursing mothers, and women in the age-group 15-44 years.

The special nutrition programme, started on a crash basis in 1971, envisaged to meet nutritional deficiencies especially among children belonging to poorer classes, serves over 3.7 million beneficiaries. Yet another programme initiated in 1970 provides supplementary feeding at 6,000 Balwadis and day care centres. In addition, the 281 family and child welfare projects, organised in 1967, seek to promote the all round development of rural pre-school children.

#### PHYPICALLY HANDICAPPED

Four National Institutes, one each for the blind (Dehra Dun), the



The mentally retarded boys are being taught the rudimentary things in the school for mentally retarded. The power of concentration is very poor and therefore the boys have to be under constant supervision. The smaller the group the greter the individual attention given.

The supervisor is watching the progress of a group of boys in the age-group, 8 to 14.

**THE TAMIL NADU CO-OPERATIVE HOUSING SOCIETY  
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**“Venkataswamy Vagheesam Nilayam”  
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+++

Authorised Share Capital	—	Rs. 5 Crores
Paid up Share Capital	—	Rs. 3,14,38,625
Loan outstanding against Primary House Mortgage Societies and Building Societies.	—	Rs. 25,62,23,605

Long term loans for construction of new houses, additions and improvements etc., repayable in fifteen years are granted to individuals through affiliated societies. Please contact nearby Primary Housing or Building Society for information.

Fixed Deposits also accepted.

(Repayment of Principal and Interest payment guaranteed by Government of Tamil Nadu)

		MAXIMUM INDIVIDUAL LOAN
1. For Construction of new houses	—	Rs. 30,000
2. —do—	—	Rs. 10,000
(Through Rural Housing Societies)		

P. K. PATHMANATHAN, B.A.,<sup>F</sup>H.D.C.,  
Joint Registrar / Secretary,



The supervisor is watching a boy who is trying complete a picture. This boy lacks concentration. He is not able to place the blocks in order. Here, the supervisor guide him

deaf (Hyderabad), the mentally retarded (Delhi) and orthopaedically handicapped (Calcutta) impart training and promote research in the respective fields. During the Fourth Plan period, 15,284 scholarships were awarded to the handicapped children to pursue general, technical and professional education. Through the 13 special employment exchanges over 10,000 physically handicapped persons were helped in finding suitable jobs. Outstanding employees and employers are given National Awards by the President every year to encourage employment of these people.

#### SOCIAL DEFENCE

Social Defence measures for the mal-adjusted are mainly operated within the framework of legislation. These include care, protection and

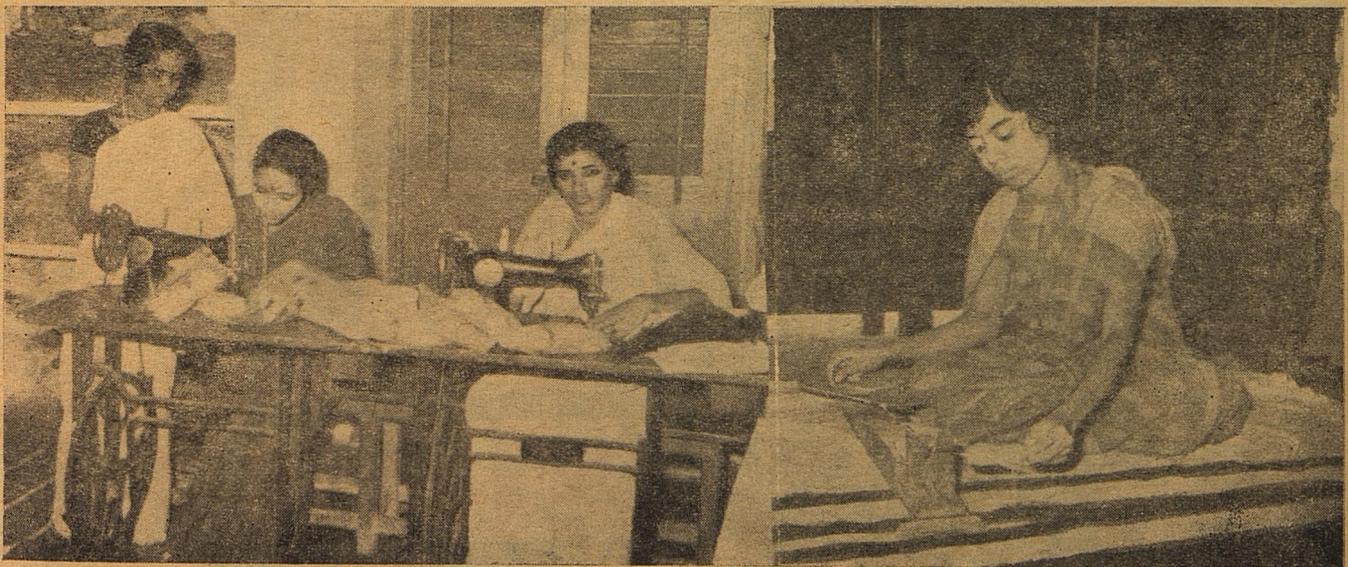
treatment of neglected, delinquent, uncontrollable and victimised children (through the Children Act, 1960); probation (through Probation of Offenders Act, 1958); control and eradication of begging (through anti-beggar acts), programmes of social and moral hygiene and after-care services (through the Suppression of Immoral Traffic in Women and Girls Act, 1956); and welfare services in prisons. Children's Act is in operation in all but two States; Probation of Offenders' Act is implemented in 19 States and 3 Union Territories and the Suppression of Immoral Traffic in Girls and Women Act is in force throughout the country. The mentally retarded Children come under a special category. A variety of institutional and faculty level help is available in the major cities. In Madras the Mental

Hospital is running a school for the retarded children; it is quite on a par with the more expensive schools.

#### MANPOWER DEVELOPMENT AND RESEARCH

The 27 Balsevika Training Centres and the 6 Training Centres for the workers in Family and Child Welfare Projects provided training to over 6,000 Social Welfare personnel at the field level. Orientation training to various categories of social welfare personnel is also imparted by the National Institute of Public Cooperation and Child Development and the National Institute of Social Defence.

Under a programme of sponsoring research, 37 projects covering various aspects of social welfare, have been sanctioned till the end of December 1975.



Orphanages for destitute Young girls and women give them training in sewing, embrodiary etc, which is a haven for these girls.

# TANSITTING PRETTY!

Sitting pretty with TANSI.  
Quality and pretty-pretty.  
Steel and Wooden  
Furniture. Leather goods  
and leather footwear.  
Just two from TANSI.

A score and more for  
various utilities. You can  
rest assured, sometime  
some place you have  
known TANSI.

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26, Whites Road,  
Madras-600014



# How Much Money Is Needed to help Rural Indebted to Clear their Debts?



And What of the Problem of finding new money for fresh loans?



How Far Have the Nationalised Banks Gone to Bridge the Gap?

After over a century of fruitless efforts at solving the stubborn problem of agrarian indebtedness has come the Prime Minister's New Economic Programme seeking to free millions from enslaving indebtedness and degrading bonded labour.

The merit of the New Economic Programme is that it is pragmatic and action oriented. Ordinances in various States of India have enabled households with less than an income of Rs. 2,400 per annum either to redeem their debt obligations or interest obligations on advances through moratorium for specified periods.

This is undoubtedly a historic perpetuation of the vicious circle of low productivity and low standard of living. No longer can the money-lender and the pawn-broker drive the rural folk living so near the brink of destitution deeper and deeper into the mass of indebtedness.

Commendable therefore as the Prime Minister's initiative in this matter is, it is incumbent on us to examine the dimension of the problem involved and the implications of the task ahead.

The recent All India Debt and Investment Survey has estimated the total liabilities of rural households with holdings less than 5 acres at Rs. 1,910 crores, of which the institutional share accounted for roughly about a third at Rs. 665 crores (co-operatives Rs. 525 crores,

commercial banks Rs. 40 crores and Government taccavi Rs. 100 crores); and the non-institutional sources for about two-thirds or Rs. 1,245 crores.

Assuming that these liabilities to have been incurred over a period of three years, the annual indebtedness would work out to Rs. 415 crores from non-institutional sources. Further assuming that about Rs. 103 crores or about 25 per cent was advanced towards non-productive consumption expenditure of avoidable nature, the credit gap that is likely to be created as a result of closure of credit flows from non-institutional sources would be about Rs. 312 crores a year.

The credit gap may be assessed in a different way. The census of 1971 has estimated cultivators at 76.5 million and agricultural labourers at 45.6 million. To-day they would have risen to about 80 million and 50 million respectively. Of the 80 million cultivators, the small and marginal farmers would account for about 70 per cent or about 56 million. Further assuming that on an average there would be two cultivators or two agricultural labourers in a household, the number of small and marginal category households would be 28 million and agricultural labour households would be about 25 million.

The 25th N. S. S. round computes the average loans outstanding

of the small farmer household at Rs. 366 and that of an agricultural labourer household at Rs. 236. In that case, the total outstanding debt would work out to Rs. 1,615 crores (Rs. 1025 crores for small farmers and Rs. 590 crores for agricultural labourers). The credit purveyed by non-institutional sources would then be Rs. 950 crores. Allowing a margin of 25 per cent for avoidable advance and 40 per cent for overdues on demand, the credit gap would be around Rs. 330 crores.

Combining the two estimates, the credit gap to be met by the organised banking sector may thus be of the order of Rs. 320 crores.

The immediate problem is to find out additional resources to the tune of about Rs. 320 crores by the institutional sources to bridge this gap and devise the machinery to disburse the same to the marginal farmers and agricultural labourers in the far nooks of the country. The co-operatives, according to the existing stipulations, earmark only about 20 per cent of their advances to the weaker sections. The Fifth Plan envisages raising of this proportion progressively to 40. For the immediate purpose, however, if to 40. For the immediate purpose, however, if this proportion is raised to 25 from 20 in the current year, the co-operatives can transfer an additional resource of about Rs. 130 crores for advancing to weaker sections.

## Big Increase in Rural Banks

The rural branches of the commercial banks have increased from 1833 to 6697 since nationalisation. But these branches have mobilised deposits and transferred them to central money markets in urban and metropolitan areas. Even out of the meagre 6 per cent portfolio investment in agriculture very little goes to the weaker sections. Further, the commercial bank deposits have risen by 16.5 per cent in 1975 compared to the previous year, the additional deposit mobilised being Rs. 1,912 crores. As the avenue of investment for exploiting the weaker sections are getting choked, and as speculative transactions are being effectively checked by determined action against economic offences, the surplus funds from non-institutional sources have started slowly trekking into organised banking.

It may, therefore, be expected that deposit mobilisation would further increase in the coming years. Therefore, if a part of the additional deposits mobilised, say 7.5 per cent. is transferred to advances towards the requirements of the weaker sections, the additional resources from commercial banks would be about Rs. 150 crores.

### Paralysis of Credit

Thus, raising the advances of the co-operatives to the weaker sections by 5 per cent and transferring 7.5 per cent of the additional deposits of the commercial banks would together reduce the credit gap to about Rs. 40 crores. The Regional Rural Banks proposed, the State Agricultural Finance Corporations and different Ministries of Governments can easily cover the gap. The major problem, therefore, is not going to be one of financial resources, but instant action. As it is, paralysis of credit is creeping over the countryside and the small farmer does not find the wherewithal to raise a crop.

Successful rural credit policy depends on identification of the causes of debt accumulation. The policy strands should have three-fold orientation: (1) towards the users of rural credit, (2) towards the institutions granting credit and (3) towards the monetary authority charged with the responsibility for managing the economy.

The Rural Credit Survey Report concluded that "co-operation has failed but co-operation must succeed". In retort I would say the weaker sections have failed, but they must succeed; for the crisis among the weaker sections is basically a production crisis rather than a fiscal crisis. A viable borrower may yet get into financial difficulty by sudden personal misfortunes of crop failures, cattle mortality, illness or physical disabilities. A low farm income, lack of risk security, and high interest rates of money-lenders have formed a chain of circumstances which keep this class tied down to life's basement.

The most satisfactory approach for dealing with this category is to help them straighten out their financial affairs and enable them to repay their debts gradually by making adjustments to repayment schedules. Such cases raise a genuine question

of social welfare. Introduction, on an experimental basis, of a limited system of crop, cattle and sickness insurance, might go a long way to mitigate the burden of this class of farmers lying at the bottom rung of the economic ladder.

Another category of people are those who accumulate debt by contracting multiple obligations for a variety of unproductive social purposes. Even here, the best policy is not to restrict credit totally, but to be more realistic in assessing the ability of borrowers to carry the burden of repayment and to be ready with measures of rescue and remedy.

However, the main problem of rural credit relates to the hard core of unfortunate people who will continue to be steeped in debt either because their economic activity is inherently non-viable, or their working life has been over-taken by a series of personal misfortunes. Their debt is a symptom of non-viability of their economic enterprises and instability of the family life. Given the characteristics of this group, most of them would inevitably end up in financial difficulties even without the incubus of an accumulating debt burden. All reform of the banking structure will have succeeded meaningfully only when this class of people are made economically viable. It is not a question of making credit available to them. In fact more credit may make their eventual financial position even worse. The best hope of their improvement lies with the development and welfare agencies. The approach to this class has to be personal and messianic.

### Solution to Credit Paralysis Some Suggestions

The immediate solution to the paralysis of credit in the countryside, however, is (a) to rush individual relief to those who find themselves helpless all at once as a result of the ordinances and (b) to implement a development programme that will gain for them ultimate economic independence and self-reliance. If immediate financial relief is not provided as in the classic instances of the displacement of toddy tappers when prohibition was introduced and of goldsmiths when the Gold Control Order came into effect, two things of a self-defeating

nature might happen. Either agricultural production will be severely affected or the small holdings of the weaker sections might go into the hands of well-to-do farmers under benami transaction. Both ways, the object of the ordinances will be defeated and we will be back in square no. 1 despite the New Economic Programme. To forestall such an eventuality, the co-operatives and commercial banks must be asked to advance jewel loans of small denominations, say, from Rs. 200 to Rs. 500 as also on mortgages of household durables and on sureties of co-workers.

### "The Subramaniam Plan"

The "Subramaniam Plan" for the long term approach is the "integrated rural development". Its instrument for implementation is the Regional Rural Bank. In this plan the forward and backward linkages as between agriculture and industry and as between rural and urban become inevitable. If the Regional Rural Bank is to be effective instrument of such a change, its philosophy too has admittedly to be different from that revolving round the traditional banking functions.

I would even say the salvation from rural indebtedness largely lies outside the traditional banking functions. Unlike other banks, the Regional Rural Bank, as I see it, should concern itself with improving the economic opportunities of the weaker sections in the countryside. It is to be an instrument not only for making poverty quit (Garbi Hato), but also for bringing in higher living standards on self-sustaining basis. In as much as the accent of the R. R. B. has to be on the development of the bottom layer of the rural pyramid, its banking philosophy and function has to be creative, innovative and developmental.

As the thrust of the philosophy is on development rather than on expansion of credit, the main task of the R. R. B. would be to identify productive opportunities in agriculture, animal husbandry, pisciculture, sericulture and rural industries in its area of operation and to create *entrepreneurs* from among the weaker sections who would avail of new opportunities for economic development.

The R. R. B. has thus to combine business goals with social obli-

gations. While the R. R. B. has to be organised on a personal customer basis as with commercial banks, it should, in addition to the assets and liabilities position by way of property holding of every individual who comes under its operation, should also assess his flow of income from diverse sources, say, from farmings jewels, sureities, gardening, poultry, supplementary employment, etc. Similarly on the liability side his consumption expenditure should also be reckoned. A balance sheet for every head of the family should thus be drawn up by the bank, and each customer should be provided with a pass book which will show the amount upto which he can obtain credit from the bank for production and for investment separately.

### System of Revolving Credit Will Help Rural Credit

In other words, the system of "revolving credit" should be introduced by retaining the essential features of Crop Loan System. This means a customer would be free to draw any amount he wants, any time he likes within the maximum limit fixed for him. He need not wait for sanction. Only an entry has to be made in his pass book. As and when sale proceeds of his produce pass through the bank, it will be credited to his account. There is no date for repayment; hence, there are no overdues.

The qualifications required of the R. R. Bankers should also be different. Rural background and rural bias are more important than a university degree; they should be "bare foot" bankers leading a team of bare foot technicians; they should be conversant with the local language, should have the capacity to acclimatise themselves to the rural milieu without effort, identify themselves with the local people inspiring confidence and trust in them. The bank should also have on its staff a number of development specialists or para professional link personnel and agents of change drawn from among the rural folk themselves. The need for the creation of a grass root level cadre of "bare foot" consultants who can suggest agro-industries suitable for the area is indispensable. In any case the relationship between the rural extension agency and the bank should be intimate.

## The Rural Bank as An Institution of Social Change

Each R. R. B. should have functional units such as a techno-economic consultancy unit, a local board, a credit reference bureau and a debt arbitration unit. The farmer service societies within the region will take care of the supply of credit, agricultural inputs and consumer goods. The members of the local board are to be nominated. Election should be avoided. The Panchayats should have a vital role to play in the successful running of the bank. A panchayat member should be nominated to the local board of the bank; and the Panchayat funds should be handled by the R. R. Bank. A Director from the co-operative bank of the area should also be nominated to the local board; as also an official of the bank of a commercial bank in the area.

It is true the New Economic Programme, which is largely keyed to the regeneration of the poorer sections of the village, society, will make the village economy more viable in future. But that takes time. To minimise the risks and losses the R. R. B. may have to incur in its initial stages of operation, the only way is to look upon it as a bank for development-cum-an agency for social change. It can even be a valuable agency for implementing the New Economic Programme in the countryside, serving as sinews of its growth and sustenance. Any subsidisation that will have to be done for the Regional Rural Bank will therefore be in the nature of development assistance for bringing about far reaching changes in the production and distribution apparatus of the rural society.



By

**Dr. B. NATARAJAN, D. Litt.,**

*Chairman, Institute for Techno*

*Economic Studies, Madras.*



The R. R. B. should succeed and will succeed. In course of time, as the economy gets more and more integrated and as the New Economic Programme begins to show results, the R. R. B. can even absorb the credit co-operatives and the commercial bank branch in its fold. Such a development towards a single agency for the combined purposes of development and credit in the countryside may indeed prove a source of abiding strength to the economy in the long run. Co-operatives will have newer realms to win and commercial bank richer pastures to turn to. But to start with, the RRB will have to draw its sustenance and strength from both these.

### Generate Productive Opportunities

Weaker sections have continued to be weak and steeped in debt because of the inherent nonviable nature of their economic activity. The approach to rural indebtedness has to be two fold. In the short run the marginal farmers are to be provided relief on a personal basis by way of small loans against jewels, personal belongings and surety of co-workers.

In the long run they are to be established in productive opportunities. This is what the "Subramaniam Plan" of Integrated Rural Development seeks to do.

The instrument to achieve this is the Regional Rural Bank. Its philosophy and functions have to be different from the traditional co-operatives and commercial banks. The new institution has to be creative, innovative and with developmental banking functions.

It will operate a Revolving Credit System retaining the essential features of the Crop Loan System, effectively linking agricultural inputs, credit and marketing and assuring the operating convenience of its clientele.

The personnel to man the R. R. B. is no less important than its philosophy and function. A new generation of dedicated bare-foot bankers and barefoot technicians with rural background and bias will have to be recruited and trained.



# BREAK-THROUGH IN ANIMAL HUSBANDRY PLANNED FOR TAMIL NADU



## TIME-BOUND SCHEMES COSTING RS. 5 CRORES SANCTIONED WITH CENTRAL ASSISTANCE



### BIG FILLIP TO DAIRY INDUSTRY AND BIGGER INCOME BOOST TO SMALL AND MARGINAL FARMERS EXPECTED

With a view to bringing Animal, Animal Husbandry on par with Crop Husbandry, especially, when it comes to Small/Marginal Farmers and Agricultural Labourers, the following four Special Animal Husbandry Programmes totalling up to Rs. 5 crores were taken up with the Govt. of India assistance in 8 districts.

#### I. Cross-bred Calf rearing scheme to be implemented in 5 districts.

1. Salem
2. Madurai
3. Coimbatore
4. Thanjavur
5. Tiruchirapalli

#### II. Poultry Scheme in 4 districts

1. Salem
2. Madurai
3. South Arcot
4. Tirunelveli

#### III. Piggery Schemes in 3 districts

1. Madurai
2. South Arcot
3. North Arcot

#### IV. Sheep Production Scheme in 3 districts

1. Salem
2. North Arcot
3. Tirunelveli

The schemes are to be implemented over a period of three years from 1976—77. These Projects were discussed by the Sanctioning Committee of the Govt. of India on 29—3—1976 and the Govt. of India have agreed to the implementation of these schemes.

It will be of interest to note that the scheme provides for Rs. 30 lakhs for Poultry Production Programmes for providing marketing facilities and also health coverage programme. The Govt. of India's formal approval is expected shortly.

The implementation of these projects will symbolise a major meaningful thrust in Animal Husbandry in the State with a view to ensuring a suitable subsidiary occupation to the small and marginal farmers, who constitute 70% of the farming population of Tamil Nadu. The Ambattur and Madurai Dairy Units will make the most out of the success of the schemes and also contribute substantially to stabilise production on completion

of the process involved in these plans.

#### Madurai Dairy Unit

The Madurai Dairy Unit was commissioned very appropriately to increase the usefulness of the large cattle population in the Southern Districts of State and to make pure and wholesome milk and milk products available to meet the rising requirements of Urban Centre. The equipments were supplied by the "UNICEF". The land buildings etc., were provided by the State Government. Initially, the plant was installed with a capacity to handle 50,000 litres of milk per day.

The Milk is being collected from the co-operatives, processed, pasteurised and distributed to the Public. The Project was being run departmentally upto the end of the year 1974.

The four Southern Districts viz., Madurai, Ramnad, Tirunelveli and Kanyakumari were included in Milk shed area of Madurai Milk Project and to give phillip to the development of dairying and marketing of the products, in this area, the project was taken over by Tamil Nadu Dairy Development Corporation Limited with effect from 1—1—1975.

Production of milk is not uniform throughout the year and there is large variation between the supply during flush season and lean season. Due to these seasonal vagaries the entire quantity produced in the flush season could not be accepted and marketed. This hampered the development of dairying. To obviate this difficulty and to make available quality milk throughout the year, acceptance of all the milk in the flush season and to convert it as milk powder, was thought of and a plant to prepare skim milk powder, has been installed in this dairy. The installed capacity of the plant is 10 tonnes per day. The handling capacity of the dairy has also been increased to 1,50,000 litres. The capacity of the butter, churn, ghee vat etc., have also been increased suitably.

At the time of taking over of the project by the Corporation there were 230 traditional societies who were supplying milk to this dairy. These societies were procuring milk from their producer-members supplying the surplus after meeting the needs of the local public.



The Madurai Unit of Tamil Nadu Dairy Development Corporation Converts surplus milk into many other products. Ghee in Consumer guarantee tins are sold by grocers.

To organise milk co-operatives on the pattern of societies in Gujarat State (Amul area) the predominantly buffalo breeding areas were identified and societies were organised. The entire milk produced by these societies is collected by the Dairy. The animals with the members of these societies are given Vety. Health Cover, Artificial Insemination Services and also quality cattle feed. As at present apart from the 257 traditional societies, 152 producers co-operative societies supply milk to the dairy. The collection of milk has gone up from 20,000 litres day in June 1974 to 44,500 litres a day.

The Milk co-operatives are spread throughout the districts. It is not, therefore, possible to bring the milk from the Producers straight to the dairy. The milk is collected in cans through vehicles of the Corporation or of the contractors and taken to the nearest chilling centres. There are at present 8 chilling centres at the following places :

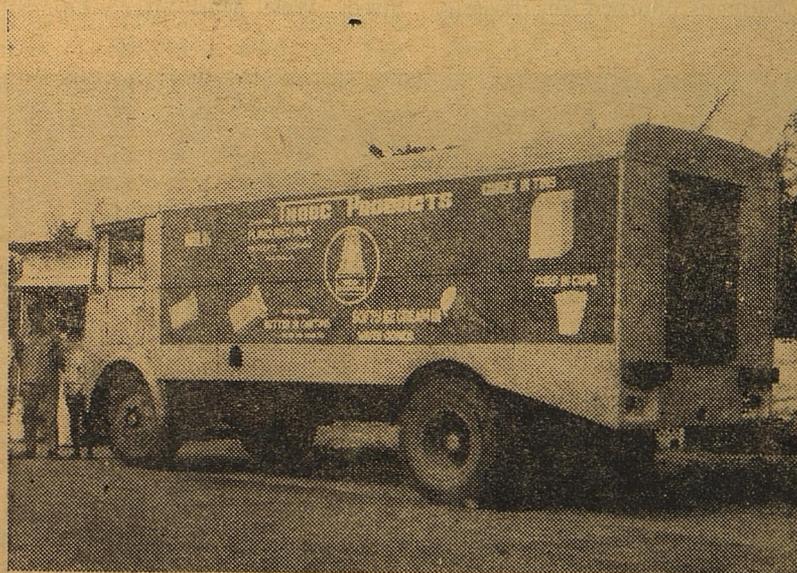
1. Virudhunagar
2. Srivilliputhur
3. Manamadurai
4. Sankarankoil
5. Dindigul
6. Oddanchatram
7. Palani
8. Bodinaicknaur.

It is proposed to put up on more chilling centre at Tirunelveli. At these chilling centres the Milk received is chilled and kept in store. From these chilling centres the milk is transported to the Main Dairy through articulated and insulated SS Milk tankers. Due to the formation of several new societies, the number of milk collection routes has increased to 23 from 14. The strength of Road Tankers also has gone upto 8 from 4.

At the Madurai Main Dairy the milk received is pasteurised, standardised and stored. The FAT and SNF contents of the milk procured are not uniform. This is being standardised to 4.5% FAT and 8.5 SNF. The excess cream is separated through cream separators. For retail distribution to the card holders the milk is bottled automatically in half litre bottles and covered with aluminium foil caps.

To the producers the cost is paid only on the basis of SNF and FAT contents of the milk. The FAT and SNF contents are being tested and assessed at the time of reception of milk at the chilling centres. This test is made at the producers' level itself in the case of producer co-operative societies. (AMUL).

Milk is sold to the public in half litre bottles through 88 booths located at variable places and eight dropping points. In order to serve the public better, it has been programmed to open six more booths before March 1976. Cards for a month's supply of milk are sold at two Zonal Offices at Shenoyanagar and Goodshed Street. Milk bottles for cash sales are also sent to each booth to meet additional requirements of milk by the public. From 18,500 litres per day in 1974 milk sales through these booths has increased to 22,000 litres per day now. The system of issue of temporary cards for milk supply has



A variety of milk products like ghee, curd and flavoured as also softy Ice cream, milk in easy-to-take-home packing, are marketed by the Madurai Unit of Tamil Nadu Dairy Development Corporation.

been abolished now and it has been ensured that there is no shortage of milk. Plans are under consideration for providing bottle coolers to important places in the city to make milk available to the public round the clock.

Milk is also supplied to bulk consumers like hotels, hostels and factories. As against 44 customers taking 4,000 litres of milk per day in 1974, there are 129 customers at present with an offtake of 6,000 litres per day. Milk is also supplied for special occasions like marriages, etc., on advance intimation.

Recently supply of milk to, nearby outstations like Singampunari Tiruppathur and Karaikudi, where there is great demand for milk has been taken up. About 500 litres a day is marketed to these places now and the supply is mainly to educational and other institutions. Arrangements are being made to supply milk to the public also in these places. Supply of milk to places like Tuticorin, Palani and other nearby urban centres is also to be commenced shortly.

Apart from the urban centres, milk is supplied from the chilling centres to Nagercoil, Tanjore, Trichy and even to Trivandrum through public organisations like milk supply unions. The average offtake to these places is about 5,000 litres a day at present.

From the excess cream separated and cream taken out of the surplus milk, butter is churned and pasteu-

rised. This butter is sold to the public in loose form according to requirements as well as in packages of 100 and 200 grams. The butter is also made and sold in such packings. The present offtake of butter is about a tonne by the public in the city. The rest is converted into ghee or sold in bulk to dealers. The surplus skim milk is taken to the powder plant and is converted into Spray Dried Skim Milk Powder. In a small plant some roller dried skim milk powder is also made. They are packed in polythene bags with an outer water-proof bag. As at present this skim milk powder is sold only to bulk consumers. It has been planned to have small packings in this as well as baby food shortly.

Ghee is also prepared from the butter and sold to the public in tins of 16 kgs. and in bottles of 450 gms. capacity. It is proposed to introduce shortly ghee in one kg. and 2 kgs. tamper-proof sealed tins and it is hoped that this will have a good market. The offtake now in Madurai City is about 3 tonnes per month.

After the Corporation took over the dairy new products like flavoured milk (in three different flavours), curd and ice cream have been introduced in the market. Flavoured milk is sold in bottles of 186 ml. reasonably priced at 75 P. per bottle. Apart from the Main Daisy five sales counters have been opened at Mangammal Choultsy, South Chitrai Street, West Masi Street, Opposite

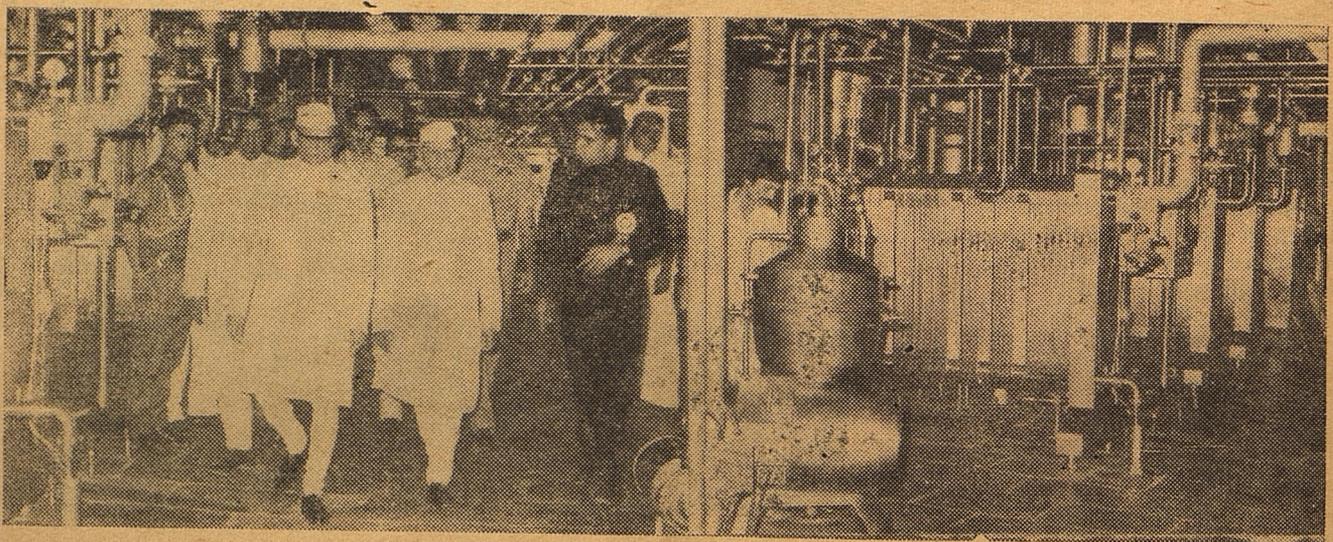
Central Bus Stand and Opposite to Erksine Hospital for sale of this nourishing cool drink. About 1,000 bottles per day is sold in these counters now. Butter in packets and ghee bottles are also sold at these sales counters. With the co-operation of Railway authorities, flavoured milk is being sold in the Railway Station snack bar lalos. Sale of the flavoured milk will soon be done through a mobile van in important offices and places where there is a large congregation of people. Now the flavoured milk is prepared with Chocolate, Cardamom, Vanilla flavour, Masala flavour is to be introduced shortly.

Softis ice cream in cones is now sold in sales counter at South Chitrai Street. It is proposed to open a separate stall shortly for this softis ice cream as well as ice cream in cups.

Curd is another product introduced after the taking over by the Corporation. It is supplied in bulk to institutions. To the public curd is supplied through booths in wax-coated paper cups of 180 ml. capacity and reasonably priced at 40 P. per cup. The public are taking to this new introduction in a good way and it is hoped that the output will increase largely very soon.

By

**Thiru M. VISWANATHAN, B.Sc.,**  
*District Public Relations Officer,*  
MADURAI.



A view of the Ambattur Dairy Unit can be had from the pictures above. President Thiru Fakhruddin Ali Ahmed and Governor Thiru K. K. Shah are seen going round the almost refinery-like pipe circuit of the Milk plant comprising pasteurisers, silo tanks, hermetic cream separators etc.,...all for a whiter tomorrow.

# President Inaugurates Ambattur Dairy Unit

EXTOLS "OPERATION FLOOD" SCHEME:

TEXT OF PRESIDENT'S SPEECH

The inauguration of this modern dairy will go a long way towards improving milk supplies to this metropolitan city. The establishment of the dairy is not an isolated phenomenon in our country. On the contrary, it is part of a massive operation: "Operation Flood", involving two million small rural milk producers, bringing 27.5 lakh litres of their milk daily to our major cities—and processing another 25 lakh litres into important products, such as baby food and butter. I would like to place on record my deep appreciation of the work done by Dr. Kurien and his colleagues in the National Dairy Development Board of India. Our thanks are also due to the Indian Dairy Development Corporation and to international agencies like World Food Programme, UNICEF and FAO for their unstinted support to this great venture of operation flood.

Modern dairies in our major cities have demonstrated the practicability of marketing wholesome milk to urban citizens at reasonable prices. The Greater Bombay Milk Scheme has been a pioneer in this field, for over two decades. "Amul", establishing a linkage between rurally-produced milk and urban consuming centres, has been an encouraging example, since duplicated elsewhere also. We have also set up a new dairy in Delhi equipped to supply standardised, pasteurised, homogenised and refrigerated milk and the bulk vending system of milk distribution has been introduced. These achievements stand out as evidence of our ambition to development this vital industry, in tune with our requirements. Through such efforts over the last two decades, we have built up the infrastructure necessary in the fields of research, education and training. Our National Dairy Research Institute and the Indian Veterinary Research Institute are producing the scientists, the teachers and the professionals to meet the challenges ahead. In addition to this, we have

a network of Agricultural Universities and research institutions at the State level meeting the requirements of the country in the fields of animal sciences and dairy technology. From experience gained, we learned the truth of internationally-accepted precept that the necessary condition for success in a dairy project, is the involvement of the farmer producers, as partners in progress.

Under Operation Food, no less than 18 new Anand Pattern Cooperatives are being established. And each is an instrument instrument for social and economic change. For the dairy cooperative can not only double the income of the small, poor, rural milk producer; it can also bring to our rural people the benefits of modern science. Often, when an Anand Pattern Cooperative starts in a village, the co-op's veterinary doctor is the first practitioner of modern science ever to have come to the service of the producers there.

And now this pattern of co-operation is coming up in all our major milksheds. In Tamilnadu alone, Anand Pattern Cooperatives are being established in Coimbatore, Madras, Madurai, Ootacamund and Vellore. In Erode already over 5,000 marginal farmers and landless labourers are profitably selling their milk to their village co-

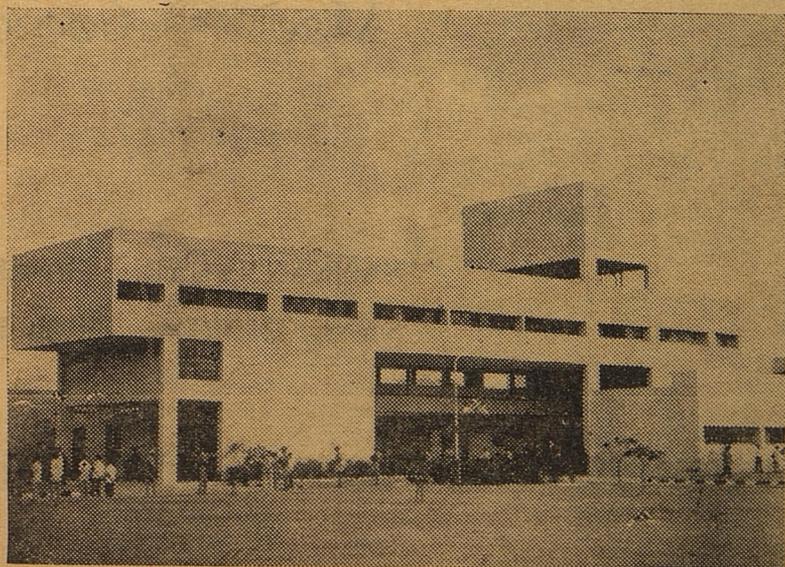
operatives—and these co-operative are in turn, helping them to cross-breed their cows, to improve their buffalo breeding, to set up demonstration dairy farms. Also every Anand pattern cooperative under Operation Flood is to have its own cattle feed compounding plant—three of these have already been completed and eight more are under construction.

I hope that the inauguration of this new dairy is a sign that Tamil Nadu will soon be catching up with other States in the implementation of its Operation Flood projects. Now that there is a new dynamism in Tamil Nadu, programmes like Operation Flood can be pursued with a new vigour; with a new determination to increase production, to increase real incomes for the urban and the rural masses alike.

I urge all of those present—and the dairy organisations which they represent to remember this with pride. Let it be the day when the leadership of Tamilnadu's dairying rededicates itself to the service of the State's milk producers and consumers. Let us accept the task of dairy development, not only as a challenge, but also as an opportunity. It is an opportunity to bring a better standard of living to urban milk consumers. It is an opportunity to bring a new access to modern science—and a practical application of social justice—to our rural milk producers.

I am indeed happy to inaugurate this new Ambattur Dairy. Let it be dedicated to the interests of the milk consumers of Madras city and to the interests of all the rural milk producers of Tamilnadu. In this spirit of dedication, I have pleasure in inaugurating the Ambattur Dairy.

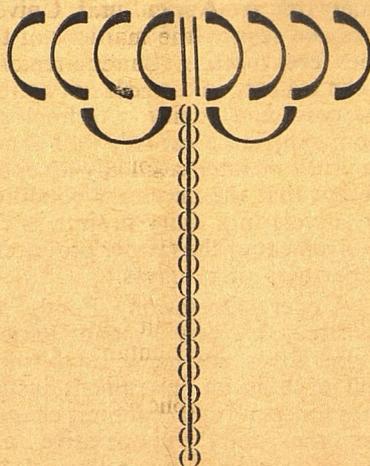
Jai Hind.



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# MISUSE OF TEMPLE FUNDS IN D. M. K. RULE

## ENQUIRY BEGINS

Following the imposition of President's Rule in Tamil Nadu, The Government have received a large number of representations from different sections of the public and religious institutions alleging misuse of powers in the appointment of Trustees to religious institutions, diversion of temple funds, malpractices in the award of contracts for construction works etc. **Some of these representations have quoted specific instances.** The allegations made by different persons broadly fall under the following categories :

- (1) Appointment of persons belonging invariably to one party or the sympathisers of the particular party as Trustees to the detriment of other sections of devotees.
- (2) Large scale diversion of temple funds for purposes not concerned with justifiable religious or charitable purposes *i.e.*, for purposes which will not strictly fall within Section 36 of the Hindu Religious and Charitable Endowments Act, 1959.
- (3) Similar releases from the Commissioner's Common Good Fund.
- (4) Malpractices in the award of contracts regarding renovation of temples, repairs or construction of Kalyana Mantapams etc.
- (5) Large scale diversion of funds to few specific cases out of proportion to their needs or worthiness of their cause.
- (6) Utilisation of temple funds for—
  - (a) purchase of books and publications brought out by certain individuals.
  - (b) payment of life subscriptions to some newspapers.

(c) indiscriminate issue of advertisements in party magazines, Birthday Souvenirs of few individuals, Silver Jubilee Malars of parties, without any regard to the nature of such publications, the number of copies published, the reasonableness of their advertisement tariff rates etc.

- (7) Irregularities and favouritism in the matter of lease or sale of lands, building sites etc., under section 34 of the Act.

With a view to going into these and various other allegations, the Government have decided to constitute a Special Enquiry Cell consisting of a senior-time-scale I.A.S. Officer or a District Revenue Officer, a Senior Audit Officer drawn from the Accountant-General's Office, Madras and an Executive Engineer of the Public Works Department with necessary complement of subordinate staff. This cell will take up the investigation of each specific instance of irregularity or malpractice that will be referred to it. This cell will be attached to and function under the Secretary to Government, Commercial Taxes and Religious Endowments Department, and report to Government the nature of irregularity, the persons responsible for them etc.

In addition, the cell will take up through the Audit Officer attached, a proprietary audit of some select temples in the higher income groups and through the Executive Engineer scrutiny of some specific instances of Tiruppani Works, construction of Kalayana Mantapams, diversion of funds, issue of advertisements etc., and examine—

- (1) whether there has been strict Budgetary Control over the expenditure incurred by the Temples by the Departmental officers, who have been empowered to approve the Budgets.
- (2) whether the present system of audit of temple accounts, Tiruppani works, other construction works etc. by the existing Audit Wing of the Hindu Religious and Charitable Endowments (A) Department has really been effective, fool proof and adequate to bring to light

the defects or whether it requires to be improved upon and, if so, in what manner.

whether the Engineering Wing of the Hindu Religious and Charitable Endowments Department which has been in charge of the construction works had formulated and prepared proper and realistic schedules of estimates for the various specialised items of Tiruppani works which are executed through Sthapathies ;

whether the various technical procedures laid down from the stage of approval of estimates down to the last stage of check-measurements before making final payments have been strictly in conformity with the Code Rules or whether there have been lapses at any level ;

**whether the amounts collected from various temples for the funds started on the birth days of the former Chief Minister are properly covered by sanctions of the appropriate authority competent to sanction the expenditure and how they have been exhibited in the accounts ;**

Whether there has been any discrimination in favour of particular institutions in the diversion of surplus funds under section 36 of the Act or in the release of grants from the Commissioner's Common Good Fund;

whether the funds so diverted are fully justified, are within the scope of the provisions of the Act and whether any attempt had been made to ensure that the funds so diverted had actually been fully spent and for the purposes for which they were diverted ;

whether in the light of its findings the Cell will consider it desirable to put some restrictions on the powers of the Commissioner to order such diversion ; and

whether the allegations about indiscriminate use of temple funds on purchase of books, payment of life subscriptions to some news papers, issue of advertisements in Magazines, Souvenirs etc. from time to time are borne out by facts and, if so, the extent of responsibility of the officers at various levels in this matter.

The cell will submit its findings to Government within a period of four months, *i.e.*, from 19—4—76. So far as Temple Trust Boards are concerned, the matter is being separately considered by Government.

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# PRICES OF POPULAR HOTEL DISHES STATUTORILY FIXED

Since April 13, 1976 the hotel trade in the State has been under a statutory obligation to sell popular dishes at stipulated prices. Before fixing these prices, the Civil Supplies Department conducted a sample survey of the prices *vis-a-vis* weights of certain selected and popular dishes served in hotels and catering establishments in Madras City and the survey unmistakably revealed the fact that there is considerable scope for reduction in the prices of popular dishes served in hotels and catering establishments. Government have carefully reviewed the

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problem and come to the conclusion that it is necessary to statutorily fix the maximum price of popular eatables in hotels and catering establishments. Government are also of the view that apart from fixing the maximum selling price of eatables, the minimum physical quantity in respect of each popular eatable should also be statutorily fixed in order to see that the avowed social objectives of price regulation are not circumvented by the hotel trade. Thus having regard to the twin social objectives of price regulation and quality control, the Tamil

Nadu Government have issued a statutory order under rule 114 of the Defence of India Rules, 1971 known as the Tamil Nadu Catering Establishment (Fixation and Display of Prices and Foodstuffs) Order 1976 with the concurrence of Govt. of India.

According to the Tamil Nadu Catering Establishment (Fixation & Display of Prices of Foodstuffs) Order, the owners of a Catering Establishment should sell the following foodstuffs at the quantity and the price specified against each.

Name of Foodstuff (1)	Minimum Weight (2)	Maximum Price (3)
Iddli with Sambar and Chutney	2 Iddlies weighing 100 grams together	0.20 paise
Ordinary Dosai with Sambar and Chutney	80 grams	0.30 paise
Poori with Potatoe Masala	2 Porries weighing together 40 grams and 80 grams of potatoe masala	0.35 paise
Rava Uppuma with Sambar and Chutney	150 grams	0.35 paise
Rice Pongal with Sambar and Chutney	130 grams	0.35 paise
Medu Vadai with Sambar and Chutney	30 grams	0.20 paise
Mysore Bonda with Sambar and Chutney	2 Bondas weighing 60 grams together	0.40 paise
Coffee	140 ml.	0.30 paise
Tea	140 ml.	0.25 paise
JANATHA MEAL	500 grams of cooked rice, one vegetable side-dish, Sambar, Rasam, Butter-milk and Pickles.	1.00

Hotels and Catering Establishments are also required to display prominently the prices of each notified foodstuff at a conspicuous place in the hotel/catering establishment. This order does not apply to Star Hotels, hawkers and street vendors.

This order took effect from 13-4-76 and will apply to all Corporations, Municipalities, Town Panchayats and Townships all over the State.



# Minimum Wages For Agricultural Labour: Rate Of Revised Wages

The Government constituted a committee on 1-9-75 under the Chairmanship of Thiru S. P. Srinivasan, I.A.S., Member, Board of Revenue, with representatives of Employers and Employees to advise the Government in the matter of revision of minimum rates of wages for employment in Agriculture and works ancillary to Agriculture. The Committee submitted its report on 7-1-76. After examination of the Report, the Government have revised the minimum rates of wages to the above employment with effect from 2-3-1976. The notification was also issued in the Tamil Nadu Government Gazette Extraordinary dated 2-3-1976.

The revised rates will be applicable to the whole State except the 7 taluks in East Thanjavur where the wages fixed under the Tamil Nadu Agricultural Labourer Fair Wages Act are in operation. The wages have been revised taking into account the Equal Remuneration Ordinance, 1975 promulgated by the Government of India to ensure equal wages for equal work **irrespective of the consideration for sex.** The wages have been fixed (as in page 34) to the Agricultural Workers under the provisions of the Minimum Wage Act, 1948.

Orders have also been issued that where the minimum wages are paid either wholly or partly in kind, such wages shall not be less than what would have been payable if paid wholly in cash.

The Revenue Department has been made responsible for enforcing the Minimum Wages applicable to workers employed in Agriculture and works ancillary to Agriculture.

The number of hours of work per day has been fixed to the Agricultural Workers as five for those engaged in ploughing and seven hours for all other jobs.

The Government have notified the Revenue Inspectors, Headquarters, Deputy Tahsildars, Deputy Tahsildars in independent charge of sub-taluks, Deputy Tahsildars in charge of sub-taluks subordinate to Taluk Tahsildars, Taluk Tahsildars, District Revenue Officers and District Collectors as Inspectors under Section 19 (1) of the Minimum Wages Act, 1948. The Taluk Tahsildars in the Revenue Department have been notified to be authorities within their respective jurisdictions to hear and decide all claims mentioned in sub-section (1) of Section 20 in respect of the Agricultural Workers.

## APEX BODY TO REVIEW PROBLEMS IN INDUSTRY

The Tamil Nadu Government has constituted a State-level Apex Body to review problems concerning industrial relations maintenance of industrial peace and increase in productivity.

The tripartite Apex Body's Chairman is Thiru R. V. Subramaniam, Adviser to the Governor. The Secretaries of the Labour and Industries Departments of the Government of Tamil Nadu are its official members and the convenor is the Commissioner of Labour.

Employers' Representatives are:

Mr. S. K. Parthasarathy (EFSI)

Mr. A. A. Rasheed (Southern India Skin and Hides Merchants' Association).

Mr. H. C. Kothari (All India Manufacturers' Organisation).

Mr. G. Varadharaj (Southern India Mill Owners Association).

Mr. V. S. Thiagaraja Mudaliar (South Indian Sugar Mills Association).

Mr. R. K. Seth (Planters Association of Tamil Nadu).

Mr. V. Raman (Association of Indian Engineering Industry, Southern Region).

Mr. K. Arumugam (Federation of Association of Small Industries of India, Southern Region).

Mr. Mathewkuncherian (Tamil Nadu Industrial Estate Manufacturers' Association).

Mr. T. Manickavasagam (Tamil Nadu Mill Owners' Association, a representative of the Cement Manufacturing Industry and one of the North Arcot District Beedi and Tobacco Merchants' Association).

Employees' Representatives are :

Mr. G. Ramanujam

Mr. R. Rangaswamy

Mr. M. S. Ramachandran

Mr. P. Subbiah &

Mr. S. M. Narayana representing INTUC.

Mr. K. M. Sundaram

Mr. A. M. Gopu

Mr. K. T. Thangamani

Mr. P. K. Ramaswamy

Mr. G. Kannapiran representing AITUC and

Mr. S.C.C. Anthoni Pillai of Hindu Mazdoor Sabha.

New Rules on Lay-Offs came into force :

The latest amendments to the Industrial Disputes Act concerning lay-off, retrenchment and closure came into force from 5th March, 1976. The Government of India have also notified the rules framed under the amended Act and have specified the authority for granting permission for lay-off, retrenchment etc. The State Government will take action on similar lines. According to the rules notified, the applications for lay-off, retrenchment and closure are to be made to the specified authority personally or by registered post.

**Panel to go into cases of lay-offs :**

On the recommendation of the National Apex Body, a compact bi-partite Committee consisting of three representatives each from workers and employers have been constituted to go into the cases of lay-offs, retrenchment and closures.

The Committee can recommend appropriate action where it is convinced after proper enquiry that such lay-off, retrenchment and closures are not bonafide. The Committee in the first instance will look into cases which may be referred to it by the National Apex Body from time to time.

(Continued from page 4)

Saheb that a derailed democracy was put back on the rails by instilling discipline and that a firmer foundation for rural reconstruction and for fighting poverty was laid, by 20-point programme. The President's burning patriotism cannot be better described than in his own words.

**RATES OF REVISED WAGES**

Class of Employees (1)	Minimum rates of wages per day	
	Adults (2) RS. P.	Non-Adults (3) RS. P.
1. Employee engaged in ploughing with employees' bullocks and ploughs	9-00	..
2. Employees engaged in ploughing with bullocks and ploughs not supplied by employee.	5,00	..
3. Employees engaged in sowing, plucking of seedlings	5.00	3.00
4. Employees engaged in transplanting, weeding	3.50	2.10
5. Employees engaged in harvesting and reaping	5.00	3.00
6. <b>Other agricultural employees :</b> Employees engaged in trimming bunds and fields, plucking nuts from tall trees like coconuts and arecanuts, carrying loads of manure	5.00	3.00
7. <b>Employees engaged in Dairy Farming :</b>		
(i) Milking .. .. .	5.00	3.00
(ii) Tending cattle .. .. .	3.50	2.10
(iii) Other operations .. .. .		
(a) Skilled .. .. .	5.00	..
(b) Unskilled .. .. .	3.50	..
8. Employees engaged in Bee-Keeping ..	5.00	3.00
9. Employees engaged in Poultry-Farming ..	5.00	3.00
10. Employees engaged in transport of farm produce to market or godowns	5.00	3.00

NOTE : Every minimum rate of wages specified above is all-inclusive rate allowing for the basic rate, cost of living allowance and the cash value of concession, if any.

He says :

“ Religion is a matter of individual freedom and everyone is entirely at liberty to pursue the faith of his choice. But, where his social, economic and political activities are concerned, he has certain rights and obligations, as a citizen of the country. It is not important whether a person is a Hindu or a Muslim; what matters is whether his attitude towards his neighbours and co-citizens is such as to create an atmosphere of peace, harmony and discipline.”

On this auspicious occasion, let us remember what he said soon after the assumption of his present office : “ Our nation is passing to day through many economic hardships. In a country, as large as India with its socio-economic diversities and growing population, the problems are bound to be colossal. But the human mind is most potent when meeting big challenges. We have seen how in the face of external dangers, our people stood as one man. In meeting the threats to our economic stability we need the same spirit of unity and singleness of purpose. Our country is blessed with a resilient political set-up, our people are intelligent and hard-working and our scientists and technologists are among the best in the world. With these advantages and with our immense natural resources, we can surely build a just, prosperous, and progressive social order in this ancient land of ours.”

The best tribute that we can pay to our president is to take pledge to work for national solidarity and for realisation of his aspiration of a just and progressive social order. May the Almighty bless both the President and Begum Saheba with long life and sound health so that the democratic foundations and national solidarity may be strengthened.

Jai Hind.  
Vanakkam.

# THE TRIUMPH OF VIRTUE



**GREAT ARE THE  
VIRTUES OF FAMILY  
PLANNING**

**FOR THE SMALL  
FAMILY  
IS THE BASIS FOR  
HAPPY HOMES**

**AND  
A STRONG  
PROSPEROUS  
NATION**

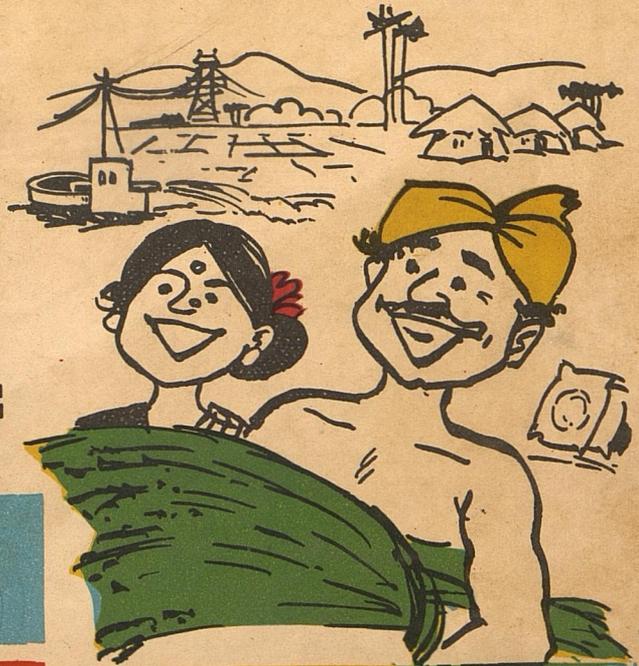


**THE SMALL FAMILY IS THE NORM  
IT WILL DO YOU NO HARM**

**...FAMILY PLANNING  
DEPARTMENT  
Govt of Tamilnadu.**

# THE PRIME MINISTER'S

# 20 POINT PROGRAMME

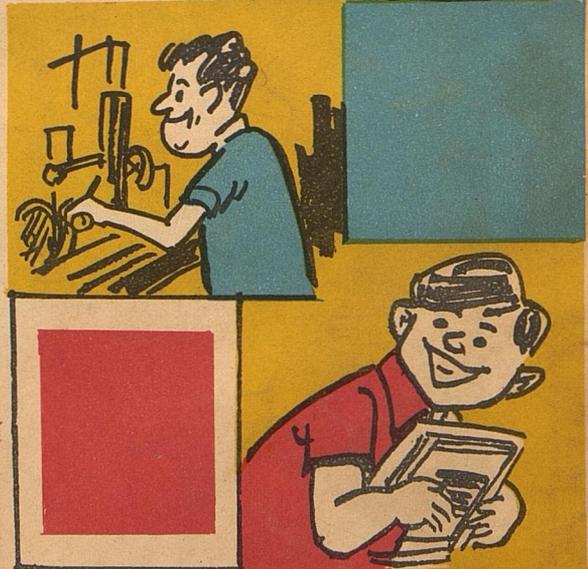


IS A BLUE PRINT  
FOR PROGRESS

IN THE FARM

IN THE FACTORY

IN THE CAMPUS



## WORK IT WITH MIGHT AND MAIN

A PROGRAMME OF WIDE -ANGLED VISION  
IT CALLS FOR SINGLE -MINDED DEVOTION.