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TAMIL ARASU

July, — 1988



Tamil Arasu

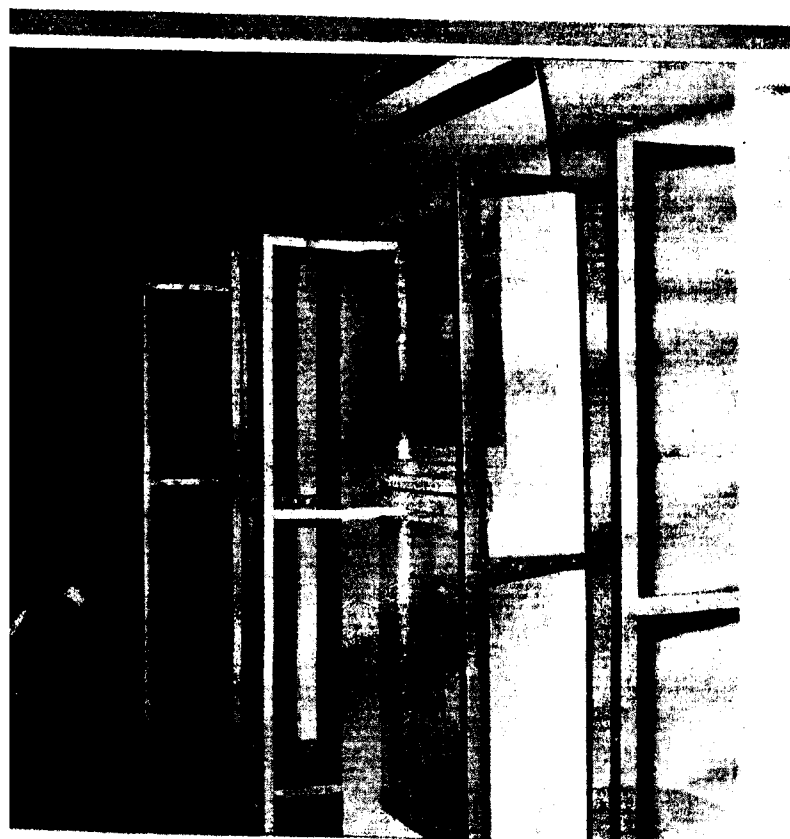
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inaugurated by Prime Minister Rajiv Gandhi on 18-6-1988



at Coimbatore, the Department of Information and Public Governor Dr. P. C. Alexander, Advisor to the Governor Thiru M. M. Rajendran visited the exhibition.

In scope this month...

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GOLDEN JUBILEE OF AIR, MADRAS

The Madras station of All India Radio was established in 1938 and has completed fifty successful years of service to Tamil Nadu. The Golden jubilee celebrations were inaugurated by the Union Minister for Information and Broadcasting, Thiru H.K.L. Bhagat recently.

—The Prime Story

Dr. Sidhu calls for a stronger India

Addressing the 20th Southern Zonal Council Meeting at Hyderabad, the Adviser to the Governor of Tamil Nadu Dr. S.S. Sidhu, made a plea for the curbing of disruptive forces in our efforts to preserve India's solidarity and Integrity.

—The Address

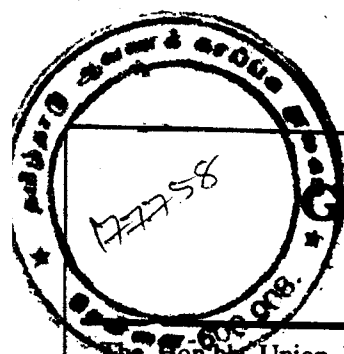
RajKapoor passes away

The Last Emperor of the Indian Cine Empire RajKapoor who had a bout of asthma just after he received the Dada Saheb Phalke Award from the Nation, passed away leaving thousands of admirers benumbed.

—A Profile



Tamil Arasu
Thiruvalluvar Year 2019
July, 1988. Re. I



Golden Jubilee celebrations of All India Radio, Madras

The Hon'ble Union Minister for Information and Broadcasting Thiru H.K.L. Bhagat inaugurated the Golden Jubilee Celebrations of the Madras A.I.R. on 16.6.88. The Minister said an investment of Rs.700 crores was being made during the Seventh Plan period for strengthening the radio service in the country. He noted that it was the use of the local language in the programme of the All India Radio that had endeared it to the masses.

The first local radio in India was set up in Nagercoil, which was fast developing into a community radio. In the current Plan period, the Government was setting up 73 more local radio stations. In the three-tier system of broadcasting, a national channel had been commissioned.

Thiru Bhagat said the radio was the most effective communication medium in the country. The AIR reached more than 93 per cent of the population. When the Seventh Plan projects were completed the AIR would reach 98 per cent of the people, including those in Leh and Andaman and Nicobar and Lakshadweep islands. The radio had a vital role in the development of an informed, educated and enlightened people. The radio must launch a campaign to support the consumer

movement in the country. The Government had enacted a comprehensive legislation to protect the consumers, he pointed out. The radio could also play a useful role in health education.

The Minister said the Government had approved the Ganga Ram committee report on informing and educating the people on the benefits of the Government's programmes and the AIR stations had launched public forum programmes and were providing a two-way communication service. The Minister wanted the Tamil Nadu Government to extend support to this public grievances programme.

Second largest network: The AIR had the second largest network in the world and its output was 1,700 hours a day. Madras was the first to introduce broadcasting in the country in 1924 and the Madras AIR was also the first to introduce FM broadcasting in 1977.

Thiru Bhagat said he did not believe that the Government media and the print media were "two wrestlers", in India, Cinema, print media, theatre, a street theatre etc., could and would co-exist. The Government was fully committed to the freedom of the Press and the Government could appreciate and

digest criticism from the press, he added.

The Minister also released the golden jubilee souvenir of the Madras station and gave the first copy to His Excellency the Governor, Dr.P.C.Alexander.

Dr.Alexander, who presided over the function, said in a democracy, the radio and television were not competing with the press or cinema. They complimented one another and each had a distinctive role to play. Whatever may be the strides made by the television, the radio still had its place in informing the people. Similarly, the press and cinema had their own role in a democracy set-up. The press, civil service, military service, legislature, judiciary, executive etc., were all institutions of democracy. These were important instruments for preserving the content of democracy. In the Western world, the radio still had a permanent and assured place in spite of the advances made by the television.

Dr.Alexander referred to the speech of Rajaji during the inauguration of the Madras station of the AIR 50 years ago, in which the latter had effectively summed up the purpose for which, the AIR was set up. Rajaji had said that the radio should add to the joy and wisdom of the people. Rajaji had also described the radio as the conquest of the akash. The Governor congratulated the Madras station of AIR for completing 50 years of service.

Thiru Amrit Rao Shinde, Director-General, AIR who welcomed the gathering, said a programme production centre would be set up at the Madras AIR station for the national channel. He pointed out that the Madras Station had made a signal contribution to the national network programmes, and that its features, sports programmes, education programmes, plays etc, were popular. Any communication, to be successful should satisfy the need for it and want for it, he added.

AIR will give programmes that will enlighten and elevate the spirit of the villages -C.Rajaji



Speech delivered by Hon'ble C. Rajagopalachari, Premier in the Government of Madras on 16.6.1938 on the inauguration of All India Radio, Madras.

Will you kindly now listen? I am talking to you from a great distance and my voice is slightly spoilt by the very good but not yet perfect instrument through which I am speaking. So you may not guess who I am unless I tell you. As the Director has told you already, I am Rajagopalachari, and I am speaking from Madras All India Radio Broadcasting Station. I have been given the honour of inaugurating this Hindustan Akashvani in Madras.

When anyone speaks, the vibrations, taking shape according to each articulated sound, are transmitted across the air and, touching the membrane in the ear, set it in corresponding vibrations, which in turn produce changes in the brain that give us a perception of what our friend is saying. A very complicated and mysterious process, but it is so quick and we are so used to it that we call it by the simple phrase of

'hearing', and do not value it very much, until by some misfortune we become deaf: The air vibrations can reach only a limited distance after all, which varies according to the strength of the speaker and the ear-sensitiveness of the listener. Few people can address an audience of over ten thousand, even though they all keep perfectly silent and listen with rapt attention.

POWER OF RADIO

Now, there are instruments through which if a man speaks he can be heard a thousand miles away or even further off. Wonderful but true! The music of Berlin and New York can be heard here where you are, while they are playing it there. A joke cracked at London can make you laugh in response here.

The sound vibrations at broadcasting stations are carried not by air, but by the ether in space. A river of electro-magnetic force is first set flowing from the broadcasting station to the receiving station. The sound waves produced by a speaker or singer at that station are made to impinge on this river.

Every articulation and modulation of voice of the speaker or singer sets going characteristic ripples at that end of the river, which ripples are carried on by the ether and reach the receiving station at the other end in the same shape, intensity and frequency. These ripples vibrate the thin membrane in the receiving instrument, which, therefore, exactly reproduces the speech for the music which brought about the original ripples. Thus the speech or music is heard at receiving station and through a magnifying instrument is made louder and transmitted all round, so that many may hear. The Akash or ether exactly conveys all the vibrations modified by each minute modulation and the sound picture is thereby faithfully reproduced at the other end at distances millions of times greater than the ordinary air could take then.

We can further explain this process by a simple analogy. The light of the Sun, though it is so natural and common that we do not ask any questions about it, is just such a continuous river of vibrations similarly set going by the Sun ninety millions of miles away from



us and when it reaches us, it produces effects on our nerves which we call light and heat. Anything that intercepts the straight course of this river of Sun vibrations, such for example as the leaves and branches of a tree interfere with the flow of rays, and cast a shadow,—which is just a picture of the tree that intercepted the rays. If the leaves move in the breeze, the shadow also moves correspondingly. The speaker or singer at the broadcasting station just casts a shadow like this across the beam of electro-magnetic waves. Only, instead of a picture for the eye, it is a sound-shadow, for the ear. We get an exact reproduction of the song or speech at the receiving station.

WONDERFUL CONQUEST

This conquest of Akash as a substitute vehicle for sound is wonderful. Whereas the air carried sound like a bullock cart the Akash carried it across enormous distances like a railway train or steamship.

But all this will do us no good unless the sounds conveyed are good and useful. What good is it that to hear the donkeys braying at a great distance instead of being disturbed only by the donkeys of the neighbourhood? Bullock carts are even better than railway trains if the trains carry robbers and rogues or only rubbish. Broadcasting is therefore valuable only if the programmes are good and useful and add to the people's wisdom or joy, and thereby serve to make them better and happier.

The Director hopes with the help of good men to make his programmes such as to make us all better and happier.

Merely conveying good and correct advice will not produce any effect. Just as a good receiving station is necessary for the music or the speech to be heard, a further good and sensitive receiving station in the human personality of the listener is necessary to convert what is heard into good human activities. Husbands will be told not to get drunk or beat wives. Wives will be told not to expect too much from husbands and to make the home pleasanter than the world outside

Now, there are instruments through which if a man speaks he can be heard a thousand miles away and even further off. Wonderful but true! The music of Berlin and New York can be heard here where you are, while they are playing it there. A joke cracked at London can make you laugh in response here—*Rajaji*

for the toiling man who comes back home. Boys and girls will be told to be sensible, industrious and amiable. Everybody will be told to be clean and regular in habits and to help the village and town to be clean and orderly and nice to live in. But unless there is good 'receiving station', as I call the brain of the listener, it will be only words and electro-magnetic achievement, but nothing more. Husbands should hasten to be good, and wives hurry up to be wise and people generally to be truthful, industrious, clean and tidy, and gentle to one another and not quarrel unnecessarily, making hell of a good world.

The Akash patiently suffers a great deal of disturbance and like the ocean resumes its serenity. It simply conveys the ripples and falls back into its eternal serenity. Let us by our character and serenity deserve this great Akash in which we live. Good-bye, May your receiving station be always in good order and serve you well. Behind that receiving station is the soul which is served well or ill as you are good or bad.

SERVICES AIMED AT

The Radio is not new to Madras. The Corporation has for the past seven or eight years maintained a broadcasting station and provided the City with musical programmes. But the new Akashvani is intended

to cover not only the City of Madras but the districts in the province. It will broadcast messages and programmes from outside the province and even from countries abroad. The medium will be, for the present, Tamil, Telugu and English. It is the object of the Director not only to give entertainment but to give such programmes as will give enlightenment and elevation of spirit to the villagers.

APPEAL TO PHILANTHROPISTS

In every new venture there are many difficulties in the beginning which can be overcome only with patience and endeavour. What may appear in the beginning futile can later on develop into a very potent and good instrument. Private gentlemen can instal receivers not only for private listening but also for public entertainment and instruction in the countryside. If philanthropic men come forward it will speed up the programme of the Government in this respect and would be welcome to those who have conceived this project.

I am an old-fashioned man still clinging to the methods of personal instruction and not taking very favourably to things modern. Still if we use this new discovery wisely and well, we can make it go very far in certain directions.

Let us foster and strengthen factors that hold our country's unity -Adviser Sidhu

At the 20th Southern Zonal Council meeting at Hyderabad, recently, the Adviser to the Governor of Tamil Nadu, Dr. S.S. Sidhu emphasized the fundamental need to preserve our nation's integrity and solidarity. Dr. Sidhu also discussed in detail the development activities in Tamil Nadu and made an earnest request to the Centre to clear some important projects for the State.

Dr. S.S. Sidhu, Adviser to the Governor of Tamil Nadu while speaking at the 20th Southern Zonal Council Meeting at Hyderabad referred to the climate of unrest and violence in the country caused by the Regional Chauvinism fundamentalists and disruptive forces and welcomed the steps recently taken by the Central Government. He observed that the integrity and solidarity of the country is vital to that end, the disruptive forces need to be curbed with a strong hand and all factors which held the unity of the country should be fostered and strengthened.

He mentioned that during the President's Rule in the last 4 months, law and order had been well maintained in the State and steps taken to control extremism by effective measures. Thrust areas in the field of development had been identified for concentrated action and these are:

(a) **Drinking water supply** :— A Crash Programme of sinking 4,000 bore wells has been undertaken to take care of 135 identified pockets in rural areas which are prone to water scarcity. Out of these 1900 wells have already been sunk and the remaining 2100 would be completed by the end of next month. Last year 4,000 wells were sunk in the entire area as against 4,000 wells in 4 months this year.

(b) **Revival of sick small scale industries** : 5,000 such Industries have been identified and nearly 800 of them have already been rehabilitated by a comprehensive package of assistance in the first phase of revival of 1,000 units.

(c) **Streamline the Public Distribution System** : 12 K.Gs. of rice and other essential commodities are

supplied to the Card Holders. He made a plea to step up the Central allocation of rice to the State to at least 80,000 tonnes per month since this has recently been reduced by the Govt. of India to 40,000 tonnes.

(d) Provided a clean, efficient administration by vigorous vigilance and Anti-corruption drive and raids.

(e) Special emphasis on the implementation of Anti-poverty programmes like N.R.E.P., R.L.E.G.P. and I.R.D.P. to see that benefits really flow to the poor.

Dr. Sidhu referred to the Cauvery Waters dispute at some length and stated that the entire paddy cultivation economy in the district of Tanjore had been seriously undermined because of the unilateral development of Ayacut by Karnataka in the last 15 years. He stressed the demand of the State for immediate reference of the issue towards Tribunal to resolve the problem and requested the intervention of the Home Minister in this regard.

Dr. Sidhu emphasised the need to step up the allocation to the Mass Rapid Transit System Project for Madras which had received an allocation of only Rs. 9 crores and whose cost had already escalated from Rs. 55 crores to Rs. 107 crores. He also urged that more allocation need to be made to expedite the Dindigul-Madurai Broad Gauge link since the project was proceeding very slowly and whose completion was vital for the entire region.

Regarding Tehgu Ganga project for drinking water to Madras Dr. Sidhu stated that Rs. 47 crores had been released to the Government of Andhra Pradesh and that Rs. 30 crores had been provided for



the current year. This would also be released soon after the assessment of the progress made so far. He requested that the Minister of Environment should clear the project from the environmental angle expeditiously since the acute drinking water problem of Madras was well-known.

Referring to a serious fall in Tamil Nadu's share in Central investment in the State (from 8% in 1950 to about 5% at present) Dr. Sidhu requested that the Union Government should clear the following projects expeditiously for Tamil Nadu. These projects are vital for the State.

(a) Colour Film Making Unit for Hindustan Photo Films in Nilgiris district.

(b) Expansion of power generation in the first and second Mines cuts in Neyveli.

(c) Third Mine cut for Neyveli.

(d) Nuclear Power Plant in Koodankulam in Tirunelveli district.

(e) Sattelite Port in Ennore.

(f) Titanium-Zirconium Plant in Nilgiris district.

(g) Thermal Power Station in the State Sector using Neyveli Lignite.



IS THIS STRIKE NECESSARY?

A section of the State Government employees have struck work since 22.6.88. This is hindering the work under the various welfare schemes and programmes initiated by the Government. Can Tamil Nadu afford this strike? Is this strike legitimate?

WHAT ARE THE FACTS?

MAIN DEMANDS

- i. Parity with Central Government Pay scales
- ii. One month's bonus.

CONCESSIONS

- ★ Most of the State Governments in India do not have pay scale parity with the Central Government pay scales.
- ★ Normally a Pay Commission is constituted once in 7 to 10 years. But now the Government have agreed to set up a Pay Commission within only four years.
- ★ In 1976-77, Interim Relief was only Rs. 10/- per month. Now pending receipt of the Pay Commission's recommendations, from 1.6.88, Interim Relief of Rs. 70/- per month has been granted for all employees on regular scales of pay. This is the highest ever Interim Relief.
- ★ Teachers are treated on par with Government employees in getting pay and other benefits.

Special Concessions to our employees which the Central Government employees do not enjoy.

- ★ City Compensatory allowance is higher at all levels.
At the highest level our employees get Rs. 225/- per month as against Rs. 100/- per month for Central Government employees.
- ★ Earned leave can be encashed.
- ★ Lumpsum payment of Rs. 10,000/- at the time of retirement and
- ★ Family benefit fund of Rs. 20,000/-

CONSIDER THESE FACTS

- ★ Tamil Nadu has the highest number of Government employees in India in relation to the population of the State and therefore the expenditure on Government employees' salaries is the largest.
- ★ The salary of our Government employees is fully paid by our Government and not reimbursed 80% by the Central Government as alleged by some sections of employees.
- ★ There have been no police atrocities against the striking employees as alleged. All women and those requiring medical attention have been released promptly.
- ★ How can any further concessions be given in view of the present financial situation that has a huge deficit of Rs. 320 crores?
- ★ Government have no option, but to maintain law and order to enable the majority of the employees, who are not interested in the strike, to come and work. They will be given adequate protection to work. Those who strike are being dealt with firmly under the Rules.
- ★ As it is, nearly Rs. 80 crores are being spent on the current Interim Relief. It would not be possible for funds earmarked for development and poverty alleviation programmes for the upliftment of weaker sections to be diverted to meet salaries of staff.

In the interests of the public at large whose welfare will be affected by such work stoppages, we appeal to all those who are on strike to get back to work with immediate effect. On their part, Government assure that they will be treated fairly. Government trust that they will see reason and resume work immediately.

**CHIEF SECRETARY
GOVERNMENT OF TAMIL NADU**

Madras.
25.6.88

Chief Secretary announces

Appointment of Pay Commission and Interim Relief for Government employees



Thiru M.M. Rajendran, Chief Secretary to Government, met the office-bearers of the Government Employees' Associations on 19-6-88.

After discussing the issues raised by them, the Chief Secretary announced the Government's decision to grant the following rates of interim relief to the Government employees including teachers :

1. Employees on regular scales of pay—Rs. 70. p.m.
2. Employees who are on consolidated pay of Rs. 500 p.m. and above—Rs. 35. p.m.
3. Employees who are on consolidated pay below Rs. 500 p.m.—Rs. 25 p.m.
4. Part time employees who are getting a consolidated pay of Rs. 100 and above—Rs. 15 p.m.
5. Part time employees who are getting a consolidated pay of below Rs. 100 p.m.—Rs. 10 p.m.

The interim relief will be with effect from June 1988 onwards, and will be adjusted against the Pay Commission Award. The additional financial Commitment for the

Government in a full year will be approximately Rs. 80 crores.

The Chief Secretary also announced the decision of the Government to set up a Pay Commission. Among the various terms of reference, one of the terms is that in making its recommendations, the Commission will consider the demand of the employees for the grant of full pay parity with the Central Government scales of pay and for payment of one month's pay as bonus and make appropriate recommendations on the same. The Commission will also examine the existing pension structure and recommend such changes as are necessary for the rationalisation and simplification of the same.

In making its recommendation, the Commission will take into account the historical background, the economic conditions in the State and in the country and the capacity of the State to raise resources for funding the plan expenditure, essential non-plan expenditure and the cost of implementation of the recommendations of this Commission.

While announcing the Government's decision on interim relief and the setting up of the Pay Commission, the Chief Secretary appealed to the State Government Employees and Teachers to give up their agitational approach and fully co-operate with the Government.

Thiru Rajendran explained to newsmen on June 24th that despite state finances being in "very heavy deficit", the Government had gone out of the way and sanctioned an interim relief of Rs. 70 a month for its regular employees. He wished the employees would understand this extraordinary gesture and return to work.

The maximum permissible has been given and there is just no way for further increase," he said categorically.

However, the demands of these employees had been referred to the Pay Commission for consideration and its reply was awaited.



50 YEARS OF ALL INDIA RADIO AND TAMILNADU

Thiru C.N. RAMDAS, I.A.S.,
Special Commissioner and Secretary
Information and Tourism Department
Government of TamilNadu.

All India Radio is celebrating its Golden Jubilee on 16-6-1988. It is a proud moment for all of us in TamilNadu. AIR continues to be the popular medium of the common man despite the slow, steady, sure and the spectacular success story of TV in TamilNadu. As on 1-5-1988, the statistics reveal that the AIR coverage in TamilNadu is 96% area-wise and 97% population wise as against the national coverage of 82.9% and 94.5% for the respective parameters. By the end of the Seventh Five Year Plan i.e., by 31-3-1990, the figures of A.I.R. coverage for TamilNadu are expected to be 99% and 99% and for the country, they would be 91% and 97.50% area-wise and population-wise respectively. Very impressive strides indeed for a developing country with all its problems and demands of the growing population.

At the dawn of Independence i.e. 15-8-1947, there were 6 A.I.R. Stations in the country namely, Delhi, Bombay, Calcutta, Lucknow with two in TamilNadu namely, Madras and Tiruchirappalli. We are a comparatively highly-literate State. As per the 1981 census figures, the national literacy figure was 36.23%; with Kerala at 70.42% leading the other States followed by Maharashtra with 47.18% and TamilNadu with 46.76%. Between 1981 and 1988 the percentage would have gone up further, thanks to various thrust programmes by the Government in Education. These are figures to

indicate that this A.I.R. medium caters to the listeners increasingly in the realms of education and entertainment.

In an underdeveloped society, it is only proper that an important role should be assigned to communication in the campaign for modernisation and economic development, and, in a country in which most people are illiterate, the role of broadcasting would be much more important than that of printed media. From its earliest years AIR has accepted this role and several of its programmes are devised to fulfil it, whether they are intended for the general listener or for specific groups like farmers, women, students, teachers and workers.

The broadcasting medium brings timely information directly to people; they can inform them of new methods and devices and give them incentives to act in new ways. The Government's proposal to increase agriculture yield through progressive methods received the best support through A.I.R. The employment of modern techniques in agriculture has reached directly the agriculturists through this medium. The farm schools on the A.I.R. took the experts to the field. In the course of the last 50 years since rural broadcasting began, many farmers and their families scattered through-

out the country have come to depend on A.I.R. for useful information. A.I.R. can be proud of being one of the stimulants for increase in agriculture production and productivity in TamilNadu. Radio has changed the agriculture practices to the advantage of the individual farmer. The ADT 27 variety has been, because of the continuous broadcast of that information to the agriculturists has been identified as the Radio rice. The advent of the transistor has made a revolution in the listening area.

At many A.I.R. stations Farm and Home Units have been formed to provide information and advice on fertilisers, pesticides, implements, seeds and other items of interest to farmers through rural programme stations located and the intensive agricultural areas. It is necessary for the farmers' intensive education in adapting improved practices in their own fields. The broadcasters give adequate technical information, for day to day farm operations, which is given by specialists and extension workers and is related to the needs of the small farming communities in the vicinity of the stations.

Successful farmers are brought before the microphones and discussions and interviews with farmers are arranged. The broadcast of programmes on the health and hygiene in the rural programmes is being heard by women as well as



All India Radio Station building at Madras in 1956

men and relevant information reaches them.

The other area where A.I.R. plays a significant role concerns the propagation of the message of Family Welfare. A.I.R. successfully broadcasts programmes covering Mother and Child Care, Immunisation, the need for planned family etc.

A.I.R.'s educational broadcasts have also been serving the community to a great extent.

The support extended by A.I.R. in reaching the message of development and other welfare activities of the State Government are worth mentioning.

A.I.R. Madras has also played a remarkable role in the propagation of Science, through its many programmes of popular interest.

A.I.R. has also been rendering yeomen service in the dissemination of information on weather conditions, especially during cyclones.

Madras has the distinction of having introduced running commentary of sports events in the regional language (Tamil). It started during the cricketing season at Madras in 1973-74. Formal selections of com-

mentators on the lines of the national panel were initiated and the station has produced nearly a dozen star commentators in Tamil for a variety of sporting events and till date running commentary in Tamil is part and parcel of any origination of commentary from this station. This innovation has received the appreciation from the listeners all over the State.

Following are the existing facilities in TamilNadu :

- (i) **MADRAS** :—
: 200 Kilowatt Medium Wave Transmitter
: 10 Kilowatt Medium Wave Transmitter
: 1 Kilowatt Medium Wave Transmitter

- : 2.5 Kilowatt Medium Wave Transmitter (Vividh Bharathi)
: 100 Kilowatt Medium Wave Transmitter (Vividh Bharathi)

- : 15 Kilowatt FM Transmitter
: Studios

- (ii) **Tiruchirappalli** :
: 100 Kilowatt Medium Wave Transmitter
: 1 Kilowatt Medium Wave Transmitter (Vividh Bharathi)
: Studios

- (iii) **Coimbatore** :
: 10 Kilowatt Medium Wave Transmitter
: Studios Type I

- (iv) **Madurai** :
: 10 Kilowatt Medium Wave Transmitter
: Studios Type II

- (v) **Tirunelveli** :
: 10 Kilowatt Medium Wave Transmitter
: Studios Type I

- (vi) **Nagercoil** :
: Local Radio Station with 1 Kilowatt Medium Wave Transmitter.

During the Seventh Five Year Plan (1985-90), the following new A.I.R. Stations have been planned:

- (i) **Uthagamandalam** :
: 2 x 5 Kilowatt FM Transmitter MP Studios.

This is expected to be completed by March, 1990 if they get the clearance of the ISRO—Indian Space Research Organisation of the Government of India :

- (ii) **Kodaikanal** :
: 2 x 5 Kilowatt FM Transmitter MP Studios.

This is also expected to be ready by March 1990. Land belonging to the Township of Kodaikanal is being given to the A.I.R. by our Government to enable them to put up this facility as planned.

(iii) Tuticorin :
200 Kilowatt Medium Wave Transmitter Studios Type I.

This is to be ready by December 1990. 40 acres of land are being allotted by our Government and permission to enter upon it is being given by 30-6-1988 so that the work begins immediately thereafter bearing in mind the significance that is attached to this sensitive project near our national borders.

Additional facilities during the Seventh Five Year Plan period (1985-90) :

Madras :
Replacement of the existing 10 Kilowatt Short Wave by 50 Kilowatt Short Wave Transmitter. Replacement of the existing 2.5 Kilowatt Medium Wave Transmitter by 20 Kilowatt Medium Wave Transmitter. Introduction of Multi Channel Recording and Stereo Transmission.

Tiruchirapalli :
Replacement of the existing 50 Kilowatt Medium Wave by 100 Kilowatt Medium Wave Transmitter. This has since been commissioned.

In order to facilitate transmission from Madras, the A.I.R. authorities have been requesting our Government to give them the land on lease for a period beyond 1990 in Guindy in an area of 11.68 acres so that they can construct the studios for the National Channel. We have agreed to give them the necessary permission to put up the structures as this is a National Project. This is an example of desirable Centre-State relations.

At the recent All India State Information Ministers' Conference held at New Delhi on 25-5-88, Dr. S.S. Sidhu, Adviser to Governor

representing TamilNadu urged the following :

(i) The AIR coverage in Dharmapuri District and part of North Arcot District has not been adequate despite beefing up Tiruchirapalli Station. Therefore, a separate station to cater to Dharmapuri, North Arcot and Salem districts may be had at Salem with FM and stereo facilities.

(ii) Metropolitan cities like Bombay, Calcutta and Delhi have a separate channel for YUVAVANI programmes to encourage the young talented artistes of the State. The importance of this channel needs to be recognised and established early.

(iii) It would be worth, to A.I.R. Stations while to have a separate Vividh Bharathi Commercial Channel from Tirunelveli, Madurai and Coimbatore to cover the districts around these A.I.R. Stations, as the regional markets will justify this. The Madras and Tiruchirapalli based Vividh Bharathi Channels may not serve

the desired purpose. I have all hopes that the Government of India would comply with these reasonable requests of our Government early.

Furthermore, with FM and Stereo services to increase the clarity and reception, all our existing A.I.R. Stations and the ones to be established should have them and the people of TamilNadu would be grateful to the Government of India for these also.

A word about the coverage concerning the Government activities particularly in the area of Rural Development, Public Distribution, Drinking Water Supply and Industries—Small, Medium and large.

Broadcasting in a developing society must speed up the process of change and modernisation and must give due importance to national building. Innovative and imaginative presentation of such programmes will serve the purpose and people will be benefitted.



The former Chief Minister of Tamil Nadu, M. Bhakthavatsalam delivering a radio talk.

Landmarks in Indian Broadcasting

Reprinted from AKASHVANI issue dated 24th July, 1977

16th May, 1924—First Radio Club in India Formed at Madras.

31st July, 1924—Broadcasting Service initiated at Madras by the Madras Presidency Radio Club.

15th July, 1927—The Indian Radio Times, organ of the Indian Broadcasting Company in English, published its first number announcing the opening of the Bombay Station on the 23rd July.

23rd July, 1927—History of organised broadcasting in India begins. The Bombay Station of the Indian Broadcasting Company opened by H. E. Lord Irwin, Viceroy of India (1.5 K.W. mediumwave—1st transmitter).

26th August, 1927 The Calcutta Station of the Indian Broadcasting Company opened by H.E. Sir Stanley Jackson, Governor of Bengal (1.5 K.W. mediumwave—2nd transmitter).

September 1929—"Betar Jagat" in Bengali published its first number from the Calcutta Station of the Indian Broadcasting Company.

January 1930—The Indian Broadcasting Company approached the Government of India for direct monetary assistance.

1st April, 1930—Broadcasting placed under the direct control of the Government of India in the Department of Industries and Labour. Service designated the 'Indian State Broadcasting Service.'

The Madras Corporation began a regular Broadcasting Service.

19th Dec., 1932—The British Broadcasting Corporation began regular Broadcasting Service to the Empire.

1st January 1934—The Indian Wireless Telegraphy Act 1933, brought into force.

The Government of India granted Rs. 2-1/2 lakhs for the establishment of a station at Delhi.

February 1934—The Government of Madras secured the services of Mr. V.A.M. Bulow of the British Broadcasting Corporation to draw up a scheme of broadcasting for the Madras Presidency.

January, 1935—The Marconi Company offered to the Government of the N.W.F.P. the loan of a transmitter and a number of community receivers for village broadcasting in the N.W.F.P.

—Transmitter for the Delhi Station ordered from the Marconi Company by the Government of India.



The Former President of India, V.V. Giri participating in a broadcast.

1st March, 1935—A separate office of the Controller of Broadcasting created under the control of the Department of Industries and Labour of the Government of India.

March, 1935—Government allotted a special fund of Rs. 20 lakhs for the development of Broadcasting.

30th August, 1935—Mr. Lionel Fielden assumed charge as the first Controller of Broadcasting of the Government of India.

10th Sept., 1935—Opening of the "Akashvani" Broadcasting Station at Mysore.

22nd Dec. 1935—The "Indian Radio Times" was renamed the 'Indian Listener' and appeared in a new format.

1st January 1936—The Delhi Station of the Indian State Broadcasting Service began transmissions (20 K.W. Mediumwave—3rd transmitter).

—Radio Journal of the Indian State Broadcasting Service "Awaz" in Urdu and Hindi published from the Delhi Station.

A further grant of Rs. 20 lakhs for the development of Broadcasting added, making a total of Rs. 40 lakhs.

6th April, 1936—The Dehra Dun Broadcasting Station commenced broadcasting.

8th June, 1936—Designation of the Indian State Broadcasting Service changed to "All India Radio."

June 1936—Rural Broadcasts inaugurated from the Delhi Station.

1st August 1936—A.I.R. admitted as a regular Associate Member of the Union International de Radio Diffusion, Geneva.

19th Decem. 1936—Departure of the first batch of officers of A.I.R. for training at the B.B.C.

January 1937—Creation of an Installation Department of A.I.R.

29th January 1937—First Station Directors' Conference at Delhi.

1st April, 1937—A separate research Department of All India Radio created.

1937—The Peshawar Station taken over by the Government of India from the Government of the N.W.F.P. (0.25 K.W. Mediumwave 4th transmitter).

August 1937—Transfer of the 'Indian Listener, from Bombay to New Delhi.

16th June, 1938—The Madras Station opened by H.E. Lord Erskine, Governor of Madras (0.25 K.W. Mediumwave—10th. transmitter and 10 K.W. Shortwave 11 transmitter)

1938—The Madras Corporation Broadcasting Service ceased to function.

1938—First issue of "Vanoli" in Tamil and "Vani" in Telugu published from Madras.

3rd Oct. 1938—Inauguration of School Broadcasting as a regular feature. First set of School Broadcast pamphlets printed for the Delhi, Bombay, Calcutta and Madras Stations.

1st November 1938—Rural Broadcasting inaugurated from the Madras Station.

16th May, 1939—The Trichinopoly Station opened by H.E. Lord Erskine, Governor of Madras (5 K.W. Mediumwave—13th transmitter). Tiruchi station (medium wave) opened.

1st July 1939—Inauguration of Rural Broadcasts from the Lucknow Station.

5th September 1939—The Madras Station starts morning and afternoon transmissions.

September 1939—Centralisation of broadcasts of news bulletins in various languages commenced from Delhi.

1939—All India Radio begins to give News Bulletins in five Indian languages (Tamil, Telugu, Gujarati, Marathi and Pushto)



Tmt. M. Subbulakshmi on the 'AIR'.

Tamil Arasu July 1988

24th Oct. 1941—Department of Information and Broadcasting set up.

8th April, 1952—Initiation of the development work under the First Five Year Plan.

20th July 1952—Inauguration of the National Programme of Music.

October 1952—A.I.R. National Orchestra set up.

25th January, 1956—First National Symposium of Poets held.

19th February 1956—UNESCO-AIR Radio Farm Forum Project undertaken at A.I.R. Poona.

5th November 1956—Coverage of UNESCO Conference at New Delhi.

9th April, 1957—Auxiliary Studio at Chandigarh, opened.

4th May 1957—Programmes for NEFA listeners in 29 tribal languages inaugurated from Gauhati.

26th May 1957—First Sugam Sangeet Samaroh arranged.

7th July 1957—Programme Exchange Unit (Internal and External) started.

23rd July 1957—Observance of Thirty Years of Organised Broadcasting in India.

27th July 1957—Ranchi Station (short wave) inaugurated.

15th August 1957—Special programmes on the Centenary of 1857 Freedom struggle

3rd October "—"Vividh Bharati' (All India Variety Programme) inaugurated.

25th January 1958—"Songs of the Nation Builders" Programme of Folk Songs on developmental activities by Folk Troupes broadcast.

12th May 1958—Pilot Scheme of Wire Broadcasting started at Sevanagar, Delhi.

16th August 1958—Staff Training School (Engineering Wing) started.

21st May 1959—National Programme of Classics started.

15th August 1959—Service to Andaman and Nicobar Islands started.

15th September 1959—Educational Television Service inaugurated by the President.

17th November 1959—Nation wide Radio Rural Forums started.

21st January 1960—Commonwealth Broadcasting Conference held at New Delhi.

31st January 1960—100 K.W. medium wave transmitter for Delhi Station went on the air.

31st March 1960—National Programme of Contemporary Literature started.

3rd October 1960—Prime Minister's speech before U.N. General Assembly relayed directly from New York.

31st March 1961—Medium Wave Plan for expansion of Home Services involving the installation of 57 new transmitters.

6th May 1961—Motilal Nehru Centenary Programmes.

8th May 1961—Rabindranath Tagore Centenary, Programmes.

8th June 1961—A.I.R.'s Silver Jubilee.

January 1963—All India Radio Station at Kohima was commissioned.

1967—The Union Territory of Pondicherry was placed on the broadcasting map.

10th February 1968—The Parbhani auxiliary transmitter centre in Maharashtra started functioning.

August 1968—Introduced the National Programme of Talks in Hindi.

15th October 1968—The Commercial Broadcasting Service was inaugurated at Calcutta.

—Introduction of lessons in non-Hindi languages from Bhopal, Jaipur and Lucknow in Malayalam, Kannada, Tamil respectively.

5th January 1969—Calicut started a daily broadcast service in Malayalam and Mahl



The Famous sportsman who represented India both in Cricket and Hockey, Thiru M.J. Gopalan passing on his knowledge on the 'AIR'.

Tamil Arasu July 1988

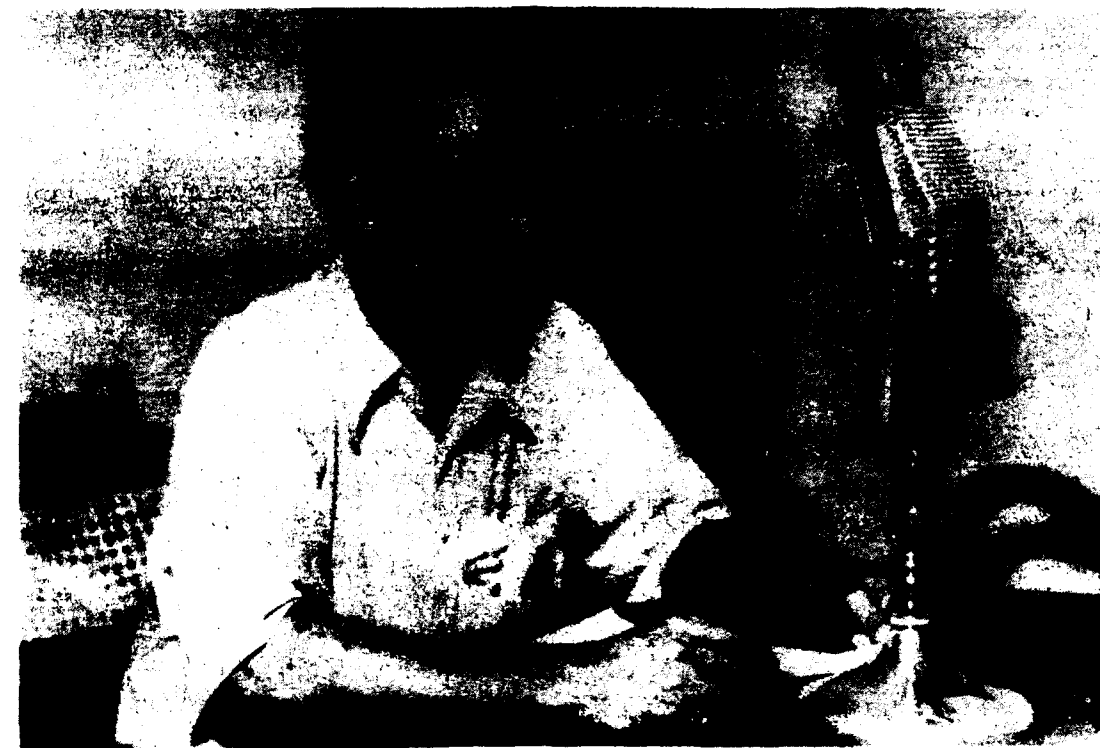
	languages for Laccadive, Minicoy and Amindivi islands.		
21st July 1969	—Yuva Vani Service at Delhi was started as a separate channel youth service.	9th December 1971	—Commissioning of high power medium wave transmitter at Simla.
22nd September 1969	A super power medium wave transmitter went on the air at Calcutta, aimed at improving reception of A.I.R. external services in the neighbouring countries and for the countries in South-East-Asia. For the first time All India Radio made its external services available on the medium wave.		—Commissioning of high power medium wave transmitters at Jodhpur, Alleppey and Imphal.
	—Patna, Ranchi, Simla and Delhi stations introduced lessons in Telugu, Punjabi, Marathi and Tamil respectively.		—Commissioning of one super power medium wave transmitter at Rajkot and two high power short wave transmitters at Aligarh, to strengthen the External Service of All India Radio.
	—Show speed bulletin in English was introduced at Delhi and other stations.		—Range of Delhi T.V. Centre was increased by putting a TV Tower from 40 Km. to 60 Km.
	—Commercial Broadcasting Service was extended to Delhi and Madras-Tiruchi.		
	—Introduction of nine headline bulletins with a duration of a minute and a half in Hindi in the Delhi Commercial Service.		
August 1970	—A separate channel for the Yuva Vani Service was started at Calcutta.		
20th December	—Hyderabad station introduced a daily 4-1/2 hours Youth Service.		
February 1971	—Extension of sponsored programmes (V. B.) to Delhi and Madras.		
2nd March 1971	—Extension of commercial service of All India Radio to Hyderabad - Vijayawada.		
	1971 —Extension of sponsored programmes (V.B.) to Madras.		
25th June 1971	—Commissioning of full-fledged radio station with a medium wave transmitter at Leh. (in Ladakh).		
8th October 1971	—Annual Radio Sangeet Sammelan was held in the form of concerts at different centres.		
November 1971 (i)	—The Delhi T.V. centre's Krishidharshan entry won a prize at the International Radio and Television Programmes contest held at Tokyo.		
December 1971	—A Russian Service, directed to listeners in the Soviet Union, was started.		



The Eminent Scientist, Dr. Y. Nayudamma addressing the AIR listeners

11st August 1972	—Full-fledged All India Radio Station at Silchar went on the air.
2nd October 1972	—Inauguration of Television Centre at Bombay.
	—Installation of high power medium wave transmitter at Gorakhpur.
14th November 1972	—Installation of high power medium wave transmitters at Kohima.
19th November 1972	—A daily Sports Service for a duration of 95 minutes was started from the four Zonal Stations of All India Radio viz., Delhi, Bombay, Calcutta and Madras.
	—Replacement of 5 K.W. MW transmitters at Tirunelveli, Delhi and Udaipur by new 10 Kw MW transmitters.
	—Shifting of Vividh Bharati Unit from Delhi to Bombay.
	—All India Radio won a special prize at the Japan Prize Competition held at Tokyo for a radio entry entitled "From the Mountain"

January 1973	—Introduction of a new National Programme of Regional (Light and Folk) Music.		—The television training activity of All India Radio was shifted to the Film and Television Training Institute, Pune, All India Radio and entered into a protocol of Radio and Television with the Voice of Germany and Czechoslovakia.
29th September 1973	Television Centres at Anuritsar was Commissioned into regular service.		
2nd October 1973	—Television Centre at Poona was commissioned into regular service.		—Introduction of news bulletin in Sanskrit.
6th November 1973	—The erection of a permanent tower at Srinagar was completed and the station launched as experimental Service on 26th January, started telecasting the programmes on full power from November 6.	1st August 1975	—Inauguration of Site Programmes.
	—The title "Yuva Vani" with a common signature tune was extended to the youth programmes of all All India Radio Stations.	9th August 1975	—Commissioning of Television Centre at Calcutta.
		15th August 1975	—Commissioning of Television Centre at Madras.
		17th November 1975	Commissioning of Television Centre at Lucknow.
November 1974	—All India Radio introduced annual prizes for the best play, feature and music programme broadcast from AIR stations.	1st January 1976	—Television Commercial Service was introduced.
	—A separate channel for Yuva Vani programmes came into being at Srinagar.	1st April 1976	—Doordarshan separated from A.I.R. and formed into a separate Directorate General.



The famous novelist, Thiru R.K. Narayan, participating in a Madras A.I.R. Programme.

THE VISUAL PAGE



His Excellency Dr. P. C. Alexander, Governor of Tamil Nadu presided over the meeting on collaboration of University - Industry - Government for effective utilisation of development in Science and Technology on 30-6-88 at Secretariat, Madras. Thiru G. V. Ramakrishna, I.A.S., Thiru A. Padmanabhan, I.A.S., Advisers to Governor and Thiru M.M. Rajendran, I.A.S., Chief Secretary to Government participated.



Odhuvar pension scheme was inaugurated by His Excellency the Governor of Tamil Nadu Dr. P.C. Alexander on the 29th June 1988, under the Presidentship of the Adviser to the Governor Thiru A. Padmanaban, I.A.S.

A SKETCH ON KAMARAJ

Three term Chief Minister, Freedom Fighter,
Elder Statesman from TamilNadu.



Kamaraj, popularly known in Tamil Nadu as "Perunthalaivar" meaning "The Great Leader" fits this axiom more appropriately than anyone else. Born into a simple family in one of the most backward areas in India, Kamaraj lost his father when he turned six and later had to discontinue even his school education. But, nothing could deter him from his zeal to serve the people of India, especially the needy and the downtrodden. Whole-heartedly accepting Gandhiji as his leader and Satyamurthi as his political mentor, Kamaraj rose to great heights by sheer hardwork, dedication and service. Kamaraj stands as the example of courage that can keep one in goodstead even in difficult circumstances in life.

Perunthalaivar Kamaraj's early involvement in the struggle for independence, his three terms as the Chief Minister of Tamil Nadu, his own "Kamaraj Plan" to

rejuvenate the Congress, his Presidentship of the Congress, his master mind that worked up neat solutions after the sudden demise of two Prime Ministers which earned him the title of "King Maker" and his programme of Free education and Free Noon meal to school children bear testimony of a self-made man who has acquired a place of pride in modern India.

LIFE SKETCH

1903—Born to Kumarasamy Nadar and Sivakami Ammal on July 15th at Virudunagar (formerly "Virudupatti") in TamilNadu.

1907—Birth of his sister, Nagammal.

1908—Enrolled in a local school; later studied at Aenathi Nayanar Vidyasala and Kshatriya Vidyasala.

1909—His father, Kumarasamy Nadar passed away.

1914—Discontinued school education at sixth standard.

1919—Responded to Gandhiji's call for protest against Rowlatt Act by enrolling himself as a full time member of the Congress Party.

1920—Participated in the Civil Dis-obedience Movement.

1921—Met Thanthai Periyar, the Secretary of the Tamil Nadu Congress Party at Virudunagar.

1923—Participated in the Nagpur Flag Satyagraha and the Boycott of Toddy shops at Madurai.

1925—Elected member of the Tamil Nadu Congress Committee.

1926—Involved in election work along with Satyamurti and Srinivasa Iyengar.

1927—Joined boycott against Simon Commission's visit to Madurai.

Mahatma Gandhi accorded permission for action towards the removal of the statue of Colonel Neal at Madras. The Government responded quickly by removing the statue before the agitation was launched.

1930—Participated in the Salt Satyagraha at Vedaranyam; sentenced to two years of imprisonment and lodged in the Alipur Jail.

1931—The signing of the Gandhi-Irwin pact made way for the premature release from Alipur. Elected to the working Committee of the Madras Presidency Congress.

1936—Elected as the Secretary of the Pradesh Congress Committee at Karaikudi along with Satyamurti, who became the President.

1937—Won the Legislative Assembly seat of Virudunagar at the General Elections.

1940—Elected as the Tamil Nadu Pradesh Congress President.

1941—Arrested and lodged in the Vellore Jail for propaganda against the war fund.

Elected as the Virudunagar Municipal President during his detention in Vellore Jail.



1942—Released from Vellore Jail.

Resigned the Presidentship of the Virudunagar Municipal Council to devote full time to the party.

1946—Elected President of the Tamil Nadu Pradesh Congress Committee. Also re-elected to the Madras Legislative Assembly.

1947—India became Independent.

Elected Member of the All India Congress Committee.

1948—Re-elected for the third term as the President of the Tamil Nadu Congress Committee.

1949—Toured Sri Lanka.

1950—Elected President of the Tamil Nadu Pradesh Congress Committee for the fourth term.

1952—After making way for Dr. Subbarayan to become the President of the Tamil Nadu Congress Committee for a short while, returned again as the President of the Tamil Nadu Congress Committee.

1954—Toured Malaya.

After Rajaji's resignation from Chief Ministership, elected as the Leader of the Legislature Congress Party.

On April 13th, became the Chief Minister of Madras State. Returned to the Legislative Assembly in the by-election in Gudiyatham Constituency.

1956—Introduced Free Noon-meal Scheme in Schools.

1957—Contested in the General Elections.

Re-elected for the second term as Chief Minister.

1960—Introduced Free Education Scheme upto 11th Standard for poor children.

1962—Re-elected in the General Elections.

Became Chief Minister for the third term.

1963—Introduced "Free Education" for all.

Resigned the Chief Ministership on October 2nd as per his own "Kamaraj Plan".

1964—Elected President of the All India Congress Committee. Paved way for Lal Bahadur Shastri to become Prime Minister, after Pandit Nehru.

1966—Organised the selection of Indira Gandhi as the Prime Minister after the sudden passing away of Lal Bahadur Shastri. Toured Soviet Union and East European Countries.

1969—Elected to the Lok Sabha from Nagercoil Constituency. His mother, Sivakami Ammal Passed away.

1971—Re-elected to the Lok Sabha from Nagercoil Constituency.

1972—Presented with Thamira Patra.

1975—On October 2nd, Perunthalaivar Kamaraj passed away.

QUOTATIONS

However brilliant an action it should not be esteemed great unless it is the result of a great motive.

—La Rochefoucauld

Risk! Risk anything! Care no more for the opinion of others, for those voices. Do the hardest thing on earth for you. Act for yourself. Face the truth.

—Katherine Mansfield.

To understand is hard. Once one understands, action is easy.

—Sun Yat Sen

To act without clear understanding, to form habits without investigation, to follow a path all one's life without knowing where it really leads—such is the behaviour of the multitude.

—Mencius.

The tendency to aggression is an instinctual disposition in man.... it constitutes the most powerful obstacle to culture.

—Freud

The modern newspaper is half ads and the other half lies between the ads.

—Anonymous

The only things in which we can be said to have any property is our actions..... Our action's must follow us beyond the grave: with respect to them *alone* we cannot say that we shall carry nothing with us when we die, neither that we shall go naked out of the world. Our actions must clothe us with an immortality, loathsome or glorious: these are the only title deeds of which we cannot be disinherited; they will have their full weight in the balance of eternity, when everything else is as nothing.

—Charles Cotton

The truth is often a terrible weapon of aggression. It is possible to lie and even murder with the truth.

—Alfred Adler

Kamaraj - the Chief Minister

Among the foreign statesmen who travelled to Delhi in 1966 to participate in the funeral of Lal Bahadur Shastri were Chairman Kosygin of USSR and Vice-President Humphrey of USA. They called on President Radhakrishnan, on acting Prime Minister Gulzarilal Nanda, on Mrs. Shastri and on Kamaraj.

Humphrey hailed Kamaraj as "one of the greatest political leaders in all the free countries of the world". This article, an excerpt from the book, "Kamaraj, symbol of Indian Democracy" by P.S. Subbaraman in 1966, provides an insight into the reasons that made Kamaraj so popular and successful.



When Kamaraj was elected leader of the Madras Congress legislature party and became Chief Minister early in 1954, he was the first non-English knowing person to head the administration in any part of India.

Kamaraj, to most members of the central cabinet and state ministries in contrast, was a rustic who knew only a little English-what he had

learnt during the years of enforced leisure in jail during 1942-45. Nor did he know more than a smattering of Hindi, which was soon to become the officially proclaimed link language of the country. He could speak and write fluently only in Tamil.

Could such a man head the administration? Senior civil servants, who pride themselves on the

quality of their English in the 'notings' files, wondered. So did others, who felt concerned by the question whether a person without a sound education could solve the complex questions of economic and social policy.

When Kamaraj laid down office as Chief Minister nine years later, Madras not only retained its reputation as one of the best administered

States in India but also topped other States in social and economic development, specially in educational expansion and rural electrification.

What was the secret of Kamaraj's success?

It was his style of work, which has been described variously as direct democracy, mass contact of keeping close to the grassroots.

Kamaraj has visited every district, every taluk (district sub-division), every block (the smaller community development unit of about 100 villages) and almost every single village of Madras State, not once but several times. He has been doing this as party organiser, as Chief Minister and now as President of the Congress Party. He knows the Tamil land and the people as he knows the palm of his hand.

"People tell me," he once remarked, "that I was not educated. I don't claim that I went to a university. But I do know geography. I know most of the areas of Tamilnad. I know where the rivers are and where the water tanks are. I know in which town people make a living and in which way. Are these things not geography, and only those books which contain straight and curved lines?"

Kamaraj was first elected to the Madras Legislative Assembly - unopposed in 1937. In 1941, when he was under detention, the citizens of Virudunagar elected him as chairman of the municipality in defiance of his British jailors. Kamaraj was elected again to the Madras Assembly in the elections of 1946, and was chosen by the State legislature as a member of the Constituent Assembly of India. The first post-independence general election of 1952 was held on the basis of universal adult franchise under the new Constitution, making India the world's largest democracy. Kamaraj won a seat in the Lok Sabha, the directly elected lower house of India's Parliament. In the subsequent two General elections of 1957 and 1962, when he was Chief Minister of Madras, he was re-elected to the State Assembly.

Elevation to public office often has the effect, in India as in other countries, of making a leader less accessible to the people, with a consequent loss of first-hand knowledge of their needs and hopes. Kamaraj did not allow this to happen. He remained as close as before to the people, and to the Congress Party rank-and-file. It is characteristic of Kamaraj that on becoming Chief Minister in 1954 he did not move from his modest suburban home in Mambalam to the palatial

KAMARAJ'S CHARACTER

One incident which occurred at school may be recalled for the insight it provides into Kamaraj's character as a boy.

For the Vinayaka Chaturthi celebrations at the Kshatriya Vidyasala every boy had to contribute five pice (about one-thirteenth of a rupee). After the puja to the image of Vinayaka, the prasadam, consisting of various eatables like fried rice, coconut chips, and jaggery was distributed among the students. There was a hectic scramble for the prasadam, each boy trying to get as much as possible out of the teacher. While the melee was going on, Kamaraj alone remained in a corner, waiting for his turn. And when it came, very little was left.

On returning home, his grandmother asked him why he had brought so little of the prasadam. "Did you not get more? The other boys must have got ahead of you".

"But do you want me to fight with the other boys? Did I not give as much money as the others? Why should I not get my fair share?"

"You should have tried to get ahead of the others!" retorted the grandmother.

"But why? Is it not the teacher's duty to see that everyone who paid his contribution is given his fair share? Should one get his prasadam only by fighting for it? Why don't you take the teacher to task?"

The poor lady had no answer.

official residence of the Chief Minister on the Cooum river, near the famed Madras beach.

No. 8, Tirumalai Pillai Road, which he occupied in 1948, continues to be his home in Madras. It has been an open house for any citizen with a problem, whether a widow with a difficulty about getting her child admitted to college, a retired government employee with his pension payment delayed, an industrialist with a project needing government support, or a trade union official with a victimisation grievance.

R. Venkataraman, who served in the Kamaraj Cabinet as Minister of Industries and has continued to play a dynamic role in the industrialisation of the State in that capacity, says about Kamaraj's people-oriented approach to administration: "He has never allowed any laws, rules or regulations to stand in the way of doing the right thing. Often times during the course of administration many came and represented against the tyranny of some executive orders. He was advised by officialdom that the requirements of rules, laws and regulations had been complied with, and that the consequent situations were either inevitable or irremediable. On those occasions when Kamaraj felt that the grievances were genuine or that the hardships should be remedied, he never hesitated to have the rules changed or the regulations modified in order to see that justice was done."

Kamaraj is a man of quick decision. Officials who served under him were greatly impressed by his quality. One of them has said: "If you are discussing a problem with him and if he gets up and tucks his dhoti (the simple cotton wrap-around which the Madrasis ordinarily wear) tighter round his waist, you can be sure he has already made up his mind on what to do".

Kamaraj is immune to the long-windedness to which politicians in India as elsewhere are prone. When invited to lay the cornerstone for a factory building or break the ground for an irrigation dam, Kamaraj would not make a long speech. Instead he would call the engineers and project officials, ask about the

KAMARAJ'S CREDO

"If you ask me who are my kith and kin, I shall tell you they are the Subban and Kappan who are going without food. The miserable lot in which they are living is my land! They are the Gods I worship!"

"They do not ask for motor cars, mansions, and costly jobs. They want work, a roof over their heads and education. These are the

things they want. My only aim is to work for them. It is these basic needs that are the goal for me. I shall work for them and strive for their welfare."

"A great responsibility has been placed on me by the people of Madras. I shall strive to discharge this responsibility properly."

and Nehru. We shall fulfil it properly and quickly. Let us work in unison for this great purpose."

Thus spoke Kamaraj in one of the most important speeches he delivered during the 1962 elections setting forth his attitude to the problems facing the country and the duty of the electorate.

schedule of construction, and get them to promise to make every effort to complete the work ahead of the target date.

Holding education to be the birthright of every child, he made it one of his principal tasks as Chief Minister to bring about universal and free schooling in Madras. As the result of his efforts, the percentage of children of school-going age who are actually attending school is higher in Madras than the all-India average. In the age group from six to eleven, it is nearly 100 per cent in respect of boys and 75 per cent in respect of girls, against the national average of 78 per cent and 56 per cent respectively.

This has been achieved through a doubling of the number of schools as well as fee exemptions for the poor and incentives in the form of free mid-day meals and the supply of school uniforms.

Madras devotes a larger percentage of its budget to education than any other state. Expenditure from the State's revenue increased from Rs. 103 million in 1956 to Rs. 252 million in 1962.

Kamaraj had a survey carried out in 1957 to ascertain the distribution of school facilities. It showed that of the 15,000 villages in the State, there were 6,000 without primary schools. He saw to it that every habitation with a population of 300 and above was provided with a primary school within a distance of a mile.

The opening of schools was not enough to ensure enrolment and

attendance. Kamaraj knew that compulsion would bear harshly on the rural poor, who often have to put children of nine or ten on wage earning jobs. A starving child could not be expected to attend school or benefit by the instruction. He therefore pioneered the scheme of free mid-day meals at school. Local committees were formed in each school community to mobilise public donations in cash and kind, and the Government contributed the balance to provide a wholesome mid-day meal to every child. The scheme, which is assisted by the American voluntary organisation, CARE, began in 1957 with some 230,000 children in 8,000 schools; it now covers 1,700,000 children in 30,000 schools.

Another incentive was the offer of free clothing to poor students. It was found that a number of children, particularly girls, fought shy of attending school for want of proper clothing. More than 800,000 poor children are now supplied with free school uniforms.

It was necessary to make education free before it could be made compulsory. Beginning with fee concessions for children from backward castes, full exemption from school fees was introduced in 1955 for all children of parents with a monthly income of less than a hundred rupees. A phased programme of compulsory elementary education was taken up in 1960, after a realistic basis for universal education and free schooling had thus been laid.

The other great change to which Kamaraj applied himself was a reduction of the disparity in civic amenities between town and country,

through electrification of the villages. Dark streets and homes dimly lit by smoky lamps are no longer their lot. With all but a few hundred of its 15,000 villages electrified, Madras occupies the first position in this respect among the States of the Indian Union.

Kamaraj dedicated himself to the spread of education and rural electrification not merely because these are basic social services; he saw them as the agents of economic development. He knew that there could be no improvement in the standard of living of India's large and growing population without a radical improvement in the productivity of agriculture and the development of industries. Rural electrification has led to the installation of some 500,000 pumps for irrigation in Madras. What used to be food-deficit State now has a marginal surplus over its requirement of food-grains, despite the increase meanwhile in population. And the spread of education has provided skilled manpower for the new industries which are coming up.

The transformation of the State's economy which used to be primarily agricultural, with few industries other than textile mills, owes much to the support given by the Government to private entrepreneurs. Kamaraj as Chief Minister initiated the policy of participation by the State Industrial Investment Corporation in the share capital of private enterprise. Together with public sector projects like the mining of lignite at Neyveli and the tank factory at Avadi, the new industries are rapidly changing the face of the ancient Tamil country.

Moments in Kamaraj's Life

A pensive moment
with
Rajendra Prasad



Conversing with
Dr. Radhakrishnan

With President
Nasser of Egypt



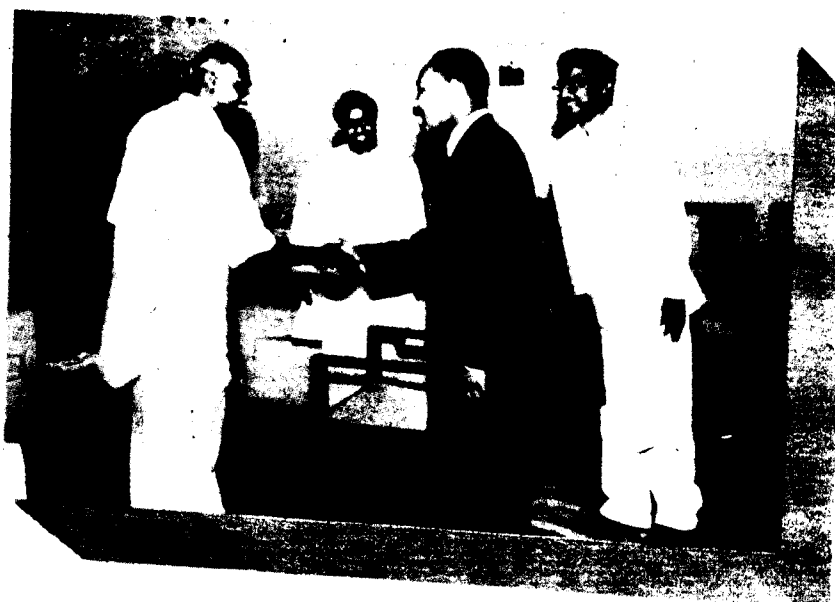


Welcoming
Queen Elizabeth II

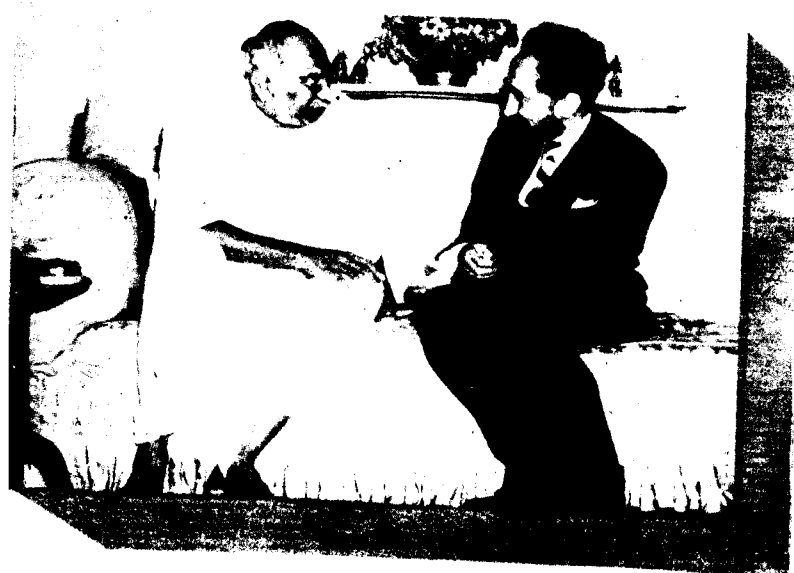


At a
congress session
with
Pandit Nehru

A warm handshake
with
Martin Luther king



Lal Bahadur Sastri
giving a patient ear



With Emperor
Haile Selassie
of Ethiopia



Congratulating
Indira Gandhi
on her choice
as
Prime Minister

A sparkling moment
with amma



A joyful moment
with children



On a discussion
with
Sardar Patel



Amongst
his
followers



A Tribute to Gandhiji

by K. Kamaraj



Man makes mistakes when he wants to speedily reach a goal or attain a purpose. But he must correct himself immediately. If he does not bother about mistakes, mistakes will consistently recur and he will not be able to reach his goal and purpose.

This is the reason why Gandhiji talked equally about the importance of a goal in life as also the ways to reach it. "It is just not enough for life's goal and purpose to be great. It is also necessary for the ways to achieve them to be noble" said Gandhiji. Gandhiji himself was a living example to his maxim.

Gandhiji led the Freedom struggle on the principle of non-violence. When on occasions, incidents took place against his convictions, Gandhiji punished himself for those eruptions. He clearly told the people that they were wrong in their approach, by undertaking fasts. When the Chauri Chaura violence took place, Gandhiji announced the withdrawal of the struggle. Even when stalwarts like C.R. Das and Motilal Nehru objected to Gandhiji for his decision, Gandhiji refused to change his convictions.

Not only that, Gandhiji convinced the poor of India that despite their poverty, India can be an independent nation. The instrument that provided succour to the poor, the Hand Chakra, became the symbol of Gandhiji's struggle. Those who followed Mahatma despite their scholarship, led a very simple life. Leaders such as Motilal, Nehru, C.R. Das, Jawaharlal Nehru, Rajan Babu, Rajaji mingled with the common people as "equals" and this created a staunch belief among the people in the "leadership".

The simplicity and the sacrifice of the leaders spread among the masses and India's moral character rose as never before.

But now we are going away from Gandhiji's ways. If the country is going to continue giving up the morals, we will not be able to reach our goals and purposes. Hence it is necessary for some amongst us to bravely defend our moral character and that alone can be the most proper tribute to Gandhiji.

Life as a Professional Broadcaster

Thiru. T. SANKARAN
(Former Director of Madras AIR)

Music as an ante-natal phenomenon made me a professional broadcaster if not a performing professional musician in the tradition of my maternal grandmother, Veena Dhanammal. Musicians in the South and the North and also in foreign climes became my close friends. Broadcasting was a thoroughly new experience as the Madras and Tiruchy stations of AIR went on the air in 1938 and 1939, respectively. Service was no bed of roses but the guidance of the very best brains at these two stations and the staff's relentless dedication to service and the capacity to laugh at our own expense paid such dividends. The personnel had to grope its way in search of potential performing talent, particularly when ladies of different class ventured to make inroads into the hitherto, untouchable music and professions. Several felt ignored and with some justification complained that many artistes with rich experience of singing 'back-songs' (Pin Pattu) were denied their legitimate share in the broadcast, which had become the monopoly of Tom, Dick and Harry (கண்ட குழுக்கள்). The veracity of this tirade has its funny side too. The Tiruchy centre ambitiously arranged a running commentary for a local pickwickian cricket match and when the studio announcement took the listeners over to the Puthur Maidan it was not the commentary by C.V.N. Sastri, the Oxford Blue Boxer but the romantic call of an amorous pair of donkeys.

This is just for emphasising the vital role of announcements, rehearsals, publicity and cordial public-relations. From the relay of music from the Tiruvaiyaru Tyagaraja Festival from 1939 and the first strains that reached the ears of the devout rasikar was the priests' threat; "எடுடா அரிவாளை" for breaking open accounts.

The memorable service of a few announcers amidst severe handicaps needs to go on public record: e.g. The achievement of Nobby Clarke the ace news reader in English who was a hopeless stammerer in life. But once he faced the mike, he has never been excelled either for the

boldness of voice or for clarity of expression.

The Music season in December is a crowded affair and the broadcasts were either through direct relays or excerpts from topical recording. M.S. is very good at her concerts but on a day when excerpts were broadcast her recital fell short by a few seconds. The Studio announcer promptly got the studio tampura tuned to her sruti, for the interlude. The station promptly earned her appreciation and gratitude by a telephone message for the resourceful interlude.

Interludes are also notorious for letting down service miserably. Prime Minister Lal Bhagadur Sastri was addressing the nation during the anti-Hindi agitation in Tamil Nadu during the sixties. After the closing announcement the recorded interlude was luckily instrumental with the disastrous text of Kriti "இந்த கண்டே காவடுவனா? நகர்டு சாவிதா?" Is not this misery enough: do you need more of it?

The National programme of Music the AIVP, some of the news services provide national coverage. The South Indian names are casualties in English and Hindi. Rajaji was referred to as Raja of Gopalachari.

Mistakes in an ever expanding service in multi-lingual centres pose problems difficult to anticipate. Some in local languages trip us more than alien languages. One Odhuvar was about to sing "தோடுடைய" but the announcer taking things for granted said "தோடுடைய செவியன்" to be stunned by another Thevaram "தோடுடைய காதனை".

One night the Western music records were readily available near the turn table but the announcer was unavoidably absent, thus passing on the responsibilities to the officer on duty—who was an absolute stranger to western music. He started with Part 8 and was progressing towards Part 1. The alert boss living next door to studios scaled the walls and silently took over to earn the gratitude of regular rasikar of the calibre of justice

of the Madras High Court Mr. Wolfe.

The professional broadcaster is a 'Sakala Kala Vallabhan' proficient, in Music, Karnatik, Hindustani and Western, a linguist, an expert on sporting events, current affairs—in short he is expected to be a mobile encyclopaedia. More Scientific training in staff training schools in technical, programme and administration duties is made available as and when possible but it is the hard work, sincerity and dedication of the experienced pioneers that are priceless guidelines to new recruits. A seasonal officer earned the wrath of his superior for not promptly disbursing the pension to the widow of the late lamented Ustad Faiyaz Khan. The disbursing officer could not identify the claimant who appeared in a Burkha.

The Harikatha is a very popular item with the devout but the dominance of the spoken word in narration enforced written eloquence thus vitiating spontaneity and also cutting off the typical Maharashtrian tradition in the interests of editing for shorter durations. Reference to mass feeding of thousands in Harikatha is being favoured upon as unreal in times of food rationing.

On the 15th August, in the fifties the broadcast in English by Mr. T.K. Venkatraman Sastri proved disastrous. The officer in-charge carefully labelled it as "T.R.V. Sastri for the 15th August at 8-15". As luck would have it another officer was late on the 15th August for 8.15 which contained Bharat Bhajans of T.R. Viswanatha Sastri. The announcer took things for granted and did not check up the details carefully and let through the talk in English after announcing the Bhajans of Viswanathan Sastri. The boss was live with rage but the guilty announcer—G. S. Vijaya Rao never forgave himself because the boss never uttered a single harsh word of reproach.

Awareness of mistakes at some stage, dedication, a sense of human are priceless assets in the service as much also manner as willingness to learn.

KAMARAJ AS I KNEW HIM

Tmt. Lalitha Rajagopalan, a former Member of Parliament reminiscence in this article the close association her family had with Kamaraj. A look at the simplicity and humaness of a contemporary statesman.

Kamaraj has been called by various names such as 'the King Maker', 'the Political Magician' and 'the Iron man', but I visualise him as one with plenty of humaness. Kamaraj was also a selfless and straight person.

When Kamaraj was the President of the Tamil Nadu Congress in 1940's I was involved in the 1942 movement as a student leader and later on worked as an Instructress of the Seva Dal of the women's wing of the Tamil Nadu Congress. My late husband, G. Rajagopalan was the secretary of the Tamil Nadu Congress Committee and a close aide to Kamaraj. Later my husband was elected to the Rajya Sabha and Kamaraj used to stay with us whenever he came over to Delhi. Kamaraj called my husband affectionately as 'Raju'. During these encounters, my hus-

band and I came to understand Kamaraj's likes and dislikes.

Despite the fact that Kamaraj as Chief Minister was popular among the masses and was also recognized in Northern India, Kamaraj was always simple and unassuming. Whenever he visited Delhi as Chief Minister, Kamaraj visited alone without aides. Kamaraj hated paraphernalia.

During his Chief Ministership, Kamaraj was on the hit-list of the Anand Margis but still he preferred to sleep on the open lawns of our house in Delhi, despite my husband's pleadings.

Many people think that as he was a bachelor, Kamaraj was a care-free man, who had no idea of a family and its responsibilities.

They are wrong. Kamaraj knew about a family and he realised how difficult it was to make both ends meet. He was also very meticulous. He had his breakfast at 8-30 A.M. sharp and that consisted of two idlis and a cup of strong coffee. Occasionally, Kamaraj asked for breakfast at 8 A.M. as he thought it will not be possible for us to manage the thronging crowds. Whenever he left home for a meeting, Kamaraj never forget to switch off the fan and light in his room. He will even come over to kitchen and remind my mother to bolt the door after he had left.

No other leader got along so well with the journalists as Kamaraj did. The journalists also enjoyed his company. Conversing with the journalists, Kamaraj will collect information from them rather than spilling out his thoughts.



Like Panditji, Kamaraj was fond of playing with children and was popular with them. Once there was a Congress working committee meeting in Sopru house and Kamaraj and my husband were preparing to go. My daughter Nirmala then said, "Mama, I will also come". My husband said, "They won't allow you inside and you can't come". Kamaraj took hold of the child's arm and said "come". He took her inside the meeting hall and made her sit behind. On another occasion, my second daughter Nirmala asked Kamaraj to come and see an English play in which she was acting at school. Kamaraj replied: "I have a meeting this evening. Don't remove your make-up after the play and I will see you with it". He not just saw her but took a picture with her.

Once Kamaraj was in Delhi during Diwali time. My husband was away in U.S.A., sent by the AICC as an observer to the U.S. Elections. Kamaraj was in his room. My mother slowly went to his room and when he saw her he got up from his cot and asked, "Ennamma". She replied, "Tomorrow is Diwali and I want you to have a traditional oil bath and wear the new clothes we have bought for you". Kamaraj immediately replied, "I have given up oil bath, Amma". But on the next morning, on Diwali day, Kamaraj asked for oil, had bath,

Chairman for day

During the brief spell of freedom that Kamaraj enjoyed before he was arrested again in August 1942 he held the unique honour of acting as Chairman of the Virudhunagar Municipal Council for a day.

In the election to the Council held in 1940, the Congress captured all but two seats on the Council. Kamaraj had been elected to the Council though he was in jail at that time. The Congress had captured the Council once before in 1937-defeating for the first time the Justice Party, which had controlled the Council for years-and the party wanted to elect Kamaraj as Chairman. He declined the honour then on the ground that he could not tie himself down to local civic work. When the opportunity came again in 1940, the Congress majority in the Council decided to elect Kamaraj as Chairman, as much

to show their confidence in him as to spite the Governor which was keeping him in detention.

After his release in 1941, Kamaraj was taken to the Municipal office while a meeting of the Council was in progress. The Vice-Chairman, who was presiding over the meeting, vacated his chair for Kamaraj. Kamaraj thanked the Councillors for electing him as Chairman, but explained to them that it would be impossible for him to hold that office and do justice to it in view of his preoccupations with Congress party work. He requested them to permit him to resign.

After going through one or two items on the agenda, Kamaraj left the meeting, resigning his Chairmanship.

wore new clothes and even had Diwali legeim. This incident reflects how much Kamaraj respected elders.

Kamaraj did not lag behind Mahatma in the upliftment of women. During his Presidentship of A.I.C.C. during which I was an M.P., we women made a representation to him to increase the percentage of seats to women in Parlia-

ment. Kamaraj favoured us by successfully recommending an increase from 5 percent to 10 percent.

Kamaraj was a man of few words but a man of action. "Parkalam" was his response to requests for favours. It meant, "I will see whether I can do it". No wonder Kamaraj is called "the Karma Verrar".

40th year of Independence / Birth Centenary of Pandit Jawaharlal Nehru

Third Meeting of the State Level Committee

The Third Meeting of the State Level Committee was held on 5.7.88 under the Chairmanship of His Excellency the Governor. Among those present were Thiru C. Subramaniam, Dr. M. P. Sivagnanam, Dr. Malcolm Adiseshiah, Tmt. Sarojini Varadappan, Tmt. Maragatham Chandrasekar, Dr. S. Vijayalakshmi, Tmt. Manjubhashini and Tmt. Jaya Arunachalam. Among the Special invitees were, Dr. S. S. Sidhu and Thiru A. Padmanaban, Advisers, and Thiru M. M. Rajendran, I.A.S., Chief Secretary and Secretaries to Government. The members stood in silence in memory of late Thiru M. Kalyana Sundaram, who was a member of this Committee. The

Committee reviewed the sanction taken on the decisions of the Second State Level Committee Meeting held on 7.4.88.

The following decisions were taken in the meeting:--

i) It was proposed to celebrate Labour Day on 13.8.88 in a fitting manner highlighting the benefits accrued to Labour since Independence.

ii) It was proposed to arrange a student rally, Poets' meet and a symposium on the theme 'Freedom Forty' and a public meeting on the final day of the 40th Year of Independence, i.e., 14.8.88 at Madras, in which the Governor, Vice-Chancellor of University, veteran freedom

fighters, leaders of political parties, Member of Parliament would participate. Similar functions will be held in all the District headquarters.

iii) It was also proposed to lay commemoration slabs connected with the freedom struggle in various places.

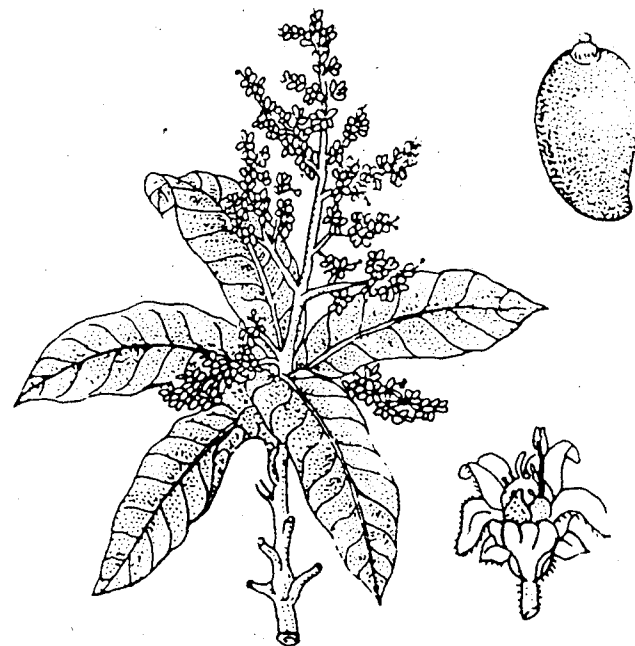
iv) The Programmes for the commemoration of Nehru Centenary were broadly discussed. Governor promised to convene another meeting in September or October to finalise the programmes to be undertaken for the Nehru Centenary after hearing from Government of India as to the financial assistance that we may get from them.



40th year of Independence / Birth Centenary of Pandit Jawaharlal Nehru
The Third Meeting of the State Level Committee was held on 5.7.88 under the Chairmanship of Governor.

The King of Fruits

By DURGA PATANKAR



Many Varieties

The mango occupies a special place among fruits. Its sweet and sour taste has endeared it to one and all. Moreover, though it grows only in summer, its flavour can be enjoyed throughout the year as it is widely used in pickles, jams, sweets etc. Not without reason the mango is called the king of fruits.

Evidence of mango cultivation four thousand years ago has been found. Today it is grown in various states of India. Mango trees are planted over ten lakh hectares of land in India. Its overall produce in India is nearabout eight lakh tons. This is about 66.2 percent of the overall produce of mangoes in the world.

Few other fruits can boast of such a wide variety. Each of the one thousand sub-species of mango trees is known for its individual taste and characteristics. At the very mention of a sub-species, its individual taste and size swim in our minds.

Famous mango species include the Langada of Uttar Pradesh and Bihar, the Gulab Khas of Bihar, the Dasheri of Punjab, Delhi and Uttar Pradesh, the Neelam of Madras, the Alphonso of Kerala and Maharashtra, and the Hafus, Rajapuri, Kesari and Jamadar of Gujarat.

The mango tree is an evergreen one. The average tree is 8-15m tall. The mango tree can be planted in two ways—through seeding or by grafting. If the seeds get enough water they sprout within fifteen days. After at least six months these plants are removed from their places and re-planted in more suitable places. There should be a gap of at least ten metres between two mango plants. It is essential that these plants are watered, fertilized, and their soil changed at regular intervals.

The second method of planting is grafting. When the mango tree reaches a certain age, grafts can be made from its branches. The girth of these branches should be over half a centimetre. The part which

is to be planted in the soil should be vertically cross cut sharply for one centimetre. Given an equitable climate, small leaves will start appearing within fifteen to twenty days. A mango tree requires 750-3750mm of rain.

Elongated Leaves

The direction in which the branches will spread out cannot be determined. At the edges of the branches, small leaves grow in clusters. The leaves are rust or copper coloured in the beginning, but take on a dark green hue on maturing. The leaves are elongated and taper at the end. These leaves are normally 10-30 cm long.

With the setting in of the monsoon, the mango blossoms. The flowers are of an off-white colour. There are flowers on all four sides of the twigs which emerge from the centre of the cluster of leaves. Three thousand flowers have been seen on a single twig. When the climate is good the overall produce of mangoes from a single tree can be mind boggling.

Fifteen to twenty days after the blossoming of the flowers small fruits start appearing. Dark green at first, these fruits take on a yellow, reddish-green, reddish yellow, yellowish-green or any other colour depending on the species. Some mangoes ripen on the branches themselves, others have to be put into baskets filled with hay for ripening. It is the only fruit whose seeds change with their age. When the fruit is small, the seed is tender and white in colour. Later on, the seeds become hard, and take on a creamish hue.

The mango tree is economically highly beneficial. One mango tree yields fruit worth five hundred to two thousand rupees. When the mango tree dries up, the wood obtained from its trunk and branches is worth three thousand to seven thousand rupees. Its leaves can be used to make fertilizers. The sale of its seeds also brings in good money. Therefore, there is a proverb in Hindi which says that the mango is everyman's fruit, all its parts are useful. (CEE-NFS).

South India is keenly appreciative of art at its best ... Lord Erskine

Lord Erskine, the then Governor of Madras inaugurated the Madras Station of All India Radio on 16.6.1938 by delivering this address from a room in Government House, Ooty.

It is my good fortune to have the opportunity of talking to you to-night on the occasion of this very interesting and important event, the opening of the new Madras Broadcasting Station. Let me tell you that I am at this moment sitting talking to you in a room in Government House, Ootacamund. I am speaking just as I would be doing if you were seated in this room with me. You, I imagine, are listening to me, either in the privacy of your own homes or gathered together round a loudspeaker in some public place in many a town and village as I have so often seen you gathered in your hundreds on the foreshore at Madras. My voice is being carried to you over the first part of its journey along the telephone line from Ooty to Madras, and is then being sent out by the new station over hundreds of miles by air to be picked up by your receiving sets. If, instead of talking to you, I were to be a gramophone into this room and play you a record on it by one of your favourite artists, you would hear his voice as clearly

as you are now hearing mine; as clearly indeed, as if you were to play that record on your gramophone in your own home. I want you, then, to think what the opening on the new Station means to you. It means that every evening from now on you will be able to spend a pleasant hour in the enjoyment of the kind of entertainment which appeals to every one of you; of the music, songs and dramas which you like best to hear, sung and spoken in your own languages by the singers and actors whose names you know so well, but whom till now you have had so few opportunities of hearing. In addition, there will be people to talk to you and tell you much that will be of interest to you and of help in the conduct of your daily lives, in the growing of your crops and the running of your business. I am speaking to you who live in the towns and in every little village in this great Presidency, and I want to persuade you that this new, more powerful broadcasting station, which the Government of India have given us to serve

the special needs of Southern India, is going to bring pleasure and interest into your lives such as you have never had before. I know how readily you go to hear music played by a good orchestra how much you appreciate a good song by a good singer, how eager you are to listen to dramas, comedies and jokes by your well known actors. But I know, too, how seldom those who live in the far-off villages can get an opportunity of enjoying these things, and how much brighter their lives would be if more entertainment of this kind could be introduced into them. And now it is being given you: it is being brought home to your own village, your own street and your own house, and it is all there for you to enjoy, if you will. Need I ask all who can possibly afford them to take advantage of this new opportunity by buying receiving sets and thereby acquiring a means of giving endless enjoyment to themselves, their families, friends and neighbours, and to those less fortunate than they to whom they will be able to pass on so



much pleasure at no very great expense?

Stimulus to art

But there is another side of this new service to which I want to draw your attention, and it is the stimulus which the new broadcasting station will give to art in South India. For it is no use creating facilities for carrying music and poetry to every corner of the Presidency, unless the artistic talent is there upon which to draw for the filling up of the programmes. I believe that the public of South India is keenly appreciative of art at its best, and that it will be just as keenly critical of the quality of the entertainment provided for it. The task of those in charge of the broadcasting station is a hard one, for we know from experience that it is impossible to please everyone; and I am assured that they will welcome constructive criticism and suggestions. They will want to know what pleases you and what you wish them to provide for your entertainment. But whatever it is, I am sure that you will want it to be the best of its kind, and a demand will thus be created for all that is best in South Indian art. I fear it can hardly be denied that Indian art has suffered a certain decline. But there is a wealth of tradition upon which our artists can draw which, treated with sympathy and yet with flexibility, can be made the foundation for a renaissance that will lift Indian art—again to the proud position it enjoyed in days gone by. And I believe that, in helping to create the demand, broadcasting will play its part in paving the way to that renaissance.

Turning a switch

Now it may sound all very simple that I should be sitting here talking, and that you, whether you be in Tinnevely or Vizagapatnam, should be able, by turning a switch, to hear my voice. But I would remind you of the quantity of amazingly intricate electrical machinery that goes to make this transmission possible, and of the fees that will have to be paid to the artists, who are to perform daily for your entertainment. All this will cost a great deal of money, and that money has to be found out of the fees which the public pay for licenses to possess receiving sets. It is true that the Government of India have met



the initial cost of the erection of this new Station; that the Madras Government have undertaken to provide receiving sets in a number of major centres in rural areas; and that some of our municipalities have shown their wisdom in similarly equipping themselves for the benefit of their townsfolk. But I want you to understand very definitely that it will be no use your sitting down and leaving it to the Government and the Municipalities to pay for the cost of your entertainment. The

I believe that the public of South India is keenly appreciative of art at its best and that it will be just as keenly critical of the quality of entertainment provided for it. The task of those who are in charge of the broadcasting station is a hard one and we know from experience it is impossible to please everyone.

—Lord Erskine

Bombay Presidency has the distinction of possessing more radio licenses than any other province. Its inhabitants have taken out as many as seventeen thousand, and yet that number pays for no more than about half the cost of running the Bombay Broadcasting Station. The Madras Presidency can boast a mere three thousand odd licenses, and I need not say more to show how far is the way we have to travel. Broadcasting is essentially a service for the people

and can only be carried on if the people will show their appreciation of the service provided for them.

A Plea for listening

I have seen day after day the citizens of Madras crowding round the loudspeakers on the marina beach installed for their entertainment by the Corporation. I am convinced that crowds as new broadcasting service throughout the length and breadth of the Presidency. I ask you, then to see to it that every town and every village shall share in this great opportunity for bringing a new kind of pleasure into the lives of the people. I ask all who can afford them to take out licences and by receiving sets for their own enjoyment. I ask those who can not individually afford them to club together and contribute towards a joint set to serve a circle of listeners. And I appeal to the charitable rich and to all our public bodies to install receiving sets and loudspeakers in the poorest rural areas and thereby brighten the lives of thousands who up to now have had so few chances of entertainment. The more support that is forthcoming, the more widely extended and the better will be the quality of the entertainment provided, and I am sure that money could not be spent to better purpose, I wish you all many enjoyable hours of instruction and pleasure which you could not obtain except through the medium of this marvellous new invention.

TRADITION, MODERNITY AND THE MEDIA



Thiru P.V. Krishnamoorthy, Former Director-General of Doordarshan shares in this exclusive article some of his thoughts about the growth of mass communication media in India.

Traditional India has often been described as an unchanging, immovable monolith with its enormous accumulation of customs and beliefs acting as a road-block to its material progress and modernisation. Nothing could be farther from the truth. There is realisation among scholars that tradition need not be inconsistent with modernisation. Modernisation is not necessarily westernisation or even industrialisation in the western sense. "Modernisation implies a flowering of old established traditions in the climate of today." Westernisation implies blind copying and cheap imitation. Based on their eighteenth and nineteenth century experiences, the colonialists concluded that industrialisation was the obvious choice before modernisation. It was assumed that with industrialisation changes would automatically occur in the familial, occupational and religious forms of social organisation. It was not realised that traditional cultures seldom surrender themselves totally to new ideas abandoning all that they held dear. Scholars now concede that traditionalism in India is not that hide-bound as some vested interests would like the world to believe. India has shown remarkable resi-

lience and adaptability. This phenomenon is described as 'Cultural metabolism' by social anthropologists.

Institutional changes towards modernisation could be effectively incorporated into traditional structures by drawing freely upon native cultural and structural symbols. This would enable smooth transformation without destroying the well-tested socio-cultural structure. There is such a wealth of oral and written myth, legend, history and symbols in cultures that there should be no difficulty in finding traditional precedents for many modern concepts. Japan is a classic example of a nation which adopted modernity within the framework of its traditional culture.

There is an important message for communication professionals in the experience of Japan. The lesson is that it is not necessary to destroy to build. One should build on the cultural and social foundations that have stood the test of time and experience. Unfortunately in India as in other developing countries in the fifties and the sixties we relied heavily on western theories of deve-

lopment and communication. Take the definition of development itself as propounded by western economists who were in the driving seat for decades. They were obsessed with increases in the GNP and per-capita income. Man, to them, was an economic animal. Man was segmented and treated as a producer of crops or a producer of children, but never as a whole human being, a total personality with a variety of interests. We should like to define development as a process of social change having improvement of the "quality of life" as the goal without disturbing the natural and cultural environment.

Among communication specialists, in recent years, there is recognition that culture, instead of being a stumbling block, can be a mediating force in development and that in effecting any change the peoples' involvement and active participation is very essential. The old concept of treating communication as one-way traffic, from the all-knowing sender to the ignorant receiver is totally rejected. The One-way information transfer model has been substituted by the involvement-motivation model. Here the media

are not mere purveyors of information but deliberately seek the involvement-participation of their listening/viewing clientele. After all, the definition of communication of is "sharing", if we go back to the original Latin world 'communicare', which means sharing. The one-way trickle down theory has given place to the multi-directional flow-theory in the reverse direction from the people to the policy maker and horizontally among the people themselves.

India has, perhaps, the oldest and longest oral tradition in the world. Here the spoken word is the pre-eminent cultural medium. Folk singers, actors, ballad singers have been crucial links in the cultural continuum. Take the Ramayana, the immortal epic, popular throughout India. It has been kept alive and communicated through a variety of media through the ages. Most of us have heard it lying on our grand-ma's lap. Millions have heard it from the wandering minstrels. It is also popular with the Harikatha Bhagavatha or the Kirtankar who through song and dance regale audiences with the nuances of the epic.

While this form may be for the high brow, there is the Pandwani from Central India, which handles the other great epic, the Mahabharata, to the great delight of the humble and the unlettered. The Pandwani artists who can sing, dance and mime with great gusto, never miss a chance to comment on the contemporary situation. So it is with hundreds of other forms like the Burra Katha of Andhra Pradesh Villu Pattu from Tamil Nadu or the Ottam Thullal of Kerala, Bhand-Pathar from Kashmir is more earthly but can be quite biting in its satire. And then we have the marvellous example of the Sankaracharya, who within short life span of thirty odd years, traversed the sub-continent on foot and propagated the monistic philosophy through discourse and dialogue. In recent times, Gandhiji

had access to the printing press but knewfullywell that through it he was reaching only a miniscule minority of intellectuals. His main medium of communication was mass contact. Nehru had access to the radio but preferred to mingle with the masses and speak to them face to face. During the freedom struggle, artistes of the popular theatre used their dialogues to surreptitiously convey political information.

Traditional media would, however, have to be used carefully in communicating modern concepts. Feeble attempts by city slickers writing in phoney dialects have met with dismal failure because the rural people are no fools. They know the genuine from the fake. Herein lies the challenge to the communicators. In my experience, if the folk performer buys the idea on his own free will, without any coercion or intimidation, he has the uncanny knack of incorporating modern concepts in his traditional shows, without marring the performance. The communist party in West Bengal has successfully used the traditional folk drama 'Jatra' to propagate its political ideology.

The pity is that with all this inexhaustible treasure, we are placing a lop-sided emphasis on the electronic medium-television. Our traditional media are languishing for want of sustenance, though it is fashionable to talk of the importance of folk and other traditional media

The pity is that with all the inexhaustible treasure of our traditional media, we are placing a lop sided emphasis on the electronic medium-television. Our traditional media are languishing for want of sustenance, though it is fashionable to talk of the importance of folk and other traditional media in seminars and conferences.

Tamil Arasu July 1988



in seminars and conferences. Such lip service is exasperating.

One of the most significant contributions of All India Radio, over the years, has been the commendable work done by dedicated members of its staff in scouting for folk talent throughout the country. Almost all stations of the AIR net-work have an impressive list of folk performers. In the earlier days most of the field recordings were done on aluminium or glass based discs and these have been tragically sold in auction! It is understood that the archives have some invaluable collection of folk items. The folk artists are a threatened species and AIR has a moral responsibility to move quickly and record as many of the rare forms as possible. The staff need mobility and this has always been a problem. About 12 per cent of all music programmes is devoted to folk music. Is this enough? The National Programme features folk and tribal music once a month. Is this a token? In our attempts to resurrect folk and traditional songs there is the greater danger of distorting and mutilating them. The media in their enthusiasm, have been guilty of disfiguring them in trying to "polish" them to remove the so-called crudities. The cinema is the prime culprit but AIR and Door-darshan have also a guilty conscience. The film folk songs are a sacrilege. The film version is so heavily orchestrated that there is hardly any trace of the original. They are not folk songs but fake songs as one wag put it.



MMDA regulates growth of Madras Metropolitan Area

MMDA's regulations ensure a clean environment, adequate standards of safety, prevention of encroachments and maintenance of aesthetics. The Development of Madras is regulated through the application of rules framed under the T & CP Act of 1971.

The Madras Metropolitan Development Authority is the agency responsible for planning and development in Madras Metropolitan Area, comprising the Madras City and its environs extending over an area of 1167 Sq.Kms. It has a statutory function, among others to regulate and guide the physical development through a Master Plan for MMA. The main objective of the Master Plan is to regulate growth in MMA in an orderly manner and also to ensure its economic viability, social stability and sound management for the present and in the foreseeable future. Development Control Rules form part of the Master Plan.

Development Regulations:

Development within MMA is regulated through the application

of Development Control Rules framed under the T&CP Act 1971. These regulations have really evolved from building-bye laws which existed for a long time. It is to ensure (i) Clean Environment in and around the building (ii) adequate standard of safety and healthy life for inhabitants of building which is used as a place of living, work or recreation (iii) prevention of encroachments on the roads/ streets reducing the narrow widths available (iv) Aggregate of developments does not exceed the threshold limits of services in an area and (v) aesthetics which can bring civic dignity and improve the tone of life.

Sub-division or Layout regulations provided in the D.C.R. are to ensure that (i) adequate size of a plot (ii) adequate width of streets

to meet the demand for traffic and to accommodate the service lines such as water supply, electricity, sewerage, and (iii) the reservation of lands for public purposes such as parks, play grounds, schools, community halls, post offices and such other facilities are provided.

These Rules stipulate that any developer has to obtain lay out approval/planning permission before undertaking such developments from MMDA. The development so undertaken should be in conformity with the approved plan for the area and to ensure all the public places such as roads, parks, playgrounds are handed over to the local bodies concerned (viz. Madras Corporation, Municipalities, Town Panchayats and Panchayat Unions) for maintenance.

Tamil Arasu July 1988

REAL ESTATE DEVELOPMENT:

Real estate developers play a significant role in the Metropolitan Development process. Included in this category are land developers, flat builders, and investors in private land and improvements. These are the people who assemble and develop lands for houses, apartments, office buildings and other uses.

They are the ones who provide the developed land, structures and contribute the basic public investments (such as improvement charges, development charges) and facilities within sub-division layouts. It is recognised that the contribution of real estate developers to the city's development is significant. Appro-

val is given by MMDA on an average in a year for development of 80 hectares. With 2500 plots, MMDA also approves development of approximately 2000 apartments/Year, and 60,000 s.q.m. of Commercial space. The MMDA has been monitoring these developments closely to ensure these developments are as approved, and proceeds against unauthorised developments, and even demolishes unauthorised constructions.

The population of MMDA in 1988 is estimated as 56.32 lakhs and the number of families as 11.26 lakhs. The cumulative back log of housing shortage estimated is about 1.94 lakhs which is about 17% of the total number of families. Present con-

ventional supply of housing is only about 11,000 nos. against an increase of 28,000 families per year. The contribution by private real estate developers is about 75% of the conventional supply in housing.

The task of ensuring a reasonable shelter to every household cannot be achieved only through public investments, and the private developers play a major role in solving this problem. Recognising this MMDA has proposed to involve private developers in "Guide Development" a method through which a public-private partnership of land development can be achieved for meeting the housing needs of MMDA, by shifting the focus of developments to outlying areas away from the city.

My Reminiscences

K. GOPALAN
Director of School Education &
SCERT

To reminisce about my association with All India Radio is indeed autobiographical; but the experience I have had has an element of universality in it. To be in the Studios of A.I.R. is a pleasure—an indescribable pleasure one should experience oneself rather than hear from others. It is not merely the quietude of the atmosphere or the hospitality of the operating personalities around but the visual image of the multitude of invisible listeners that is responsible for the kind of thrill one has every time one sits or stands before the microphone.

My association with the A.I.R. has almost been as long as the Studio itself, for I had participated in some programmes even in my boyhood days. And my contact has been getting closer, steadier and firmer with the growth of the broadcasting institution.

I very pleasantly recall how scripting the 'Thought for the Day' under the caption 'Sandror Vaakku' that announces the dawn of the day and sets the mental trend of the day had been a very fruitful pastime for me in my youthful days. Once you sit and codify the wise words of

great minds, you find in you a change—a change towards excellence. India abounds in noble thoughts. Tamil is endowed with sagacity. Thanks to All India Radio, Valluvan and Bharathi are fed to people by palatable doses.

We all live in an age of science. Home computer will not be a luxury in a few years. The progress of science, its impact on man and its effect on everyday routine are steadily and diligently highlighted by AIR probably throughout the day. I really felt proud to witness an array of young boys and girls of TamilNadu schools coming to the stage and proudly receiving the book prizes from the Hon'ble Minister for Education about a year ago on the occasion of the celebration of science broadcasts. The scene reminded me of my own school days when I carried 'cartload' of book prizes from the stages, which I happened to recall in one of my radio programmes, 'In my young days' (என் இளமையில்). I hope this series might have stimulated some of the young children to follow in the footsteps of successful men and women of our land, who have worked hard even in their younger

days and achieved phenomenal success later on.

As one heading the Department of School Education in the State, I must take this opportunity to record my sincere appreciation of the Educational Wing of AIR for its significant contribution to all disciplines of the school curriculum. School broadcasts do supplement our instruction, enrich our academic inputs and strengthen our service to student-community.

As the Department of Education and the Broadcasting Institutions vibrate in the same wavelength, the impact cannot but be powerful.

However, I would also appeal to my young pupils of the State to develop a listening habit in them, for it would surely stand them in good stead later in life.

On the occasion of the Golden Jubilee Celebrations of the All India Radio Station in Madras, let me congratulate all those involved in the broadcasting mission for their punctuality, pragmatism, sociability and steadfastness—all with a touch of aesthetic value.

Tamil Arasu July 1988

Prime Minister Rajiv Gandhi visits Tamil Nadu

Prime Minister calls for a stronger Tamil Nadu



At the inauguration of the Fifth Workshop of District Collectors

The Hon'ble Prime Minister Thiru Rajiv Gandhi called upon the District Collectors to suggest effective models for district administration to make it successful, both for planning and development.

The Prime Minister was inaugurating the workshops of District Collectors and District Magistrates at Coimbatore on the 18th June, 1988.

Thiru Rajiv Gandhi observed that a mix or a partnership of elected elements and the bureaucracy—as at the national and state levels—is ideal for adoption at the District level. However, given the diversities of the country three or four different models could be adopted depending on regional needs, instead of sticking to a rigid Model.

Steps to remove unemployment

Prime Minister Thiru Rajiv Gandhi offered support to workers co-operatives to run closed mills in Tamil Nadu.

The Prime Minister was addressing a public Meeting at VOC park at Coimbatore on June 20th. Thiru Rajiv Gandhi was deeply disturbed to note that over 25 mills in Coimbatore District have been closed rendering thousands of workers jobless.

The Prime Minister said that the people have realised that under the President's rule the administration was efficient and there was rapid development. Files which were pending for years had been cleared quickly.

Pointing out that women needed more care and attention, Thiru Rajiv Gandhi said that the Centre has done a lot in the last few years to protect the interests of women. The Centre, he said, had already asked the Tamil Nadu Government to expedite the issue of relief to old and destitute women.

The economy was growing fast and it was on account of this rapid progress that the people were able to get over the problems created by successive droughts. The new edu-

cation policy was designed to enable the youth to get employed and it would start yielding results soon. Meanwhile as an immediate measure the Government is expanding the rural employment programmes and setting up special training institutes for national training of youths.

At Seva Dal camp

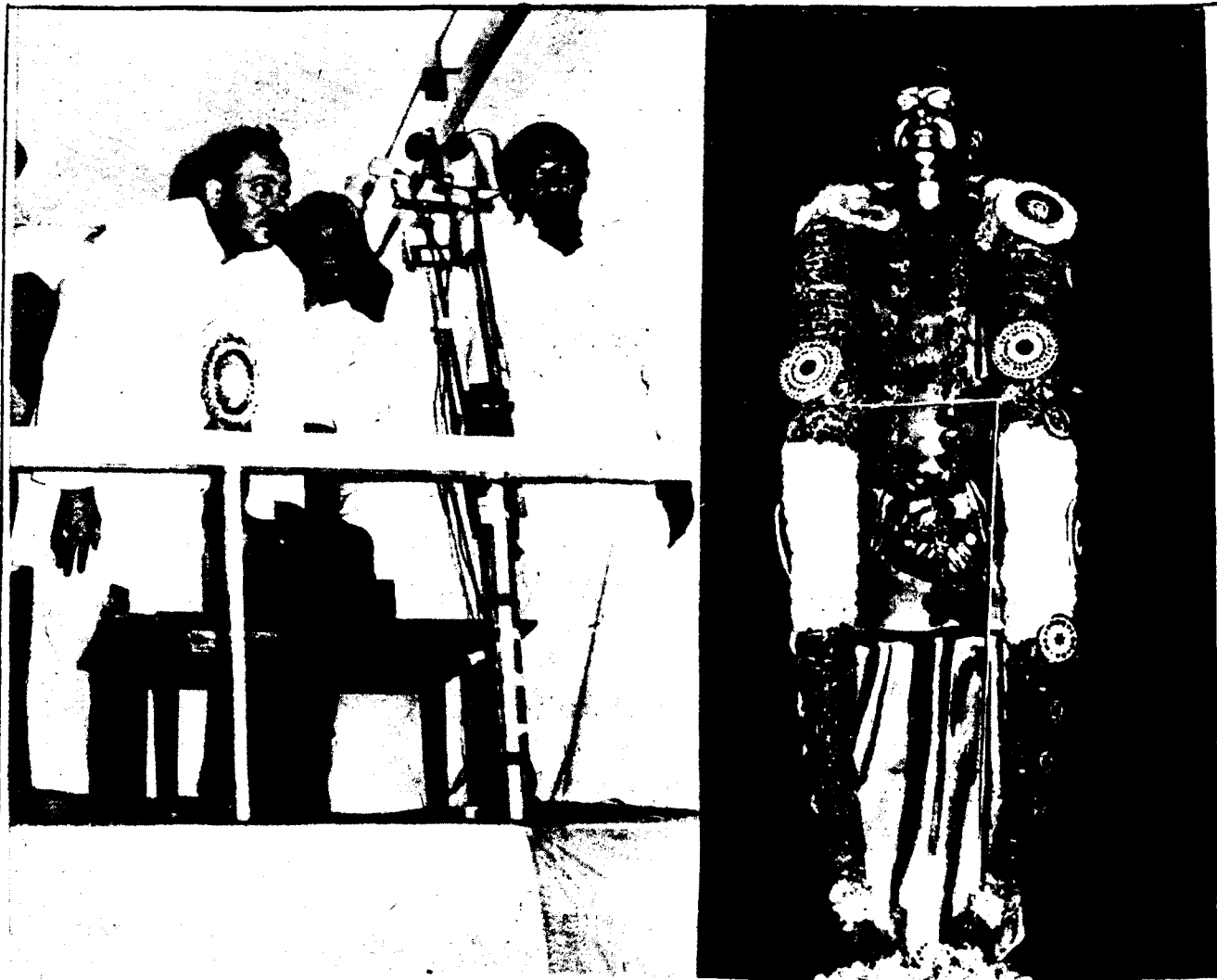
Speaking at the concluding session of the Tamil Nadu Seva Dal camp on June 21st at Coimbatore, the Prime Minister said the challenges ahead are going to be tremendous. India, today, has become a powerful nation that would stand on its own legs and make its presence felt in the world and give direction in major areas of human development. Thiru. Rajiv Gandhi said that we would like India to be big and get her rightful place as the leader of human civilization.

A silver sceptre was presented to the Prime Minister on the occasion.

At the Valedictory of District Collectors' Workshop

The Prime Minister addressing the Valedictory function of the

Tamil Arasu July 1988



fifth and final district Collectors' Workshop that concluded on June 21st at Coimbatore said that the five workshops were objective and Non political in nature and were intended to assess their views on the changes that could be made to make the district administration more responsive.

Thiru Rajiv Gandhi suggested the conduct of such conferences by the State Governments as has been done in Uttar Pradesh. He reaffirmed his view that the Eighth plan which would be launched in another one and a half year, should be a district plan based with a strong district sector.

Earlier the Prime Minister held discussions separately with the four groups of collectors who deliberated on issues relating to district level planning and decentralisation of powers.

At the temple of Lord Muruga in Palani :

The Prime Minister, Thiru Rajiv Gandhi and his wife Tmt. Sonia Gandhi visited the temple in the afternoon of 21st June.

They spent an hour in the temple one of the six most holy shrines of Lord Muruga—and witnessed an abhishegam for half an hour. The Prime Minister and his wife symbolically pulled the 12-foot golden chariot for a few feet with the idol of the Utsavar. The temple authorities presented them with full temple honours and welcomed them with poornakumbham. The Prime Minister was also presented with a green silk and Zari shawl.

KAKKAN'S STATUE UNVEILED

The Prime Minister Thiru Rajiv Gandhi asked the people to work for the realisation of the Tamil Nadu which people like Kakkan dreamt of, where the weaker sections are uplifted, economic development ushered in and social justice ensured for all.

Unveiling a statue of late leader K. Kakkan at Melur, 30 kms. from Madurai on 21st June 1988 the Prime Minister reiterated the need for re-dedication to the high ideals of Late Kakkan.

The Prime Minister said that the towns of Tamil Nadu have been ignored for too long and that he has asked the Tamil Nadu Governor, Dr. P.C. Alexander that the towns needed assistance and attention. Thiru Rajiv Gandhi said that he would ask the Governor to extend the Urban Development Scheme to more towns.

Tamil Arasu July 1988



Road safety week celebrations

Road Safety Week Celebrations was inaugurated at the Rajaji Hall, Madras on 6.6.88. The Special Officer of the Madras Corporation, Thiru L.M.Menezes I.A.S., presided over the function. He called for a review of the driving licence policy and the policies of land use, public transport and town planning. He said indiscriminate land use, especially in a city like Madras, was a factor in road accidents.

Crowded areas like George Town should be decongested. The problem was being compounded by delaying projects such as shifting the Kotwal market and the steel trade to the outskirts of the city.

Thiru Menezes, noting that several engineering and traffic management projects had been implemented under the Madras Urban Development Programmes, said planners had to study the composition of the traffic they were dealing with. In Madras there were 2.4 lakh two wheelers, six lakh bicycles and 1.2 lakh cars, not to mention buses, lorries and the innumerable pedestrians.

Inaugurating the celebrations, the Inspector-General of Police (Law and

Order) Thiru K. K. Rajasekaran Nair, said it was the wide variety of vehicles and lack of civic and traffic sense that caused most of the accidents. It was essential to include civic and traffic sense in the school curriculum to educate children early in life. He expressed concern at the protests against attempts to discipline cyclists and pedestrians.

The PTC Chairman, Thiru Dorairaj, said PTC buses occupied one fourth of the city's road -2,200 buses on 347 routes, making 31,000 trips and running 4.3 lakh km per day with over 5,000 drivers. The PTC's drivers were first trained by the Institute of Road Transport and retrained by the corporation after recruitment. "We spend Rs. 8,000 on each driver and he is then put through refresher courses and safety clinics. Which driver in the unorganised sector goes through such a drill," he asked.

An IIT study had shown that 39 per cent of accidents involving PTC buses could be traced to its drivers and 32 per cent to other drivers. Only one per cent of accidents were attributed to bad maintenance.

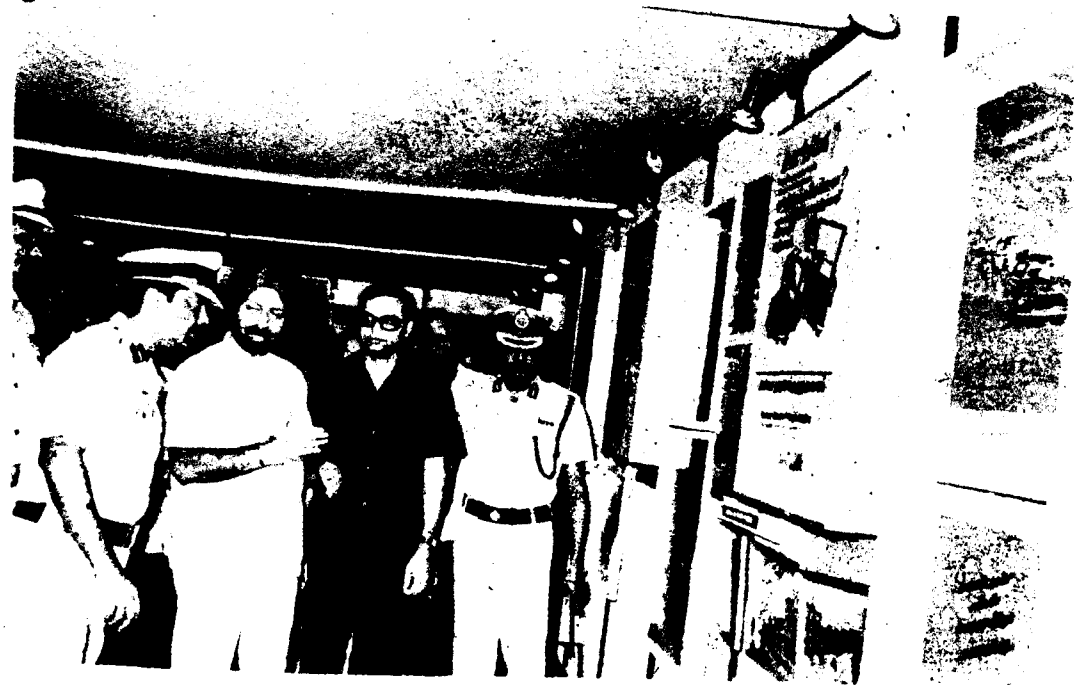
The Transport Commissioner, Thiru M.B.Pranesh, said despite an annual increase in the number of accidents in the country, there was a decline in accidents per 10,000 vehicles on the roads. In the State, the accidents rate per 10,000 vehicles had come down from 58 in 1981 to 30 in 1987.

The Commissioner of Police, Thiru P. Dorai, who inaugurated a road safety exhibition, advocated defensive driving to avert accidents.

Welcoming the gathering the Deputy Commissioner of Police (Traffic), Thiru L.Ranjit Singh said Road safety week and the exhibition were intended to educate people on safety and the rules on the road. All Government departments involved in the engineering education and enforcement of road safety were participating.



Tamil Arasu July 1988



Rs 7 crore Accident Relief Scheme for city

The Valedictory function of the Road Safety Week was held at Rajaji Hall, Madras on 12.6.88. Speaking at the function, Dr. S. S. Sidhu, Adviser to the Governor said, Rs. 7 crore Accident and Emergency Relief scheme to radically improve medical treatments of victims of City road accident will be taken up soon. He said that the scheme was suggested by noted orthopaedic surgeon, Thiru M. Natarajan, a few years ago. It was a three tier scheme the first level comprising 46 ambulances equipped with basic life-saving equipment. City peripheral hospitals forming the second tier to deal with the injured initially and in the third stage the serious cases would be referred to major hospitals.

Dr. Sidhu said that he had recently discussed the scheme with the Health Secretary. It could be made a part of the World Bank aided TN Urban Development Project, he suggested.

He said state transport corporations had been told to take steps in

the next three weeks to set up state and district road safety councils.

Dr Sidhu also suggested the creation of a state register of driving licences to keep track of drivers on various counts, including expiry of their licences.

More stringent tests were on the anvil for issue of driving licences, he said and suggested that a written test he made mandatory to evaluate whether a person was fit to possess a licence.

Such measures were necessitated by the large number of road accidents in the State.

He later presented cash awards, medals and prizes to transport corporation drivers with accident-free records and school children who came on top in various competitions organised in connection with the road safety week.

Transport commissioner Thiru M.B.

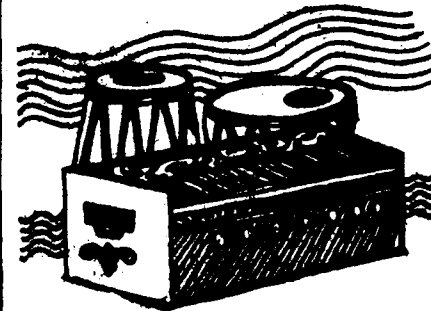
Pranesh said suggestions which cropped up during the course of the safety week included more severe punishment for those causing death by rash and negligent driving, road safety lessons in the school curricula, permanent road safety councils and a special ambulance service for road accident victims. All these would be considered.

In his presidential address, TTC Chairman Thiru M. Raghupathy said that a study of accidents involving the TTC had revealed that bad driving habits were the main cause for accidents. Seventy per cent of the accidents occurred on national highways in broad daylight. Eighty five per cent of fatal accidents took place on straight stretches. A little care and precaution would go a long way in reducing accidents, he said.

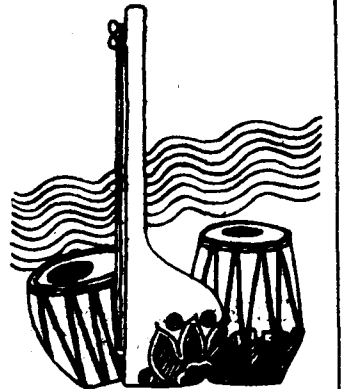
Transport secretary Thiru S. Sivasubramanian, welcomed the gathering and TTC Managing Director Thiru M. Koteswaran proposed a vote of thanks.

Tamil Arasu July 1988

AIR Madras: A Symbol of Technical Excellence



There is a proposal for setting up a full fledged National Channel Studio at Guindy in Madras. This will be the nodal point for production and transmission of all national programmes based on carnatic music and all other South Indian items.



Whenever I think that the Madras Station of All India Radio is older than me in age, I tend to become very respectful towards this cultural organisation which is so dear to me. Madras is one of the oldest broadcasting stations in our country. This station was inaugurated by H.E. Lord Erskine, Governor of the then Madras Province on 16th June 1938. It was a small Studio set-up at Egmore and a 250 W. Medium Wave transmitter served the city. Later on a 10 KW Philips Shortwave Transmitter was installed in Guindy. A Receiving Centre was also set up at Ennore with 4 Nos. of communication receivers and an aerial system consisting of two dipoles and four Rhombics. The Station was shifted to the present premises on Kamaraj Road in July, 1954 only. The facilities provided at that time were considered quite modern and adequate. A 1 KW MW Collins 20 T transmitter was only added to the system in place of the old 250 W transmitter. The studio provided modern facilities at that time for recording of classical music, drama, discussion and talks programmes. Even in 1954 Madras was one of the most important Broadcasting Stations in the country.

In those olden days sound recording was in its rudimentary stage. There were no tape recorders at all. Sound was recorded on graphite discs using 'Presto I.D.' cutter. This was a very interesting work involving a good lot of efforts and concentra-

Thiru K.C.C. RAJA,
Chief Engineer (Maintenance)
All India Radio, (South Zone),

tion on the part of both the artists and engineers. In the late fifties the first tape recorders like EMI, Vomer, Forrographer etc. came to the field. The history of Sound recording itself is a big story.

HIGH POWER TRANSMITTERS & MODERN STUDIOS :

In January 1956, a 20 KW MW transmitter was commissioned at Avadi additionally. With the starting of the All India Variety Programme (AIVP) which is alternatively called 'Vividh Bharathi' it became necessary to have a high power transmitter to carry this programme. More or less, at the same time, the Department planned to have a South East Asia Service beam'ing the programmes to South East Asian countries. For these purposes, a Marconi 100 KW SW transmitter was installed at Avadi in February 1957. The 10 KW SW Philips transmitter also was shifted to Avadi. From then onwards, Avadi had three major transmitters. The 100 KW Transmitter was broadcasting both AIVP programmes as well as External service programmes. At that time this was considered to be one of the best transmitters in the world.

In October 1957, the Vividh Bharathi Service was inaugurated, and for the quality listening, a

medium wave transmitter of 2.5 KW power was commissioned in Guindy. All these transmitters were imported ones.

With manifold increase in production activities, the available outside system was felt to be very inadequate. Hence, an elaborate Studio set up was planned by AIR for Madras. Some of the equipments by now could be procured from M/s. Bharat Electronics Ltd., and quite a few of the machinery could be obtained from the Colombo plan. This complex, which is serving the Madras Station to this day was commissioned in the year 1958 i.e. after twenty years of existence of A.I.R. Madras.

In the late 50's and early 60's Madras, along with Delhi, Calcutta and Bombay, could boast to have one of the best Studio set-up in the country.

COMMITMENTS INCREASE :

From the late 60's there was a galore of new varieties of programmes and these activities naturally required more infra-structural facilities. The Outside Broadcast recording activities also multiplied manifold. University of the A.I.R. programmes was started in 1966, Family Welfare Unit in 1967, Programmes for the Youth in Tamil and English started in 1970, Daily Sports service from 1972, Choral Group in 1974, Vadya Vrinda in 1975, Science Cell in 1976

Tamil Arasu July 1988

and a full fledged Farm and Home Unit 1977. A number of additional recording and technical facilities were provided in the Studios by way of increased number of console tape recorders, recording consoles, microphones and audio amplifiers. More or less at the same time A.I.R. Madras was linked up with A.I.R. New Delhi, Bombay, Bangalore, Vijayawada, Tirunelveli and Trivandrum with co-axial lines. With these linkages, exchange of programmes and feeding of various Current Affairs topics and news items become easy and the activities increased.

F.M. SERVICE :

The country's first ever regular FM Service was inaugurated at A.I.R. Madras on 23rd July 1977. This service has got a 3 KW Transmitter supplied by M/s. BEL, Bangalore. This is installed in the Transmitter hall of Doordarshan Kendra, Madras. The antenna elements are installed on the top of the TV tower. This FM service is a regular one at present.

INSAT 1-B AND RADIO NETWORKING :

INSAT 1-B facilitated country wide networking of A.I.R. Stations. The Radio Networking terminal with its associated dish antenna and the electronic equipment was installed in the year 1984 for receiving the programmes directly from INSAT 1-B efficiently for the clear receiving.

of News and other Network programmes. This technical facility made the news-cast absolutely clear, unlike the earlier reception through shortwave and co-axial links. The technical quality of the national programmes also improved tremendously. On a time-sharing basis, All India Radio, Madras also came up in this satellite map in 1985, providing uplinking facilities for programmes from the Southern States, such as South Zone concerts, School broadcasts etc. The South East Asia programme in Tamil between 1700 hrs and 1800 hrs for broadcast from Delhi and Aligarh transmitters also are uplinked from Madras for the past two years.

MODERNISATION :

It had been felt that the power of the primary service was too inadequate for commanding the proper listening area. Hence, the existing 20 KW MW transmitter was replaced by 2 x 100 KW Indian transmitter thereby increasing the coverage many times. The old 20 KW transmitter is used as a cyclone warning system. The old Master Control Room Switching Console which has become absolute had been replaced by a digital electronic master switching console designed and developed by R & D of A.I.R. This has got 19 inputs and can handle up to 12 different channels at a time.

The old play back and recording gear have been replaced in a phased manner. The monitoring system also has been modernised by using centralised monitoring equipments using digital circuits.

FUTURE EXPANSION :

All India Radio, Madras is always very particular for updating of technology and facilities. There is an age-old 14 x 40 underground cable system connecting Santhome Studios with High Power Transmitters at Avadi. This will be replaced by a microwave terminal for feeding the programmes. The work is under progress.

Multi-track recording studio and Stereo FM have also been thought of for Madras. Upgradation of Yuva-Vani Transmitter also is being processed. The 2.5 KW CBS transmitter will be replaced by a 20 KW transmitter.

There is a proposal for setting up a fullfledged National Channel Studio set up at Guindy in Madras. This will be the nodal point for production and transmission of all national programmes based on Carnatic music and all other South Indian items. This will be a big Studio complex by itself with all facilities.

AIR Madras can be very proud on account of its being one of the premier centres of broadcasting in India for the past half a century.



The Profound Educationist, Dr. A. Lakshmanaswamy Mudaliar delivering a lecture.

Tamil Arasu July 1988



The Spoken word and Broadcasting: Some Interesting Characteristics

While music takes up the major part of the time of A.I.R. or, for that matter, of any other broadcasting organisation, it is the spoken word which is peculiar to the radio as a medium. Or, to put it differently, if broadcasting has to establish its status as an art form in its own right, it has to do so in relation to the spoken word.

The spoken word was in ancient times the supreme vehicle of projecting thought. All knowledge and wisdom flowed from teachers to the taught and from parents to the children by way of the spoken word. After the art of writing had been discovered there came into existence historical records, treatises on various subjects, scriptures based on moral and social laws and epics; and as time advanced, scholars all over the world reduced their thoughts, experiences and new interpretations to writing. But the field was limited and confined to scholars. Communication in general was through the spoken word.

About five hundred years ago, the invention of printing caused a comp-

lete metamorphosis in the field of communication and widened the horizon of knowledge and education. "The Printing press sealed the doom of the Middle Ages, and settled the fate of those early broadcasters-troubadours, minstrels, trouveres, minnesingers, bards and professional story-tellers who traded in the spoken word. The rising tide of printers' ink overwhelmed them".

However, in the context of broadcasting-the most modern mode of communication of thought brought about by the radio-our concern is primarily, if not exclusively, with the spoken word. The very subtle distinction between the spoken word and the written has to be clearly defined and understood by the programme man, if radio programmes are to make a real impact on the listening millions. Without this, broadcasting from any institution will be a futile process - a mere avalanche of sound and fury signifying nothing. While making a comparative study of the spoken and written word, Dr. Narayana Menon has observed:

The writer is in no position to control the rhythms or shapes that his words assume in the minds of his readers. The result is that we have developed a number of tricks and dodges, pointers and controls to take the place of pauses and inflections and emphasis. They include commas and semi-colons, fullstops, question marks, exclamation marks, paragraphs, italics, and even more arbitrary directives such as "on the other hand", "in fact we should be clear that", "it is very important to point out" etc. All these are quite legitimate devices and carefully used, they can give us a prose style that is unambiguous, even clear and effective, but few of us could read it aloud. It would be, in short, language addressed to the eye, not to the ear. Such a language has no place in broadcasting.

As far as broadcasting is concerned Dr. Narayana Menon stresses that "we have to create a language which is as near the language of speech as possible...the sound of words should be the operative factor in this language, not the shape. The voice can persuade, condemn, doubt

Tamil Arasu July 1988

hesitate, approve, question, assert. It can bring rhythm and life to speech and fully exploit such tricks as alliteration and onomatopoeia". To the broadcaster, this is vital knowledge that the written word is addressed to the eye and the spoken word to ear.

The nature of radio as a medium has been discussed that some length by Donald McWhinnie. Listening alone is a very difficult job, listening simultaneously. We are used to seeing and - listening has become all most incidental for most of us and it seems "we have adjured the use of ears, simply because the experience, if any, transmitted through them to the mind has proved inadequate or the effect demanded too exacting." But imagine a piece of conversation going on in a dark room. "The word acquire a compulsion of meaning they did not have before, they develop a richness of texture through being isolated, and you focus your sensibility and imagination on them as you rarely do in daylight." In fact radio as a medium makes the heaviest demand on the listeners' imagination. If the scene of a play is laid in a pitch dark night or for that matter in a moon-lit night, every listener will form a mental picture of these settings in the light of his own experience. To quote Donald McWhinnie: "He must make the experience his own, relate it in his head to his own terms of reference."

The nature of the medium, therefore, so far as the spoken word is concerned, raises a number of problems for a professional broadcaster or a producer. On the air we only listen to something, what we hear is fleeting, changing from moment to moment and we hear it once and only once. If a programme is to make an impact it must attract attention right from the start. What is being said must be immediately intelligible and the main points must be such as to stand out in one's memory so as to provide food for later thought. A programme must not be so long as to fatigue the listener and therefore ceases to hold his active attention. How all this is achieved is mostly a matter of technique, and it is this which a radio producer must master. For example,

he should be able to assist the talker or the writer to make his script suitable for broadcast. He should do this with all the tact at this command, unobtrusively. A radio script, no matter how well it is written, is but the bare bones of a programme. What counts is how well it is put across. Between the script and its broadcast lies the whole technique of production and the success or otherwise of the producer. In a talk, production brings out the whole personality of the man, giving you an idea worth pondering over the experiences that deserve sharing. In a commentary or a feature, production brings out words which paint pictures of what you are unable to see for yourself. And in a radio play, it is the entire scene which voice and sound seek to recreate for listeners. In fact it is not merely technique; it is a whole lot of 'live' knowledge behind the technique and of course imagination with a Capital I. The ideal producer therefore, is so many things in one. As A.S. Bokhari the first Director-General of A.I.R. once said "Programme sense is common-sense." Without commonsense and imagination, however, knowledge or technique will not help any producer.

The spoken word has a wide canvas. It includes programmes each calling for special attention and treatment which may roughly be grouped as follows:

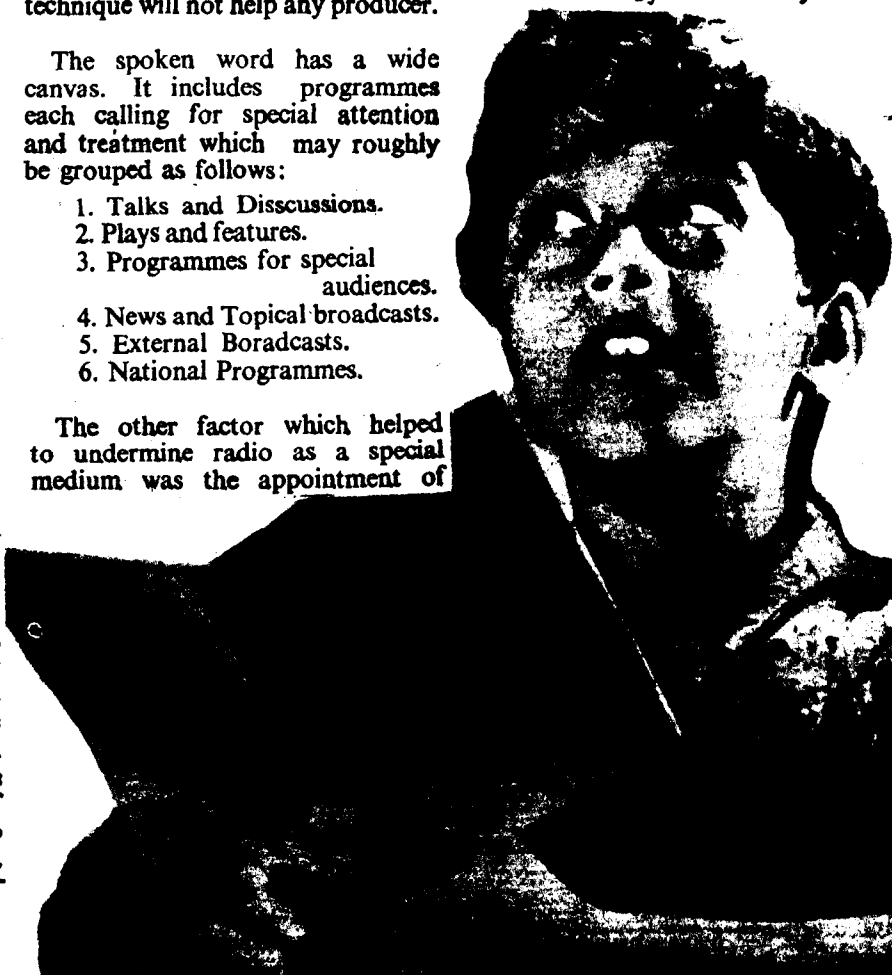
1. Talks and Discussions.
2. Plays and features.
3. Programmes for special audiences.
4. News and Topical broadcasts.
5. External Broadcasts.
6. National Programmes.

The other factor which helped to undermine radio as a special medium was the appointment of

literary men, artists and others as producers at the stations and as Chief and Deputy Chief Producers at the Directorate-General. It was a mistake to think that once the artist is placed before the microphone everything else followed. Nevertheless, even if it were not so, it would be a most unreal conclusion that if literary men and musicians are appointed in A.I.R. they will be able to bring the best talent to the radio. But it is obvious that even in the case of classical music, to achieve good presentation, expert knowledge of radio technique, is necessary.

Moreover, production, which means the fittest arrangement and the most effective projection of the best in other people's work, requires qualities which are not often to be found in creative artists themselves. The most important of these is the subordination of one's own ego to the sympathetic understanding and appreciation of another man's work. One may create without being disciplined, but one cannot produce programme of uniformly high quality if one is erratic.

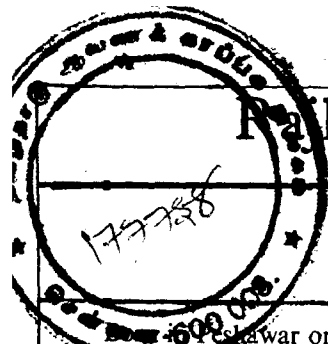
Source: 'Broadcasting in India' by G.C. Awasthy.



The first building that housed the All India Radio, Madras from 1938 through 1954, at 15, Marshalls Road, Egmore.



All India Radio's Madras Station as it looks now



Raj Kapoor - a legend in his lifetime

Raj Kapoor, the Mughal of Indian Cinema and the darling of cinemagoers in India and abroad, passed away after a brief illness on 2nd June 1988.

He was born on December 14, 1924. Raj Kapoor grew up with the theatre and cinema, making his stage debut as a child and screen debut as a teenager.

He received his grooming in film direction as an assistant under the veteran Kedar Sharma in the early Forties. But the man who influenced him the most and whose impression he carried in his work was Mehboob. Under Mehboob's direction he made his first major film, 'Andaz' in 1949.

The actor Raj Kapoor did not go very far for a long time. His most memorable roles are a mere handful—'Jagte Raho' (1956) 'Sangam' (1963), 'Teesri Kasam' (1966) and 'Mera Naam Joker' (1970).

Raj Kapoor, the director, starting with 'Aag' (starring Nargis and Kamini Kaushal) in 1947, did not take long to capture the imagination of the nation.

Raj Kapoor was a very quick learner. Between 1949 and 1970, he created films that kept a close rapport with the deeply-felt emotions of the people. Some of these films—'Aag', 'Jagte Raho' and 'Boot Polish'—did not become as successful as 'Barsaat', 'Awaraz', 'Shri 420', 'Jis Desh Mein Ganga Behti Hai', 'Sangam' and 'Bobby'. But they remain part of the memory of a generation that grew up with him—under the magical spell of his films.

He was also able to create a few social documents such as the one on dacoit menace.

He dealt with the unprotected childhood of the Fifties in his memorable 'Boot Polish'. He documented the conflict of the generations in 'Kal, Aaj Aur Kal' (1971) with three generations of the Kapoors—Prithviraj, himself and his son Randhir. 'Jagte Raho' won him the Grand Prix at Karlovy Vary in 1956.

He was one of the few stars in world cinema who commanded a rare following beyond their own country. He had also chaired the 1969 IFFI jury.

Raj Kapoor wove his perception of the melody of life into his films. It gave his films a vibration that touched the hearts of the viewers.

The hero of his movies is generally poor or down-trodden with a warm heart and a sense of optimism with whom viewers identified themselves easily. Another strong point of his films is music to which he paid great attention. The songs became instant hits and tunes are hummed even decades after the movies release.

His emotional portrayals are distinct in that they probe deep into human psyche. His 'bold' treatment of love themes has become trendsetter.

With 'Sangam' in 1964 he laid a strong stress on colour and spectacle, but never at the expense of a good story line. The gloss was simply there to back up a strong script.



In the Seventies, Raj Kapoor quietly withdrew from the acting scene but continued to direct his own films.

President's grief: His Excellency the President, Thiru R. Venkataraman, expressed grief over the demise of Raj Kapoor. In a message, he said: "Raj Kapoor reached great heights in the film world and made an indelible impression on the masses. He will always be remembered by the artistes and the people of the country."

His Excellency the Vice-President, Dr. S.D. Sharma, described Raj Kapoor as "an artiste and sensitive and compassionate human being who held sway over millions in India and overseas." Through his contributions in the cine world Raj Kapoor emphasised the qualities of kindness, understanding and fellow feeling. He fought courageously till the end and there have been very few like him, Dr. Sharma added.

The Hon'ble Prime Minister, Thiru Rajiv Gandhi described Raj Kapoor as one who became "a legend in his lifetime."

The Prime Minister said Raj Kapoor has left "an indelible mark not only on our film industry but across the entire spectrum of our national life by his ability to combine entertainment with a subtle depiction of the various socio-economic facets of most of today's human problems. From Moscow to New York, from Kashmir to Kanyakumari, Raj Kapoor will be long remembered with love and affection for his qualities and his endeavouring contribution to the film industry."

The Union Information and Broadcasting Minister, Thiru H.K.L. Bhagat, said in the death of Raj Kapoor the world had lost one of the tallest personalities and India had lost the doyen of its cinema. Raj Kapoor had carved out a place in the hearts of millions of men and women not only in India but in the world.

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Prime Minister Thiru Rajiv Gandhi visited the Sillicon factory at Mettur on 20-6-'88. The Prime Minister also planted a sapling to mark the occasion.

