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Regd. No. M. 1284

THE
Madras Journal of Co-operation

EACH FOR ALL, AND ALL FOR EACH

Journal of the Madras Provincial Co-operative Union, Esplanade, Madras.

JANUARY 1945.

No. 7, Vol. XXXVI

PRICE 8 As.

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Editorial Notes.

Handloom Weaving:

In our last issue we published extracts from the speeches delivered at the Rayalaseema Weavers' Conference to which we invite the attention of our readers. We have referred to the plight of handloom weavers time and again and have expressed our apprehensions of the future of the handloom industry in the post-war period unless special steps are taken from now to stabilise its position. From the proceedings of the various sub-committees of the Post-war Reconstruction General Committee made available to the public, it is clear the problems relating to the handloom industry *vis-a-vis* the mill industry have not been faced and solution found for them. If it is recognised that handloom industry is next in importance to agriculture, employing a large number of persons who mostly follow it as an occupation and that it should cease to be on a basis of permanent subsidy but should be helped to become a competitive one, the Committees ought to have made definite suggestions to reach the consummation devoutly wished for by all taking into account the peculiar circumstances of the industry. On the question of demarcation of output between the handlooms and the mills, the Committee seems to have decided about its impracticability on the ground that it is difficult to make any distinction between the types woven by the handlooms and the mills. If our memory does not fail us, the distinction proposed



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has always been in regard to counts of yarn and not types of cloth woven. It is understood the Committee also expressed the view that the chief rival to the handlooms in the future will not be the mills but the power looms. Who the future rivals will be for the handlooms in this province it is difficult to say. If cheap power is made available and the necessary facilities are offered, even the handloom weaver may take to power loom. That day is yet far distant. But the fact the present chief rivals are the mills cannot be ignored.

Then again on the question of import duty on yarn which places the handlooms at a disadvantage, the Committee contented itself by accepting the principle that the handloom weaver should not be placed at a disadvantage by the operation of an import duty and expressing that steps should be devised for counteracting this. For some reason the Committee did not consider it necessary to go into exact methods for achieving this result. Besides the abolition of the import duty on yarn, there is the proposal to impose a cess on yarn used by the mills themselves. As an alternative there is the proposal to impose a cess on mill-made cloth which has been approved even by the Textile Tariff Board. Without offering remarks on these or making other concrete suggestions to enable the handloom industry to cease to be on a basis of permanent subsidy, no purpose is served by expressing a pious wish that it should be helped to become a competitive one.

As usual opposition for the removal of import duty on yarn came from vested interests on the ground it was being levied only to equalize the cost price of the imported yarn and the local yarn. This argument appears to be more specious than real and there is nothing new in the plea. However, why did not, we wonder, those interests which saw the fallacy in the reasoning of those who pleaded for the abolition of the import duty suggest other necessary steps to achieve the end of equalizing the price of yarn to the mills and the handlooms? The fact of the matter is any proposal affecting the mill industry is not acceptable and if so the prospects of the handloom industry are gloomy. It is hoped the Government will not hesitate to adopt all possible steps necessary for its rehabilitation despite the opposition of vested interests.

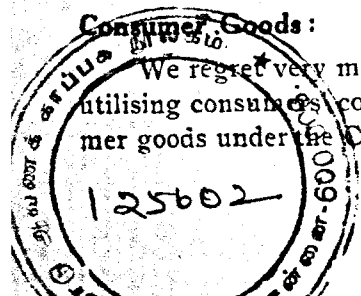
Consumer Goods:

We regret very much we have to refer again to the question of utilising consumers' co-operatives for equitable distribution of consumer goods under the Consumers' Goods (Distribution) Order. By their

efficient conduct the consumers' co-operatives have not only assisted in the equitable distribution of controlled articles but have also acted as effective checks on the rapacity of dealers by practically acting as fair price shops. The need for opening fair price shops or recognising shops of some dealers as fair price shops in regard to consumers' goods has been recognised and the Controller-General of Supplies has recognized some shops to act in that capacity. May we venture to suggest that consumers' co-operatives are eminently fitted, guided as they are in their dealings by service motive, to act as fair price shops? It is unfortunate that greater use is not being made of these co-operatives for the distribution of the consumers' goods. While we do not suggest the elimination altogether of the ordinary channels of trade, we venture to point out that the consumers' co-operatives also acting in the capacity of distributors of consumers' goods will greatly assist the Administration in putting down black markets, in assisting equitable distribution according to instructions and in general exercising healthy influence on the market. A consumers' co-operative should invariably be treated as a dealer of consumers' goods. The need for opening fair price shops will also then cease. It is often forgotten that the co-operatives are public institutions subject to departmental control and supervision as well as audit and they are mostly composed of consumers in whose interests various orders are being passed. To prefer dealers whose interests are not always identical with those of the consumers even in places where there are consumers' organisations is to hand over practically the consumers to the tender mercies of the dealers whose main consideration is profit and not service. We appeal to Government once more to look into this aspect and treat the co-operatives generously as they have by their conduct and service established their claim even for preferential treatment.

Co-operative Workshops:

One of the accepted recommendations of the Post-war Reconstruction Committee is to start co-operative colonies for demobilised soldiers and co-operative workshops for demobilised technical personnel. The success of these co-operative ventures depends on the facilities offered by Government for their efficient working at least in their initial stages. It is said the number of technical personnel to be absorbed in motor industry will be considerably large. Therefore, the repair and maintenance of motor vehicles will invariably be the most important item of work in most of these workshops. There is no denying the fact that motor vehicles run for hire such as buses will prove a very fruitful source of work as they will engage a large number of personnel. If private bus owners are encouraged, they will necessarily maintain their own workshops and the co-operative workshops will be practically starved. The result will be the co-operative workshops cannot thrive and much less survive the competition. Therefore, it is necessary to look at the question of State Management of road transport services from this point of view,



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To ensure the success of co-operative workshops for the demobilised personnel by providing them with continuous work, if not for any reason, it is necessary for the State to undertake road transport services. It is difficult to make the co-operative workshops successful without providing work relating to repairs and maintenance of motor vehicles. This industry can absorb a large part of the technical personnel. Without it the workshops will be of doubtful utility in solving the problem of employment of demobilised personnel.

Rural Planning :

In his valuable address at the fifth session of the Indian Society of Agricultural Economics recently held Sir Manilal B. Nanavati declared that planning was the immediate need of the country if chronic poverty of the masses was to be abolished and they were to be helped to improve their standard of living. He also expressed the view that any plan to achieve this objective postulates the establishment of genuine national Government. Sir Manilal made many useful observations on the question of planning rural life. Having had ample opportunities to study at first hand the conditions in rural India especially prevailing in the areas devastated by famine and pestilence, his views are entitled to respectful attention and every consideration.

In the course of his instructive address, Sir Manilal drew attention to a few fundamental facts of rural life and stressed the need for taking a comprehensive view of life in all aspects if the lot of the poorer classes in the rural areas is to be substantially elevated. He declared quoting the experience of other countries faced with similar problems, "They have come to believe that the human mind does not work in compartments; it is an organic entity and must be so treated. Therefore, along with the economic and technical measures for the development of agriculture, these countries think of the enrichment of the conditions of living." Applying this test to the Government's plans Sir Manilal expressed his disappointment that they fall short of "the higher objective of an all round socio-economic improvement of rural life." We endorse this view and deplore with Sir Manilal that any of the plans so far made "do not contemplate the resetting of the uneconomic holder and the landless tenant, nor do they show any concern over the growing menace of absentee landlordism." It is understood the Famine Inquiry Commission of which Sir Manilal is a distinguished member is looking into these problems as part of long-range policy of rehabilitation. We hope he will succeed in impressing on the Commission the need to tackle these problems as essential part of rural planning to avoid or at least minimise the prospect of calamities such as those which overtook Bengal and other parts of the country.

New Farming.*

By R. M. SUNDARAM, I.C.S.

Let us look at the picture of an ordinary farmer in our Province. Ramaswami Padayachi owns $\frac{3}{4}$ acre of wet land in Nachikuppam, $1\frac{1}{2}$ acre of garden land in Pudupatti and 2 acres of dry land in Mangadu. These were his share when his father died some years ago and the ancestral property was partitioned. Ramaswami Padayachi cultivates 2 acres of wet land belonging to Subba Ayyar on not very profitable terms. Owing to untimely rainfall last year the cholam and ragi on his garden land and the groundnut on his dry land did not give him a good yield. In connection with the marriage of his daughter some months ago he had to mortgage one acre of garden land to the village money-lender Appavoo Pillai at a high rate of interest. Ramaswami Padayachi owns only one pair of bullocks and hires more pairs from his friends in the village. Last year he missed the proper season for sowing cholam as he could not get two more pairs of bullocks from Krishna Pandaram because of a feud in the village over the Mariamman temple affairs. He owned a cow last year and used to sell the milk in the village after keeping some for his family, but the cow died last year of an epidemic. He did not think of going to the nearest veterinary dispensary. His 18-year old boy is his only help. The boy never went to school. Ramaswami Padayachi does not think of getting loans from Land Mortgage Banks to pay off his debts or from the Co-operative Society for financing his cultivation. He has never visited an agricultural depot and does not bother to obtain improved seeds, ploughs or agricultural implements or manures.

This is the history of about 70 per cent of our population who are engaged in agriculture, the greatest industry in this country. Year in and year out these sons of the soil toil but do not produce sufficient from the land to sustain themselves in reasonable comfort.

It is not my business in this talk to give you a blue print of a scheme for new farming but I only wish to make suggestions which should provoke thought and discussion.

Agriculture is as old as humanity itself. We have the same old land, the same old seasons and practically the same old crops; all continuing through hundreds of years. Agriculture is a task involving the Panchabhuthas—the five elements of nature—earth, water, heat, air and atmosphere. It is a task whereby man produces food, clothing and all other necessities of life. As our knowledge of these Panchabhuthas increases with the advance of scientific research, the science of agriculture advances. We understand the properties of the soil, the fertilising ingredients of manure, the reaction of the plant to its environment and devise better methods of crop production. The knowledge of soils has enabled us to conquer wastelands. The creation of new varieties of crops has helped us to increase production of food and clothing. New varieties of high yielding and disease and drought resisting crops are being grown over lakhs of acres. We want higher yields of rice per acre. The sugarcane grower requires cane hard enough to withstand damage by cyclones and jackals while the miller wants cane amenable to crushing and with more juice and sugar content. In cotton, the combination of yield and staple length is wanted. Tobacco of finer varieties for cigarette and cigar manufacture is needed. Valuable research work has been done on these lines. This is New Agriculture by which the New Farmer benefits and enhances the real wealth of the country.

Planning.

The present war has shown in bold relief the vital part played by agriculture in the economy of a nation. The main function of agriculture both in war and in peace is to provide adequate food to the community and raw materials for industries. Self-sufficiency in food is

* A radio talk published with the kind permission of the All India Radio, Madras.

obviously one of the pressing needs of any country. The G. M. F. Campaign is no doubt a creation of the present emergency but it should be projected into the post-war period and perfected. Our Province has always been deficit in rice and we were importing about 800,000 tons of rice from Burma. In the Ceded Districts we have had frequent visitations of famine due to the failure of monsoons. On the other hand we find that 90 per cent of the waters of our mighty rivers go into the sea and are not utilised. If these waters could be harnessed and more land brought under cultivation lasting benefit will accrue to the country. Far from paying for the imports of foodstuffs for decades, the money could be very well invested in irrigation works which would wipe out our deficit. Planning of food production is therefore necessary. While we all hate regimentation, we cannot get away from the fact that a certain amount of State Interference is necessary in this matter. Of late there has been a noticeable tendency in this Province for the extension of the area under cash crops like groundnut or cotton while the area under food crops especially under millets has been going down steadily. A proper balance between cash crops and food crops seems to be absolutely necessary. It is no doubt true that the best incentive for the farmer to grow a particular type of crop is the price that it would fetch but unregulated increase in the cash crops whose prices depend on the export market is an unhealthy symptom. The nutritional requirements of the people have to be considered in any scheme of crop planning. We want not only cereals but pulses, vegetables, fats, etc.

Grow More Food Campaign.

Our efforts in the G.M.F. Campaign have been in two directions; one, the extension of cultivation, two, intensive cultivation. It is commonly supposed that vast areas of land are lying fallow in this country. But actually very little land that would give an adequate return to the farmer has been left uncultivated except in the hilly tracts where the problem of Malaria has to be tackled. Various facilities have now been offered to farmers for bringing waste lands under cultivation by granting of loans, remission of assessment and by new facilities for irrigation. It has always been recognised that almost the only certain method of bringing more land under cultivation is by extension of irrigation. Efforts are now being made to undertake investigation of all waste lands with a view to see that even if such lands cannot support a foodcrop, they may be utilised for pastures or for forests.

But of much more importance is the improvement of land which is already under cultivation and which is suffering under several disabilities and deficiencies. It has been estimated that by undertaking intensive cultivation India can produce within a period of 10 years an extra yield of 50 per cent of the present production of food crops. It is commonly supposed that in the deltas the yield is very high but the actual figures show that very rarely do the deltas occupy the first or the top ranks in the yield of paddy. The land in the delta often suffers from lack of drainage facilities, submersion in the rainy weather etc. A great extent of our arable land suffers from its inability to retain the benefits of a scanty rainfall. Soil erosion has played havoc in many districts and the remaining soil is in an extremely impoverished condition. The first aim of agriculture should be to remedy these defects if we wish to increase considerably the yield of foodcrops. When we compare these yields with those of other countries we find that we are far behind. Take for example the yield of rice per acre in Madras. The average is about a 1,000 lb., an acre. In the United States of America it is 1,400 lb., in Japan it is 2,300 lb. Can we ever hope to increase the yield of rice to the level of other countries? I consider that it is possible.

Water and soil are the two basic requirements for production; the one without the other is not of much use. I have already dealt with our efforts to supply water. The most crying problem of the day is to improve the soil condition of our lands. Conservation and supply of manures should therefore be given the highest priority in any plan of new farming. The Government of Madras have undertaken supply of manures through Agricultural Depots. The

NEW FARMING

oil-cake manure available in the Presidency has been conserved by prohibiting its export from the Presidency and regulating its sale and distribution. An advance of a sum of nearly a crore of rupees has been placed at the disposal of the Director of Agriculture for the purchase and distribution of manures, improved seeds and agricultural implements. A large scheme for the supply of green manure seeds is under consideration. In olden days indigo was being grown over lakhs of acres in this Presidency and provided valuable green manure. The dye itself has lost its market and indigo cultivation has come to an end. Steps have to be found to resuscitate indigo cultivation in our new schemes for agriculture. Chemical manures have become scarce due to war conditions. The Government of India are actively considering proposals to set up plants for the manufacture of Ammonium Sulphate. The available Ammonium Sulphate is now being distributed by the local Government on a subsidized scale for the paddy crop.

It is unfortunate that in the villages a great portion of cattle manure is not being conserved and put to the best use. The use of cowdung as fuel has had serious repercussions in the manurial economy of our villages. The problem of finding sufficient fuel for the villages so that cowdung may be used solely as manure has to be investigated. Composting of village garbage and town refuse would yield valuable manure and the local Government have started a scheme for encouraging such composting.

Improved Seed.

The Agricultural Department in this Province has been running seed farms for the production of improved varieties of seeds like paddy and millets. Already nearly 40 lakhs of acres under paddy are under new varieties. The farmer has not realised the need for bringing all his land under improved seeds. It should be our aim within the next 5 years to cover the entire area under paddy with new seeds. New and better strains of cotton, groundnut, sugarcane and tobacco have been evolved by the Agricultural Department and the wide use of these varieties by the farmer will materially add to the wealth of this Province.

Collective Farming.

It is undoubtedly true that fragmentation of holdings is a serious drawback in any country. Much has been heard of late of the success of collective farming in Russia. Conditions in India are however widely different from those in Russia. In Russia vast areas of uncultivated land were available which is not so in our country. In Russia the area under cultivation increased by 57 million acres as a result of collective farming, but there was no tangible increase in the yield per acre. Small holdings permit intensive farming and in our country the human element plays a very larger part. The small holder of land takes a joy and pride in the ownership of his land but under collective farming he becomes a mere wage earner and his initiative and zeal are dulled. A proper solution to the small holdings in this country therefore seems to lie in some kind of co-operative farming. While the ryot would be left to cultivate his land for himself he could purchase all the necessities for his industry collectively and market his produce collectively. Ryots could own bullocks, improved implements etc. collectively. Agricultural co-operation has endless possibilities. The financing of agriculture can also be undertaken by co-operative institutions. Land Mortgage Banks, for example, can provide loans for the development of land and not merely to liquidate the farmers' debts.

Mechanisation of Agriculture.

Mechanisation of agriculture has been widely discussed in this country. Displacement of agricultural labour by power implements will no doubt reduce the cost of cultivation but opinion is divided on the advantages of complete mechanisation of agriculture. Tractor ploughing for example will undoubtedly be beneficial if large compact blocks of land have to

be brought under cultivation. But in dry areas tractor ploughing reduces the moisture retaining capacity of the soil. However, the use of improved agricultural implements is bound to help the farmer to increase production and propaganda should be undertaken in this matter. After the war Military vehicles may be adapted for agricultural operations and used by farmers for various purposes. There is scope for increased use of electricity for pumping water in most areas in India.

Cattle Wealth.

The problem of cattle power has not received the attention that it deserves. Cattle power in this country ranks foremost both from mechanical and economic considerations. We have far too many useless and inefficient cattle. The food-supply is deficient and the maintenance of inefficient cattle is a drain on the farmer. Schemes for cattle-breeding are therefore of utmost importance and the development of grazing grounds is a matter of vital necessity. Our aim should be to maintain efficient cattle in every farm. The straw and stalks of the foodcrops like paddy and cholam could support the animals which in turn yield milk and manures besides supplying power for agricultural operations and by well planned mixed farming our aim should be that the land supports the cattle and the cattle support the land.

Farmers' Education.

The education of farmers in this country has not received the attention that has been paid to it in other countries. It seems to me that the best form of propaganda would be the creation of an agricultural bias in the minds of school children which would lay a sure foundation for the prosperity of the agricultural farmer. There is also scope for the education of the adult farmer. The most practical way appears to lie in establishing numerous model farms run by the State or with the help of the State. The practical farmer very rarely listens to a lecture from an Agricultural Officer. By far the best way would be to show him practical results in a farm run by the scientifically trained staff of the Agricultural Department.

Agro-Industrial Economy.

No picture of new farming can be complete without the consideration of the development of small scale industries, subsidiary and ancillary to agriculture. Though agriculture is our greatest industry a proper balance between agriculture and industries is of the greatest importance to a nation. It is common knowledge that the agriculturist has not got sufficient work all the year round. Also it should not be forgotten that in ancient India the villages consisted of self-sufficient units of not only the farmers but the village artisans who produced everything other than food that the village required. The village smith, the village weaver, the village carpenter, all had their own place in the scheme of things. It should be our aim to resuscitate these artisans in the village economy. Starting of subsidiary industries like dairy-farming, poultry-breeding, bee-keeping etc. will certainly relieve the pressure on the land and offer the farmer scope for the utilisation of his spare hours. The utilisation of waste products in the village would not only give an additional income to the agriculturist but would reduce the cost of production of foodstuffs.

The primary obligation of Government and Society is now recognised as "food for all". The only way of discharging this duty is by increasing the level and quality of agricultural production. There is need for all of us to pull our weight in this drive to make this country a better place to live in than what we found it to be.

Dietetic Requirement and War-time Food Production in the Madras Presidency

By D. V. RAJALAKSHMAN.

University of Madras.

No plan for producing sufficient food was ever contemplated in India before the war, and even after the outbreak of hostilities in Europe, she was not prepared to face the problem of procuring enough food for her population, although a large portion, even in normal times, was 'on the verge of starvation'. The cessation of grain imports consequent on the entry of Japan into the war, 'in conjunction with other factors', clearly exposed the precarious position of India in regard to her food supplies, which roused the Government of India and the Provincial Governments to the task of adopting immediate measures to overcome the situation. Madras Presidency, which even in normal times imported grain, launched the 'Grow More Food' campaign not only to overcome the immediate threatening shortage but also with the ultimate aim of making the province self-sufficient by filling in the gap between the home supplies and consumption. For achieving this object of providing adequate food for the population, a clear idea of the existing gap between production and requirement is necessary. An attempt is made here to estimate the deficit that must be provided for to make this province self-sufficient.

To give a clear idea of the minimum deficit, the basic food energy requirement of the population is compared with the most favourable year of production. Although, for India, 2,600 calories is recommended as the minimum daily adult requirement to allow for wastage a net energy¹ of 2,800 or 3,000 calories is considered to be a reasonable standard and all the calculations here are based on these three levels. The year 1940-41, which is chosen to estimate the available energy, is not only the most favourable year of production during the war period, but also the year just prior to the entry of Japan into the war, when the effects of this present war were not yet visibly felt in this Province. Also the livestock census which forms the basis for calculating the available milk and milk products was taken in 1940, and the population census which is used here for estimating the energy requirement was taken in 1941.

Column (2) of Table I shows the estimated quantity of production² of cereals and pulses for the year 1940-41 and column (3) gives the quantities of all the grains available for consumption after deducting for the seed requirement³ and allowing for the loss in weight due to husking. A quantity of about 8 million tons of cereals and a lakh tons of pulses are available for consumption.

Column (4) of Table I gives the net energy⁴ in millions of calories that would be available daily for the whole population, if all the grain is consumed uniformly during the year

¹'Net energy' refers to the amount of energy available from the calories actually assimilated.

²Cereal figures are taken from the 'Season and Crop Report' and the estimated production of pulses is given by the Commissioner of Civil Supplies.

³A seed rate of 62½ lbs. for paddy, 10 lbs. for millets, green and black grams and 5 lbs. for red gram and other pulses is deducted per acre. The acreage in 1941-42 is taken into consideration, since that area is sown with the seed preserved from the produce of the year 1940-41.

⁴The energy equivalents given in the Health Bulletin published by the Government of India are used for this calculation.

without any wastage. The cereals contribute 76 thousand millions and pulses 10 thousand million calories of energy daily.

TABLE I.

Grain.	Annual Production. (Tons.)	Available for consumption. (Tons.)	Daily energy available. (Millions of calories.)
(1)	(2)	(3)	(4)
Rice	7,687,120	4,959,457.4	48,209.94
Cholam	1,326,770	1,105,857.4	10,967.00
Cumbu	712,600	558,654.2	5,598.14
Ragi	854,220	760,701.9	7,319.95
Korra	306,090	237,665.3	2,216.95
Yaragu	340,930	199,605.0	1,705.13
Samai	113,800	59,558.7	543.87
Maize	31,580	18,654.6	177.67
Total cereals	11,373,110	7,900,454.5	76,738.65
Black gram	25,320	13,437.2	185.43
Green gram	42,320	(a) 40,434.1	377.17
Red gram	48,900	38,638.3	360.42
Bengal gram	14,410	10,282.5	107.02
Other pulses	20,170	15,695.4	146.41
Total pulses	151,120	124,537.5	1,180.45
Total cereals and pulses	...	8,024,992.0	77,919.10

(a) Unhusked quantity.

Milk and milk products and meat are the other important sources of food, besides cereals and pulses, that should be taken into consideration. The estimated annual milk production of this Province is 247.27 lakhs of maunds of cow's milk, 261.88 lakhs of maunds of buffalo's milk and 5.22 lakhs of maunds of goat's milk, according to a recent enquiry¹ based on the 1940 livestock census and the average milk yield in different tracts of this Presidency. 32 per cent of the total production is estimated to be consumed as fluid milk, 52 per cent is converted to ghee, 15 per cent to curd, 0.6 per cent to butter, 0.2 per cent to khoa and the remaining 0.2 per cent is converted into ice cream and cream. Since nearly half the quantity of the cow's milk and all the goat's milk is utilised for liquid consumption, the 32 per cent of the total quantity shown in Table II is taken to contain buffalo's milk besides these two quantities. Butter-milk which is obtained in the manufacture of ghee and skim milk obtained in the manufacture of creamery butter are the two important bye-products utilised for consumption. 90 per cent of the whole milk is left out as skim milk in the manufacture of butter and for every pound of ghee produced, a quantity of 97 lbs. of butter milk remains as the bye-product. Column (2) of Table II gives the quantities in thousands of pounds of milk and milk products thus estimated². The quantity of liquid milk utilised for cream and ice-cream is given under the heading of other milk products in the table. Column (3) of Table II gives the corresponding energy available daily if all the milk and milk products are consumed uniformly during the year without any wastage. 35 thousand million calories is seen to be available daily for the entire population.

¹Report on the Marketing of Milk in the Madras Presidency.

²100 lbs. of milk is taken to yield 5 lbs. of ghee, 85 lbs. of curd, 8 lbs. of butter and 25 lbs. of Khoa.

TABLE II.

Product.	Estimated production. (Thousands of pounds.)	Daily energy equivalent. (Million calories.)
(1)	(2)	(3)
Milk and Milk products:—		
Liquid Milk	1,354,468.0	1,273.44
Ghee and Butter	111,574.4	1,320.55
Curd	539,671.0	331.20
Khoa	2,116.3	521.01
Butter milk	2,971,366.2	8.02
Skim milk	22,856.4	11.13
Other products	8,466.0	9.28
Total energy	...	3,474.63
Meat.		
Beef	(Tons.) 86,000	270.22
Other flesh	95,788	517.30
Pork	9,263	29.10
Total energy from meat	...	816.62

Column (2) of the same table also shows the annual estimated production of the different kinds of meat in this province, and the corresponding daily available energy for the entire population is given in column (3). About four thousand million calories is thus available through meat, milk and milk products. Since even in a well-balanced diet, cereals, pulses, meat, milk and milk products contribute the major portion of the energy requirement, and as it is not possible to estimate the quantity of other foodstuffs like oils, vegetables, fruit, etc., available for consumption with any degree of accuracy, an allowance of 10 per cent is made to provide for these foodstuffs in calculating the requirement of this province. The available daily energy from all these important food resources is seen to be 82,210.35 million calories.

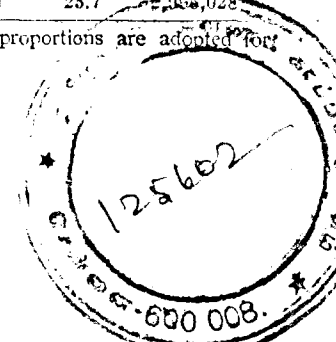
The energy requirement varies with sex and age composition. Although an adult female is considered to need only 0.8 of the adult male energy requirement, still, since women in pregnancy and lactation require equal or even more than the needs of an adult male, on an average, a female can be taken to require an equal energy as a male, especially for a Province like Madras, where the birth-rate is fairly high. The standards given by Dr. Aykroyd for different age groups is taken as the basis for calculation of the daily energy requirement.¹

TABLE III.

Adult requirement calories.	Energy requirement of the population. (Million calories.)	After excluding 10 per cent. (Million calories.)	Deficit per day (Million calories.)	Percentage Deficit.	Annual cereal equivalent. (Tons.)
(1)	(2)	(3)	(4)	(5)	(6)
2,600	107,494.90	96,745.41	14,535.06	13.5	1,480,251
2,800	115,763.74	104,187.37	21,977.02	19.0	2,233,140
3,000	124,032.58	111,629.32	29,418.97	23.7	2,363,028

¹Taking male energy requirement as unit the following proportions are adopted for different age groups:—

Age.	Diet.
0-1	0.20
1-5	0.40
5-10	0.55
10-15	0.90
Above 15	1.00



Since the population figures of the recent census are not available by age groups for estimating the diet units, the same age composition given in the 1931 census is taken to exist. The total diet units thus obtained based on the population figures of 1941 census are 41,344,193. Column (2) of Table III shows the daily energy needed for the whole population in million of calories at the three levels noted in column (1). Since the main object here is to estimate the minimum deficit, a quantity of 10 per cent of the total requirement, although a little too high, is excluded to provide for other foods which are not taken into consideration. Column (3) of Table III gives the energy thus required and column (4) the deficit after accounting for the available energy and column (5) the percentage deficit. About 15 thousand million calories coming upto 13.5 per cent of the minimum energy requirement is essential to prevent underfeeding of the population.

Though malnutrition is an acknowledged social evil, the problem of 'enough food' should take precedence over the right kind of food. Under the existing conditions it is not possible to increase the available quantity of meat or milk and milk products. Among the other important sources of food, the production of pulses is so low in this Province that even a considerable increase will not be able to meet the deficit noted above. Since it is more feasible to increase the output of cereals than that of many other foods, the only alternative to fill in this gap is to stimulate the production of those grains which contribute to the major portion of the energy requirement. The agricultural policy should therefore aim at an increase in the production of cereals. Column (5) of Table III gives the annual quantity of cereals¹ that should be available for consumption to meet the deficit in the energy requirement shown in the previous column. Considering the seed requirement and the loss in weight due to husking, a minimum quantity of about 2 million tons of increase in the annual production is necessary to satisfy the basic requirement of this Province. Since 2 million tons is the deficit obtained by comparing the minimum requirement with the maximum production, any plan for making the Province self-sufficient should aim at a higher level to provide for the inevitable 'leakage' in the available energy and for the occasional failure of crops.

Even assuming that it is possible to increase the cereal production to the level noted above, still a recurring annual increase is necessary to meet the needs of the growing population. Since it is not possible to alter the production of other food-stuffs, even the recurring increase is estimated in terms of cereals that should be made available for consumption. Taking the minimum energy requirement of 2,600 calories and using the estimated² population for the years 1941-42 and 1942-43, an increase of 59,460 and 59,786 tons of cereals over the available quantity in the previous year is necessary to provide sufficient food for the increase in population. Thus a recurring increase of about 60,000 tons in the available cereals for consumption, which means an increase of about a lakh of tons in the annual production, is necessary to keep pace with the growth in population.

It is striking to observe the contrast between the 'gap' that has to be filled in to make the Province self-sufficient and the measures adopted by the Government to achieve this object till now. There was no clear idea of the food resources of the Province and still less regarding her requirements, till late in the year 1943, when, to overcome the acute shortage in grain supply, the rationing of rice was introduced in the city of Madras, on the arbitrary basis of a pound of the daily adult requirement of cereals, recommended for a well-balanced diet. The 'Grow More Food' campaign was also launched to stimulate the home production with the ultimate object of making the Province self-sufficient. Even though rationing is adopted in a few urban areas (84) and that too only for rice and other important cereals, still the recent difficulty felt in providing enough grain for these areas is a clear indication of the failure of the 'Grow More Food' campaign to improve the precarious position of the food situation. The substitution of the imported wheat for a sixth of the rice ration which was introduced recently, not only indicates the failure of the attempts made by the Government to stimulate production but also defeats the ultimate object of making the Province self-sufficient for it acclimatizes the population to a grain which can never be produced on a large scale in this Province.

It is the fundamental duty of any State to provide sufficient and proper food which is the essential requisite of human existence. To attain any where near this objective and make the Province self-sufficient, a drastic change in the policy of the 'Grow More Food' campaign is essential.

¹An average rate of 100 calories per ounce is taken for this calculation.

²The growth of population is assumed to remain the same as in the previous decade.

Declaration of the International Co-operative Alliance.

PEACE through CO-OPERATION.

As the Co-operative Movement which is inspired by the Principles laid down by the Pioneers of Rochdale in 1844 enters its Second Century its millions of adherents throughout the world acclaim one hundred years of the most arresting development of a Great Social Ideal which has spread to every Continent, to nearly every Country, and the Basic Principles of which have been applied to all aspects of economic and social life. There are few economic needs of either the Producer or the Consumer which are not being supplied co-operatively; while Co-operative Cultural and Welfare Services are rapidly expanding.

The Principles of Voluntary Co-operation are based upon what may be called the natural law of Equity and Justice, and the idea of the well-being of the community which, at a time when individualism, self-interest and the profit-motive were the sacrosanct principles of economic theory and were generally adhered to in practice, was a revolutionary conception of society.

In the accepted phraseology of to-day these Principles are—Open membership; Democratic Control; Dividend on Purchase; Limited Interest on Capital; Political and Religious Neutrality; Cash Trading; Promotion of Education.

The Humanitarian Basis of the Co-operative Movement the peace-promoting influence of its Principles, and the services which Co-operative Organisations render to nations and humanity as a whole have been accorded unparalleled recognition during the present war.

Authorities of the United Nations Relief and Rehabilitation Administration have recognised the potentialities of Co-operative Societies of all types as instruments for the distribution of relief as well as important factors in rehabilitation;

The United Nations Conference on Food and Agriculture which met at Hot Springs recommended to all countries the study of the further establishment of Producers' and Consumers' Co-operative Societies in order to render necessary production, marketing, purchasing, finance and other services;

The 26th Conference of the International Labour Office recognised the importance of the development of all forms of Co-operative Organisation;

Declarations by the Leaders of the Great Powers concerning the future basis of World Peace ratify the claim of Co-operators that the application of the Foundation Principles of the Voluntary Co-operative Movement offers an assurance of Peace and Understanding;

while Co-operation is acknowledged as one of the most essential means of furthering Colonial Development.

The fulfilment of the solemn promises to mankind of freedom and Peace and Security which the Atlantic Charter and subsequent pronouncements embody—the implementation of the recommendations of the several United Nations Conferences—and the realisation of the proposed International Security Organisation will depend upon the policies of Governments and the extent to which they give effect to the will of the Common People.

But in their determination to secure and assure lasting peace—economic and political—the people of all nations have a most effective instrument in their voluntary co-operative movement which, in the process of constructing a new world order, removes the causes of international strife and war.

Wherever Co-operative Economy has been practised it has demonstrated that it can fulfil the claims made for it and that in each stage of its progress it has been doing something to ameliorate the conditions of human life, and nationality and internationality to strengthen the bonds of mutual understanding.

Moreover, the International Co-operative Alliance which has united in its members the majority of the National Co-operative Movements has, by its ardent advocacy of Universal Peace during the past 50 years, merited recognition as one of the strongest forces and influences for peace.

At this moment, when the Victory over the forces of aggression is in sight, the Force and Influence of the World Co-operative Movement must be mobilised and used as never before in helping to Win the Peace.

THEREFORE—THE INTERNATIONAL CO-OPERATIVE ALLIANCE.

APPEALS to Men and Women of Goodwill outside the ranks of the Co-operative Movement to join the vast army of Co-operators who in their tens of millions represent every nation and race every religious creed and every shade of political opinion, and who are pledged to work for peace, through Co-operation, for the Unity of all Peoples, and for the establishment of a New World Order which will realise the Progress of Humanity;

EXHORTS Co-operators in every land to demand that their respective Governments will exercise the whole of their powers in support of the Ideals of Equity, Justice and Freedom;

URGES WITH ALL THE FORCE AT ITS COMMAND that Co-operative Organisations of all types UNITE NATIONALLY AND INTERNATIONALLY for the Co-operative Contribution to Post-war Relief, and for the Creation of a Co-operative Super Structure which will be the strongest defence of Consumers and Producers against combines and monopolies which undermine the Peace of the World.

The Madras Provincial Co-operative Union Examination, 1945.

An examination for the students of the Tanjore, Coimbatore, Anantapur and Rajahmundry Institutes will be held at the respective Institutes' headquarters from 27th to 29th March 1945 as per programme given below:

Tuesday	27-3-1945	10 a. m. to 1 p. m.	Co-operation, Historical and General
		2 p. m. to 5 p. m.	Co-operation, Law and Principles.
Wednesday	28-3-1945	10 a. m. to 1 p. m.	Auditing.
		2 p. m. to 5 p. m.	Book-keeping.
Thursday	29-3-1945	10 p. m. to 1 p. m.	Banking.
		2 p. m. to 5 p. m.	Rural Economics, Sanitation, Village Panchayats.

Candidates who failed to pass in the previous Provincial Co-operative Union Examinations held during 1942 to 1944 are hereby informed that they can also sit for the above examination.

Candidates who underwent training in the Institutes prior to 1941 have to appear and pass Part III of the examination under the new regulations for eligibility for a certificate.

The examination comprises of III parts:—

1	Co-operation—Historical and General	...	Part I.
2	Co-operation—Law and principles	...	
3	Auditing	...	Part II.
4	Book-keeping	...	
5	Banking	...	Part III.
6	Rural Economics, Sanitation, Village Panchayats	...	

Candidates who have failed in any one of the subjects of any part have to sit for the subjects comprising that Part or Parts.

The examination fee is Rs. 10 for full examination, Rs. 4 for each Part.

The last date for receiving examination fees is 10-3-1945.

For further particulars, please apply to the Secretary:

The Madras Provincial Co-operative Union, Esplanade, G. T., Madras,

Reviews

The Central Co-operative Printing Works, Ltd, Madras

AND

The Coimbatore Co-operative Printing Works.

Annual Reports for 1943-44.

The annual reports of the two Co-operative Printing Presses in this Province record a steady increase in resources and business. The Central Printing Works had, on 30-6-1944, a share capital of Rs. 15,118 and a Reserve Fund of Rs. 12,335—Rs. 27,453 in the aggregate—and the Coimbatore Printing Works had, on the same date, Rs. 10,030, and Rs. 7,827 respectively—in all Rs. 17,857.

2. During 1943-44, the Central Printing Works executed printing orders etc. for Rs. 60,000 while the Coimbatore Printing Works did work for Rs. 46,800. The net profit as per audit certificate was Rs. 6,383, and Rs. 6,746 respectively. These are highly satisfactory results, and all connected with their working including workers and management, are to be congratulated on the same.

3. Certain special features require to be noticed. The Central Printing works is 25 years old and the Coimbatore Printing Works is barely 11. The former owns plant machinery and tools valued (depreciated) at Rs. 13,777, and the latter owns plant etc., valued (depreciated considerably) at Rs. 11,076. As there is no purpose in further writing them down, the Central Printing Works has accumulated a Plant Installation Fund of Rs. 3,832, and the Coimbatore Printing Works has created a Sinking Fund during the year by setting apart Rs. 2,000. The latter has also accumulated a Reserve for fall in prices of stock to the extent of Rs. 15,000. These are wise provisions and show foresight, and they will undoubtedly help the societies in the difficult years to come. It has however to be pointed out that the Coimbatore Society held stock for Rs. 33,277—rather large for the size of its business—as against that for Rs. 9,321 held by the Central Works.

4. Both the societies paid bonus to the staff at 2 months' salary—very generous indeed in these hard days. The rebate to members was paid at the rate of 2 annas in the rupee by the Central Co-operative Printing Works, and at 6 pies in the rupee by the Coimbatore Printing Works. The dividend on share capital was paid at 3½ per cent and 6½ per cent respectively; a joint stock enterprise would have easily paid 30 per cent.

5. It is understood the Central Works has adopted leave rules etc., for workers which are unknown in private presses. It has also instituted the Provident Fund for its employees. The conditions of work are also strictly observed.

6. From a list published with the Report of the Central Co-operative Printing Works, we see that only 41 co-operative institutions in the Province placed their printing orders with them—24 of them were Madras City Societies, and 17 were from the mofussil. Our presses deserve greater encouragement from co-operators themselves.

T. R. N.

GOOD PRINTING DISPLAYS YOUR GOOD TASTE

AND

CREATES THE RIGHT IMPRESSION

PLACE YOUR ORDERS

WITH

THE CO-OPERATIVE PRINTING PRESSES

TO

OBTAIN SATISFACTION AND PROMOTE BUSINESS.

Some Useful Extracts.

Co-operative Stores.

During the past year there has been a rapid and remarkable increase in the number of co-operative societies, and present membership of which represents, directly and indirectly, nearly two-thirds of the total consuming public of Ceylon. The number of rice ration books alone held by co-operative stores to-day is 3,075,000.

I repeat the conviction which I recorded last year that in Ceylon at the present time the best way to control the distribution of foodstuffs is through the co-operative movement.

I have inspected scores of co-operative stores all over Ceylon, and attended meetings of members; and it is clear to me that people are already appreciating the advantage of membership, and beginning to realise that if the co-operative store of which they are members gives them an unsatisfactory service or is in any way inefficiently run, the fault lies with themselves, and the remedy is in their own hands. They get the kind of co-operative store they deserve. For a co-operative store to succeed, its members must learn to be co-operative.

The educational advantages of membership have also been apparent to me in the course of my investigations.

Warrant of the policy of encouraging the development of the co-operative movement—*if warrant other than proof of experience in Ceylon be wanted—is to be found in the Report of the Hot Springs Conference Resolution XVII.*

"Whereas..... the democratic control and educational programmes, which the features of the co-operative movement, can play a vital part in the training of good democratic citizens, and assist in including a sound conception of economic matters: The United Nations Conference on Food and Agriculture recommends:

- (1) That, in order to make it possible for people to help themselves in lowering cost of production and cost of distribution and marketing:
 - (a) All countries study the possibility of the further establishment of producer and consumer co-operative societies in order to render necessary production, marketing, purchasing, finance, and other services;
 - (b) Each nation examine its law, regulations and institutions to determine if legal or institutional obstacles to co-operative development exist, in order to make desirable adjustments;
 - (c) Full information as to the present development of co-operatives in different countries be made available through the permanent organisation (set up by the conference.)"

—Dr. W. M. Clyde, Advisor to Secretary of State on Wartime Food Supplies in the Colonies, on the Food situation in Ceylon (Sessional Paper XVIII-1944.)

Multi-purpose Co-operative Societies.

Another factor which prevents the cultivator from improving his output and consequently his income is that, because of the handicaps which he suffers in respect of the marketing of his crop his realizations fall considerably short of the prices which he might otherwise secure. There are several reasons for the large differences observed in respect of most of our agricultural crops between the price paid by the consumer or exporter and the price realised by the cultivator. As the holding power of the cultivator is generally small, he has to part with his crop almost immediately it is harvested and it is well-known that prices during harvest time are at their lowest, except, of course, in times of abnormal demand. Very often, the purchaser is the money lender himself to whom the crop is sold under a tacit understanding, previously entered into, at what is generally an uneconomic rate for the cultivator. Only a small portion of the cultivators take their produce to the marketing centres for sale. In most cases, for lack of adequate facilities for storage and finance, it is sold in the village itself which prevents the cultivator from securing a better price. If multipurpose co-operative societies are established, the difficulties which the cultivator is experiencing at present in marketing his crop, particularly in the matter of adequate finance and storage facilities, would be removed and his share in the price paid by the final consumer increased. Special attention should therefore be devoted to this type of society which so far appears to have found little encouragement in the Indian Co-operative Movement. Development of communications, standardization of weights and measures, regulation of markets, spread of commercial intelligence, etc., would further help the primary producer to realize his due share of the price.

Plan of Economic Development for India, Part II, Para 21. Page 13.

The Madras Provincial Co-operative Union Esplanade, Madras.

AWARD OF PRIZES.

For the Best Essay on:—

"Co-operative Stores during War and How to Stabilize them after War."

The above Union will award Rs. 100 and Rs. 50 respectively for the first and second best essay on the above subject. The competition is open to all Co-operators in Madras—both officials and non-officials.

Essay must be sent on or before 1-5-1945.

The following rules are to be observed:—

1. Essay should not exceed 20 typed foolscap pages.
2. Contributor of the essay should not write his name on his essay. He must send the essay by Registered Post with his name in a slip attached to it to the Hon. General Secretary of the Union.

A Committee will judge the essay and award the prizes. The prize essay will be printed in the Madras Journal of Co-operation if space permits.

Essays should be sent to: V. VIYYANNA, B.A., B.L.,

29th Jan. 1945

General Secretary.

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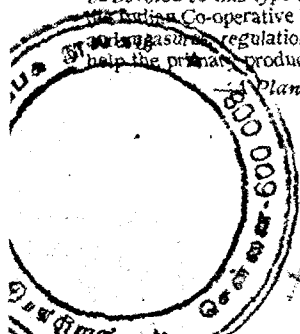
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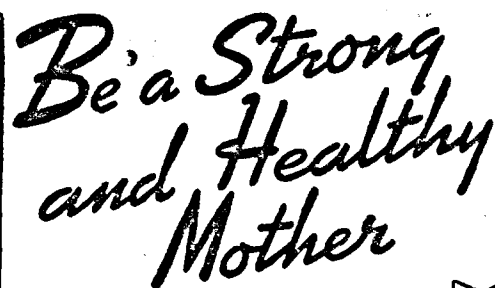
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Edited by Sri R. Suryanarayana Rao, B.A., and published by Sri V. Viyyanna, B.A., B.L., at M. P. C. Bank Buildings, Esplanade, Madras. Printed by Sri R. Krishnamachari, B.A., at the Central Co-operative Printing Works, Ltd., 1/17, Mount Road, Madras.

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