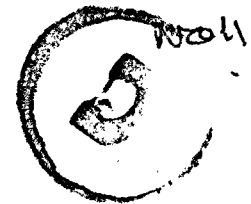


219

Madras Journal of
co-operation

KL

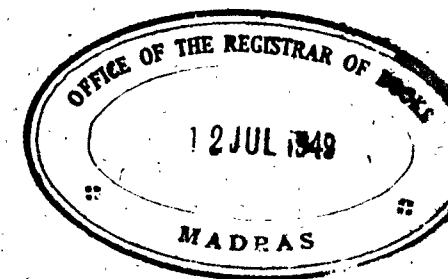
May 1949



JL
XN m211, NOM
N49.40'11
125831.

249
132
3-47

The Madras Journal of Co-operation



HONY. EDITOR: P. NATESAN, M.B., B.S.

ASSOCIATE EDITOR: VISWANATHAN TEKUMALLA,
M.A., B.Ed., F.R. ECON. S. (LONDON).

PUBLISHED BY

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

VOL. XL No. 11,
MAY 1949.

ANNUAL SUBSCRIPTION :
INLAND :: Rs. 6.
FOREIGN :: Rs. 7.
SAMPLE COPY AS. 10.

CONTENTS

	PAGE
I EDITORIAL NOTES ...	471
II WEAVERS' CO-OPERATIVES IN MADRAS— PRODUCTION—PROCESSES—VISWANATHAN TEKUMALLA ...	476
III MY VISIT TO BANGALORE—SRI B. VENKATA- RATNAM CHOWDARY, M.L.A. ...	479
IV THE EIGHTH ALL-INDIA CO-OPERATIVE CONFERENCE—SUMMARY OF PROCEEDINGS ...	480
V PROHIBITION—AMELIORATION— SRI A. PALANIAPPA MUDALIAR, M.A. ...	487
VI G.O's. AND CIRCULARS ...	492
VII CONSUMERS' CO-OPERATION— (REVIEW FOR NOVEMBER AND DECEMBER 1948) ...	504
VIII THE LATE SRI V. VIYYANNA ...	508
IX TOWARDS "MULTI-PURPOSE GOAL" IN MADRAS (REVIEW OF MARCH 1949). ...	511
X MONTHLY NEWS PAGE ...	512
XI CO-OPERATIVE NOTES ...	514
XII P.C.U. EXAMINATION RESULTS—(MARCH 1949). 483-486	

Madras Journal of Co-operation

EACH FOR ALL AND ALL FOR EACH

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

MAY 1949

No. II, Vol. XL

PRICE Rs. 10 NET

The Editorial Committee do not hold themselves responsible for views expressed by contributors. Contributors are requested to write legibly and on one side of the paper. Manuscripts will not be returned unless stamps are sent to cover postage. Matter intended for the issue of any particular month should reach the Committee before the 15th of the previous month.

The Re-shaping of Things

1. The All India Co-operative Conference :

Readers will find in this number a summary of the proceedings of the Eighth All-India Co-operative Conference held recently at Bangalore.

This Conference, it should be said, is of far greater importance than the previous ones. It is the first All-India Co-operative Conference held in free India. And what is more, its conclusions and resolutions are of far-reaching importance to the Co-operative Movement in the country.

The recent global war has enabled the Co-operative Movement to advance rapidly in India as in every other country. The Movement, as is well-known, has played a creditable role in every aspect of our national economic life and has touched every sphere of national activity. Its reward, we may say, has been its recognition by the State as a potent socio-economic and democratic Movement and the acceptance of the goal of Co-operative Commonwealth.

The means for achieving this object are, however, lacking : For one thing there are no separate Ministries for Co-operation at the Centre or in the Provinces. There are also no separate Departments for Co-operation in any of the Government Secretariats in the country. Co-operation is still a hand-maid to other Ministerial portfolios and Secretariat Departments. There are other handicaps : For

instance the official and non-official sections of the Movement do not have adequate opportunities to co-ordinate their efforts. They hold their periodical Conferences separately and though the representatives of the other section attend each Conference as visitors, the feeling of mutual exclusiveness and unhelpfulness persists. Even in the non-official Movement the existence of separate Associations for the Institutes and the Banks has not been conducive to concentration on development programmes. Then again the question of carrying out Co-operative education and research on a nation-wide scale has been hanging fire for years.

These important questions and some others have been sought to be solved by the Conference. In his comprehensive Presidential Address, Prof. Kaji has set out these important problems and reiterated the demands of the Co-operators. He declared that Co-operation should not be allowed to be only a State policy but should be made a people's Movement. He desired the Co-operative Departments to concentrate more on increasing efficiency than on mere organisation. He suggested that the Co-operative Departments must expand and properly look after the great branches of the economic life of the Country—finance, agriculture, industry and trade, by having a Registrar in charge of each branch. Alive to the need for decentralisation of the Movement, he also suggested the formation of District Co-operative Councils. There is little doubt that action on these lines will develop the Movement into a democratic force capable of counteracting the influence of Capitalistic and Communistic systems. Speaking of Co-operation Dr. Stanley Jones of America said, "I believe the Communistic revolution can be headed off by a redistribution of wealth by consent. The Co-operatives appear to be the best instrument for its wide redistribution. The Co-operative Movement is the open door into the future."

The conclusions of the Conference cover a wide range. The formation of a separate Ministry for Co-operation with a separate Secretariat has been recommended. We suggest here the institution of "Indian Co-operative Service" on the ground that for real work in Co-operation a special type of mental equipment is essential and that the general services may not be able to provide suitable senior officers for the Co-operative service.

The ideas of holding an Inter-Asian Co-operative Conference and asking for the opening of a branch of the I.C.A. in Asia are commendable. Now that the Indian Co-operative Union has come into being and it has been decided to hold periodically a single Indian Co-operative Congress where both official and non-official Co-operators of free India could sit and discuss problems, it should be possible for the Co-operative Movement to develop fully and freely.

It is hoped that the new Executive of the Indian Co-operative Union consisting of veteran Co-operators and the Provincial

Co-operative Unions and Departments will spare no pains to realise the goal of Co-operative Commonwealth.

Panchayat Raj in the Offing!

The people of the Madras Province look eagerly to the ushering in of the Panchayat Raj shortly as announced by the Government. This event of first rate consequence has been badly delayed by the Government. Thanks to the keen interest taken by the present Premier in local administration, the question has now been mooted and decided.

There are about 7,200 Village Panchayats in the Provinces covering a population of about one crore. But they have no autonomy in the real sense. This is due to the control of the District Boards and the lack of adequate funds.

Urgent Panchayat legislation has been called for to remove these defects. But no definite action was taken by the Government. An Act had been enacted for the Panchayats in 1946 but was not enforced due to certain flaws. Thanks to the present Madras Government, legislation has been again taken in hand and the main features of proposed Panchayat Bill have been published to elicit public opinion there on. The Bill, it is stated, is designed to develop Village Panchayats into self-contained, self-governing units of local administration invested with large and practically independent powers in all matters relating to village life and village economy.

The main features of the proposed Bill are :—

1. Panchayats will be formed for villages or groups of villages having a population of 500. Formation of Panchayats is compulsory.
2. The electoral rolls of the Provincial Legislative Assembly will be adopted and the members as well as the President will be elected by the electorate. No seats will be reserved.
3. Any dispute between the President and the members will be decided by the Government, who are also competent to dissolve or reconstitute any Panchayat.
4. The Panchayats will attend to roads, sanitation, administration of justice, registration of documents, management of irrigation works, fisheries, charities and endowments, schools, grazing grounds, etc.
5. Certain taxes will be compulsorily levied by the Panchayats. A portion of Government revenues also will be allotted to them.
6. An annual free audit of accounts will be made by the Government.
7. The District Boards will have no control over them.

5L
XIN 00520, 410 04

N 4 9. 40. 11

Weavers' Co-operatives in Madras PRODUCTION—PROCESSES—(Contd.)

VISWANATHAN TEKUMALLA

Weaving:

The weaver sits at his loom and works usually from early morning till dusk, with a break of two to three hours in all spread over the day for breakfast, mid-day meal and a chat with a relation or some neighbour. Often he plies his loom even while chating. Some times the weaver's relations who are his guests sit at the loom for pastime or relief to their host. Some weavers, particularly those who weave coloured yarn cloth, do little work at night since they have difficulty in looking up snapped threads and joining them. For instance at Narsapur in the West Godavari district, where coloured *sarees* are largely produced, I noticed weavers stop their work at night chiefly on this account. At centres like Ellore (Eluru) in the same district, where weavers produce both coloured and grey goods in considerable quantities, they are seen at work even at night. This obtains in almost all the districts in the Province. The weaver has a small kerosene lamp or a small vegetable oil lamp (with a home-made cotton or cloth wick) fixed to a hanging stand over the loom in front of him. It is interesting to watch the skilled weaver spotting out the snapped threads by fumbling with his skilled fingers or detecting them by the movement of the shuttle or the striking comb. Electric lights have now replaced these small oil lamps in some urban centres, chiefly in the *karkhanas* and master weavers' premises. On the whole the weaver works his loom 8 to 11 hours a day. The wage earner works about 8 hours generally, while the independent weaver works longer by about two to three hours almost every day.

Cloth weaving on a handloom consists in a series of operations, namely shedding, picking, beating up or striking, letting off the warp, taking up or drawing the cloth, and stretching the fabric width-wise. These operations obtain on the power loom also. The difference, however, is that they are more uniformly-timed, better regulated, and relatively quicker on the powerloom than on the handloom—not to speak of the other automatic mechanical devices.

Mr. J. B. Clark, in his comparison of human labour employed in weaving on handloom and powerloom, has stated that for weaving 10,500 yards of cloth, 16"×16", 38" width, 1,440 ends and 36 picks, 71 persons are required for powerloom weaving at two looms per head, as against 1,135 persons on the old type handlooms with 25 yard warp each, and 875 persons on the new type handlooms with 100 yard warp each. Comparing the out put per human unit (per weaver) the figures are 148 yards per weaver on two powerlooms and 12 yards only per weaver on a new type handloom. Comparing the out put per loom only, the figures are 74 yards per powerloom

WEAVERS' CO-OPERATIVES IN MADRAS

as against 12 yards per new type handloom, the ratio being 6: 1. The general use of the fly-shuttle and other improved weaving appliances has quickened handloom weaving considerably. Hence this ratio may not be quite accurate. It may, however, be taken that the present ratio stands at about 9: 2 which still means a low productive capacity of the handloom. This low production is due to three factors: First, the operations on the handloom are not as quick and regulated as on the powerloom; secondly, the weaver himself must attend to all the operations, with the result that when he is engaged in one operation like letting off the warp or mending a snapped thread the other operations must stop for a time; thirdly the weaver gets fatigued at intervals and rests a while. In fact there is a fundamental difference between the loom worked by power and the one worked by hand: The characteristic feature of the human hand is *skill*, while that of the machine is *dull uniformity*.

The relative slowness of the production on the handloom is evident almost in every one of the operations:

Shedding: Shedding consists in raising and lowering the warp threads in a pre-determined order so as to form two lines of warp threads between which the weft may be passed. The warp threads are drawn through the eyes of the healds in a certain order. The upper shafts of the healds are suspended from pulleys often by means of twisted rags or bits of worn out twine; the lower shafts are attached to treadles below with some twine or twisted fibre. The weaver depresses the treadle with his feet in the sequence suited to the pattern he is to weave and two warp lines are formed for the shuttle to pass through from side to side. Usually two to four treadles and in some cases as many as eight treadles are employed by the weaver. This number depends on the pattern of the cloth to be woven. Since the treadles are almost at ground level, the depressing is done almost by blind touch method and the quicker and more accurate their manipulation, the easier and quicker to pick. For want of strong suspending strings, the treadles often give way under pressure and much time is spent in mending the strings. The number of depressions of the treadles per minute is usually the same as the number of picks per minute in plain weave. But it may vary in pattern weaving where many treadles are employed.

Picking: This is the placing of lines of weft between warp lines. After shedding, the way is clear for the shuttle to pass between the warp lines. By a quick movement of the fly shuttle device, the shuttle is made to slide along a race formed by the projecting batten between the warp lines from side to side. This picking is the most important part of the weaving process; for on it depends the quickness of production and the increase in the out-put of cloth. The fly shuttle can be simply passed across the warp about 70 times per minute as against 40 times in the case of the throw shuttle. But what is vital to weaving is the rate of effective picking. Effective picking is very low in respect of the throw shuttle. It

had been estimated by Mr. Chatterton that the average rate of picking in the best country loom with throw shuttle was 31 picks per minute with 20^s warp and weft. The results of my observation of the throw shuttle loom at Shoranur worked by some old weaver showed 29 picks per minute on an average. In some cases the number is said to be as low as 15 to 20 picks. It is noteworthy that in the throw shuttle the rate of picking and the number of effective picks do not vary much since there is not as much scope for the weft to snap in hand throwing as in the fly shuttle.

The rate of effective picking is obviously higher in the fly shuttle loom, though, however, it is less than in the power loom. Mr. Chatterton's estimate in the case of 20^s warp and weft was 45 picks per minute on improved pit loom with fly shuttle and 62½ on frame loom with fly shuttle. Experiments at the Government Textile Institute, Madras, have shown 36 picks per minute for a fly shuttle in long cloth weaving with 20^s yarn, 44" width.

I watched the weavers at work at numerous centres and noted some particulars relating their picking rates. The following are the results of my own observation :—

Khaddar:

Weaver	count or Punjam	width of cloth	Picks per pirn	Picks per minute (effective)	Breakage of threads per minute
1.	16 ^s	50"	...	34	1.25
2.	11½ P	45"	54	42	2
3.	11½ P	45"	57	37	3
4.	11 P	45"	45	25	4
Mill yarn:					
1.	2/36 ^s	45"	118	40	1
2.	2/36 ^s	45"	116	38	1.25
3.	2/36 ^s	45"	122	40	1
4.	60 ^s	45"	180	29	3

Normally the rate of picking varies with the count or quality of the yarn, the width of the warp and the intricacy of design woven. In the case of higher count yarn, poor quality yarn, extra wide warp of 72", intricate designs the rate of picking is necessarily slow for obvious reasons. But on the handloom in general, the picking rate is low for other reasons as well. First, slow or defective shedding may reduce the picking rate. Secondly the pirns give only short lengths and the weaver has to replace them very frequently. Thirdly the warp or weft threads snap often and so have to be mended. Fourthly due to bad reeling, particularly in *khaddar*, the pirn does not properly unwind itself and so has often to be removed and refixed to the shuttle. Fifthly, several adjustments like drawing the cloth woven, letting the warp, refixing the temples across the width of the cloth cause the weaver to stop his picking for some time at very brief intervals.

My Visit to Bangalore

Sri B. VENKATARATNAM CHOUDARY, M.L.A.

President, Madras Provincial Co-operative Union

During my stay in Bangalore on the 14th and 15th of this May in connection with the All-India Co-operative Conference, I had an opportunity to acquaint myself with the rural work done by the University students of Mysore and also with the Building Society worked under the guidance of Sri M. R. Narasimha Iyengar, its President. Some of my brother delegates from the other Provinces and I were kindly taken round by the Deputy Commissioner, Bangalore, to a place nearby where rural work is actively done. At one centre the students had undertaken the construction of roads and drains. We were told that at first they had been mocked and jeered at by the villagers; but later on their sincerity of purpose drew the villagers around them into active co-operation. Thereby the work progressed rapidly. The enthusiasm of the students was unbounded. They divided themselves into batches—each batch camping at a particular village, cooking their food themselves and doing this rural improvement work actively. This was their socio-economic service during the holidays. It was not possible for us to see all the good work done there by the students since it was very late in the night. But we had seen enough to leave an impression on our minds. I wish the students of our Province of Madras also copy this next summer and do some useful rural work.

And now of the Building Society: Sri Narasimha Iyengar, President of the Society, kindly showed me the buildings constructed by the Society. The sites were purchased and houses were constructed by the Society with the loans given by the Apex Bank. The houses were given to members on lease-purchase basis on fixed monthly rent spread over twenty years, after which period the occupant becomes the owner of the tenement. The houses were good with terrace roofing, each house having a kitchen, a dining room and a big hall. The cost was about Rs. 800—of course pre-war price. Due to the recent War which increased wages and incomes of certain classes, most of the members had already paid down all the instalments of the coming years also. I am sure this is all due to the enthusiasm and ceaseless endeavour of Sri Iyengar. I am impressed by the organised and advanced nature of the Co-operative work in Mysore which has many ardent and enthusiastic workers. Madras will do well to imbibe that spirit of Co-operation and solve the housing and other problems which are now engaging the attention of our Government, the Co-operative Department and the non-official Co-operators.

I sincerely thank the Deputy Commissioner, Bangalore, Sri Narasimha Iyengar, and other Co-operative Workers, namely Sri M. P. K. Sastri and Sri Rajagopala Rao who were with me during the visit.

The Eighth All India Co-operative Conference

Held at Bangalore on 14th and 15th May 1949

SUMMARY OF PROCEEDINGS

The Eighth All India Co-operative Conference was held at Bangalore on the 14th and 15th May 1949, Prof. H. L. Kaji Presiding.

Sri S. Srinivas, Chairman of the Reception Committee, read the message of the Maharajah of Mysore. The Maharajah stated that he could not conceive of a subject more closely connected with the people and the country's resources than Co-operation.

In his Welcome Address, Sri Srinivas dealt briefly about the Co-operative Movement in Mysore.

Sir A. Ramaswamy Mudaliar, Dewan of Mysore, inaugurated the Conference. He said that Co-operation abroad can only serve as a guide and that the Co-operator at home is concerned with conditions around him. On the question of monopoly distribution of controlled goods by Coops. he said that Coops. and private dealers should work side by side acting as a check on one another. Referring to official intervention, he stated that disputes among co-operators invited official interference. This would cease if non-officials knew their responsibilities.

In the course of his Presidential Address, Prof. Kaji said Co-operation is an independent concept with its own ideology. Co-operation has a unique opportunity at the present juncture. India has accepted the Co-operative Commonwealth as its goal. Co-operation has no Ministry of its own, nor a separate Department at the Secretariat. Special Ministries should be created forthwith at the Centre and in the Provinces. The State should encourage the Store Movement to fight the black trade. The intelligentsia must imbibe the co-operative spirit and outlook.

Referring to rural conditions, Prof. Kaji said: In villages the obsession of credit still holds. Unorganised supply of agricultural requisites and unorganised sale of agricultural produce are as disastrous as unorganised credit. Co-operative credit has achieved a great deal. But Co-operative Marketing and Co-operative Sale hold the future of Co-operation in their hands. The State and the Co-operative Departments should concentrate more on increasing efficiency than on mere organisation.

The machine has bent or broken cottage industries but not killed them. They are again gaining importance. The Co-operative Departments must expand and properly look after the great branches of the economic life of the country—finance, agriculture, industry and trade—by having a Registrar in charge of each branch.

Co-operation should not be merely State policy but a people's movement. In the Provinces, Provincial Councils are being set up. Councils at the district level also are desirable. The setting up of the Indian Co-operative Council is under contemplation.

Prof. Kaji also suggested the formation of the Indian Co-operative Council, representative of all Provincial organisations. In the place of the separate conferences of official and non-official Co-operators the Special Committee of the Government of India has recommended the holding of a single Indian Co-operative Congress, to be convened by the Indian Co-operative Union, where both officials and non-officials could sit and discuss.

Concluding Prof. Kaji, stressed on education. Co-operation is a culture and we cannot build up a Co-operative State on the foundations of ignorance. A great programme of adult education and a whirlwind propaganda

THE MADRAS JOURNAL OF CO-OPERATION

should be undertaken. Unless mass level of knowledge and character rises, the economic level would not rise.

At the Business Session held on 15-5-49, several important resolutions were passed:

It was decided to form an Indian Co-operative Union which would in future control and guide the Movement in the country. Membership would be open to Provincial Coop. Institutions and Federations. The Union would organise co-operative education and training and conduct co-operative research. It would publish the Indian Co-operative Review and maintain a library.

It was resolved to organise an Inter-Asian Co-operative Conference at New Delhi and to approach the Government of India for necessary funds for the purpose.

It was resolved to call upon the I. C. A. to hold its 18th Congress in India in 1951, and to implement its resolution of 1948 on development of co-operatively less advanced countries. For this purpose it asked the I. C. A. to organise a branch in Asia.

It requested the Government of India to sanction an adequate grant to the Union for its work.

It reiterated the need for separate Ministries for Co-operation at the Centre and in the Provinces.

After concluding its deliberations, the Conference functioned as the general body of the Indian Co-operative Union and elected the following office-bearers.

Prof. H. L. Kaji (President); Sri S. Srinivas, Sri T. A. Ramalingam Chettiar and Captain Dalip Mansingh (Vice-Presidents); Sjt. L. J. Patel, (General Secretary); Sri N. Satyanarayana and Sjt. Dilip Narayan (Joint Secretaries).

Books and Reports for Sale.

	PRICE.		
	Rs.	A.	
1. THIRTY YEARS OF CO-OPERATION IN INDIA 1914-15 to 1944-45 (R.B.I. Publication).	2	8	a copy.
2. MADRAS CO-OPERATIVE SOCIETIES ACT VI OF 1932 (brought upto 1-3-48) (for members).	3	0	"
Do. for non-members.	3	8	"
3. CO-OPERATION—By W. R. S. Sathianadhan and J. C. Ryan ...	...	0	6 "
4. CO-OPERATION AND INDUSTRIAL LABOUR WELFARE (With special reference to Industrial Employees' Co-operative Stores.)	1	8	"
5. Do Tamil Edition.	1	4	"
6. MARKET INTELLIGENCE, 1945 ...	0	5	"

(Item No. 5 will be sold at Re. 1/- for Co-operative Institutions.)

Copies can be had of:

The Madras Provincial Co-operative Union,
379, Esplanade, Madras.

Postage extra.



PICK OF THE SEASON !

Only the choicest flowers will do for your bouquet of beauty. For the season's gayest and most colourful creations take your choice of CO-OPTEX fabrics. They lend grace and elegance on every occasion for CO-OPTEX Sarees, Prints and Furnishing Fabrics are especially designed with an eye to beauty. There is a world of charm too in the new tempting borders and lovely up-to-date patterns.

Take advantage of the latest Price reduction and buy

CO-OPTEX

The finest in handloom fabrics

Sarees, Prints, Gingham, Chintz, Towels, Kerchiefs, Table linen, Furnishing Fabrics, Bed spreads, Mosquito Netting, Quilts, Pillow-cases.

The Madras Handloom Weavers' Provincial Co-operative Society, Limited.

"Holloways Gardens"

34, Pantheon Road, Egmore, MADRAS.

[See p.p. 483—488 P.C.U. Exm. Result at the end.]

Prohibition—Amelioration*

SRI A. PALANIAPPA MUDALIAR, M.A.,

Deputy Commissioner of Prohibition (Amelioration) and Joint Registrar of Co-operative Societies, Madras

Second October 1948 will be remembered with profound gratitude by the people of this Province, as the day of deliverance from the Demon of Drink, for it was on that day that Prohibition, which had been in force in 16 districts, was extended to the remaining 9 districts and, including Pudukkottai and Banganapalle, the entire Province became dry. Ours is the first Province in India which has introduced total Prohibition and by doing so it has taken the lead in implementing a reform which constituted one of the planks in the national programme as chalked out by Mahatmaji, the Father of the Nation. Madras, therefore, richly deserves the congratulations which Babu Rajendra Prasad, lately President of the Indian National Congress, showered in a message on the occasion of the extension of Prohibition to the entire Province. He said 'It is a matter for congratulation that the Presidency which took a prominent and forward step in this direction in 1947, under the guidance of Rajaji is also the first to complete this programme which was so dear to Mahatma Gandhi.'

The unbounded enthusiasm and joy with which the people of this Province welcomed Prohibition testified to the popularity of this great social reform. Critics are not, however, wanting who do not approve of the introduction of Prohibition in our country. One criticism is that it interferes with individual liberty and amounts to compulsion. But, it has to be remembered that the State cannot be expected to allow individual liberty to encroach on social welfare and social happiness, for after all the right to drink is a licence to social evil and it is the duty of the State to protect the weak individual from the menace of drink. Another criticism against Prohibition is that it entails loss of revenue to the State to the tune of nearly Rs. 17½ crores. The loss of revenue is however considered small when compared with the all round happiness in the Province brought about by Prohibition; for the 50 lakhs of poor toiling masses who were responsible for paying Rs. 17½ crores to Government by way of excise levy, are sought to be saved from starvation, misery and debt and the indirect gain to the people thereby is

*Radio Talk broadcast over the A.I.R. Madras on 23-2-'49.

expected to be some Rs. 70 to 80 crores. Further, the criticism does not take into account that the sales tax which is expected to yield a revenue of about Rs. 12 crores a year was introduced to make good this loss of excise revenue. Some critics decry Prohibition on the ground that it will not succeed in India, because it has failed in America. The answer to this criticism is that in India drink is considered to be a vice from times immemorial and it is condemned by all religions, while in America it is a social habit among the people permitted by the society there. There is no reason, therefore, why, because Prohibition failed in America, it may fail in India. Prohibition is also opposed by some on the ground that its postponement will check inflation. There is no force in this criticism also for, as the Honourable Minister for Public Works and Information said in a broadcast over the A.I.R. the extra money that Prohibition will leave in the hands of the people could be withdrawn by means of thrift and small savings. Another line of criticism against Prohibition is that it cannot be enforced successfully for the incidence of crimes cannot be stopped completely. But offences are inevitable in respect of any law and on this ground the reform itself cannot be condemned.

Prohibition is a reform of first-rate national importance and its main objective is the elevation of the moral, economic and social conditions of the people. It is not merely a question of enforcing the Prohibition law but harnessing the new spirit ushered in by Prohibition for social and rural uplift. Ameliorative work is therefore as important as the enforcement of the Prohibition law and in the new districts in which Prohibition has been introduced, ameliorative measures on the lines of those carried on in the old 16 Prohibition districts have been undertaken.

The ameliorative work which was entrusted to the Revenue Department has been transferred to the Co-operative Department with effect from the 15th October 1948. The control and the direction of the ameliorative work are at present in the hands of the Registrar of Co-operative Societies who is assisted by the Deputy Commissioner of Prohibition (Amelioration) who is also Joint Registrar of Co-operative Societies. There is in each of the districts 1 Special Development Officer assisted by 2 Assistant Development Officers and a staff of one Rural Welfare Officer in each taluk.

The most important and immediate part of the ameliorative work is the provision of alternative employment to the toddy tappers

thrown out of work consequent on the introduction of Prohibition. In the new 9 districts, in which Prohibition was introduced in October last, it has been estimated that about 84,320 tappers were thrown out of work, the problem being keen particularly in the districts of Tirunelveli, Ramnad, W. Godavari and Madras. To provide alternative employment to the ex-tappers in these new districts, Government have permitted the tapping of palmyrah trees for sweet juice for jaggery manufacture as in the old districts. In view of the special conditions obtaining in the Tirunelveli and parts of Ramnad district, Government have permitted the tapping of sweet juice for consumption also in the whole of Tirunelveli district and in Ramnad, Mudukulattur and Srivilliputtur taluks of Ramnad district. They have sanctioned a special staff of 9 Senior Inspectors and 9 peons for Tirunelveli district for the organisation and supervision of jaggery societies in that district. They have sanctioned also a staff of one Senior Inspector and one peon for each of the 9 new districts for drawing up schemes to resettle the ex-tappers. In view of the unemployment situation prevailing in the districts of Tirunelveli, Ramnad and W. Godavari among the ex-tappers, special measures have been taken to speed up the formation of the jaggery societies and issue of licences to the ex-tappers for the tapping of sweet juice from palmyrah trees. In all the three districts, the ameliorative staff were considerably strengthened by deputing some of the staff from other districts with a view to quicken the pace of progress in the formation of jaggery societies. As a result of the several measures specially taken in these districts, 212 societies have been registered in Tirunelveli district with 6,400 members and licences issued to 4,250 persons. In Ramnad, 66 societies have been organised and about 3,000 persons enrolled as members. In West Godavari, 70 societies have been registered with about 3,000 members and licences issued to about 1,500 persons. Jaggery societies are being formed in the other new districts also. In these districts 48 societies have been registered and 1,279 enrolled as members. Every facility is being afforded to the tappers to form themselves into co-operative societies and to take out licences for tapping sweet juice for the manufacture of jaggery. Other co-operative societies are also being formed with a view to provide employment to the ex-tappers. In Madras 5 Milk Supply Societies have been formed and loans issued to 109 persons to the extent of Rs. 24,750 for purchase of milch animals. Similar societies are being organised in other districts. So far 25 Milk Supply Societies have been organised

in these districts. Government have sanctioned the free services of a Senior Inspector for the supervision of the milk supply societies in the City of Madras, besides a subsidy of Rs. 100 per mensem to each society towards working expenses for a period of six months. Proposals for settling a few ex-tappers of the City on a piece of land in the Nandambakkam village in the Chingleput district and for imparting training in hand-spinning to the ex-tappers at five centres in the City are under the consideration of Government. Efforts have been taken to secure employment in various avocations also. Various employers of labour like Public Works Department, local bodies, firms and big Co-operative institutions have been contacted to show preference to ex-tappers while employing men in their establishment. In Madras, the City Prohibition Committee constituted under the chairmanship of the Mayor afforded relief to the ex-tappers in the City by supplying rice rations to them for a fortnight at half the cost.

Lest the abrupt closure of toddy shops on the introduction of Prohibition should deny the ex-addict his usual means of escape, Government provided substitute drinks like buttermilk, *panagam*, lime water, *etc.*, at or near the places where the toddy shops existed prior to the introduction of Prohibition. In the new districts, Government sanctioned a sum of Rs. 67,500 for the purpose of opening 16,500 stalls for supplying drinks for a week free of cost. A number of hotels and coffee clubs are springing up in the new districts. An important activity on the ameliorative side is the provision of counter attractions to ex-addicts by arranging popular games, such as *chedu-gudu*, tug-of-war, *etc.*, and *bhajanas*, *harikathas* and *kalakshepams*, street dramas and folk dances. Government have sanctioned a subsidy of Rs. 500 for each of the new 9 districts for being given as grants to dramatic troupes to enact dramas in the villages. A thrift campaign through home-safe and *hundi* boxes has been launched by the co-operative societies in the districts under the supervision of the ameliorative and co-operative staff to encourage savings among the villagers including ex-addicts. *Gramasanghams* are organised in the districts to undertake rural recreation and rural uplift activities. Government have recently permitted the *grama-sanghams* to be registered under the Societies Registration Act and reduced the registration fee from Rs. 50 to Rs. 5. Women organisations including the Department of Women's Welfare are contacted by the ameliorative staff to carry on propaganda among the women

folk belonging to the families of the ex-addicts and to educate them in better living.

With the transfer of the ameliorative work to the Co-operative Department, it has been proposed to intensify rural uplift work through the agency of Co-operative Societies. In view of the increasing emphasis placed on constructive and co-operative work, the Rural Welfare Officers are being given more intensive training in Co-operation to tackle rural problems on a Co-operative basis. In pursuance of this policy, the ameliorative staff in the districts is also told to assist in the organisation, development, strengthening and revitalisation of the village agricultural co-operatives so as to enable them to function as multipurpose societies. In short, rural uplift which is the ultimate aim of Prohibition and the main objective of the ameliorative work will be undertaken by the rural credit societies in an increasing measure. The ameliorative staff has been entrusted with the work connected with the development of co-operative activities in the select *firkas* and centres in the Province including the organisation of multipurpose co-operative societies. The staff will also attend to the provision of houses for the *Harijans* in the villages through the formation of house site societies in the villages.

The scope of ameliorative work is, thus, vast and varied. Though the work so far done is not inconsiderable, much more remains to be done to realise the full benefits of this reform. There has been no doubt a general improvement in the social and economic condition of the ex-addicts. The money formerly spent on drink is now available for the purchase of necessities of life, *viz.*, food and clothing. A portion of savings is also utilised for the purchase of utensils, small jewels, *etc.*, and liquidation of prior debts. Some have purchased agricultural land and milch cattle.

Prohibition can be a complete success only when the public extend their full co-operation and support to the measure. The experiment is being watched not only by the other Provinces in India but by the world and if it succeeds as it is bound to, Madras would have set a high example to the rest of India, nay to the entire world. It is therefore incumbent on every one of us in this Province to contribute to the success of the great reform and thereby to build up a healthy and happy Province.

G.O.'s and Circulars

OFFICE OF THE

C.R. No. 117508/X-3.

REGISTRAR OF CO-OPERATIVE SOCIETIES,
Madras, Dated 8th December 1948

SRI RAO BAHADUR J. C. RYAN, M.A.,
Registrar

CIRCULAR

Sub :—Prohibition—Amelioration—Working instructions—Issued.

Now that the entire Province has gone dry, it is imperative that the ameliorative work in the districts should be intensified and every endeavour made to ensure that full advantage is taken of the opportunity not only to rehabilitate the ex-tappers and to improve the social and economic condition of the ex-tappers and ex-addicts but also to execute schemes of rural uplift in a sustained and a systematic manner. Besides the formation of co-operative societies for jaggery manufacture and other special types of societies for the benefit of ex-tappers and ex-addicts such as milk supply, cottage industries and land colonization, existing rural credit societies should be made full use of for rural uplift work by persuading them to take up extra business activities such as joint purchase and sale, distribution of controlled articles, marketing, dairying, construction of godowns, etc., and also social and recreational activities. New credit societies should be formed in villages where there are none. It should be possible for more constructive work to be done on a co-operative basis, now that the ameliorative branch has been transferred to the control of the Registrar and as there would be greater opportunities now for the Special Development Officers and the ameliorative staff to avail themselves of the services of co-operators, both official and non-official. The Special Development Officers may also be aware of the recent trend of opinion laying emphasis on the constructive aspect of the ameliorative work more than on the recreational side, particularly in the districts where Prohibition has been in force for some time. It is expected that the ameliorative staff will devote more attention to the launching of schemes intended for the economic advancement of the villagers, harnessing wherever possible co-operative societies for this purpose both the existing ones and those that may be newly formed. The following working instructions are, therefore, issued for the guidance of the Special Development Officers :—

(1) *Administrative set up.*—The control and direction of the ameliorative work in the Province now vests with the Registrar assisted by the Deputy Commissioner of Prohibition (Amelioration) and Joint Registrar of Co-operative Societies. In the districts, the Special Development Officers will be assisted by two Assistant Development Officers one to function as

G.O.'S. AND CIRCULARS

Personal Assistant to the Special Development Officer and the other to attend to the executive work in the districts—vide Registrar's Circular No. 30571/48 V-1, dated 6th October 1948. It is, however, open to the Special Development Officer to depute the Assistant Development Officer who is his Personal Assistant to visit special areas and institutions to attend to specific items of work. In the taluks, there will be Rural Welfare Officers and they will work directly under the control of the Special Development Officers. The Special Development Officers will work in close co-ordination with the Deputy Registrars, in all items of co-operative work. Government have conferred on the Special Development Officers and the Assistant Development Officers such of the powers under the Co-operative Societies Act which are exercised by the Deputy Registrars and the Co-operative Sub-Registrars—vide G.O. No. 4552, Development, dated 11th December 1946, (.....). Still, the arrangement will be that co-operative societies formed for the exclusive benefit of ex-tappers and ex-addicts such as jaggery societies, and societies for cottage industries, milk supply, land colonization, etc., will be under the administrative control of the respective Special Development Officers and the special staff that have been or might be appointed for the supervision of these societies should work under the control of these officers. The statutory functions, however, such as registration, audit, arbitration, etc. will be exercised by the regular Deputy Registrars. The Special Development Officers and the Assistant Development Officers will exercise the statutory powers conferred on them in the above said Government Order in respect of only the societies directly in their charge and to the extent necessary.

(2) *Scope of ameliorative work.*—The ameliorative work hitherto has proceeded chiefly on the following lines :—

(i) Provision of substitutes for drink and counter-attractions to drink.

(ii) Rural uplift work on a district wide basis aiming at the moral, social and economic improvement of the people, co-ordination of the beneficent activities of Government departments; organization of rural uplift schools.

(iii) Provision of employment to ex-toddy tappers including the formation of special type societies for their benefit such as jaggery societies, milk-supply societies, cottage industries societies, land colonization societies, etc.

In short, ameliorative work consisted in organizing recreational activities for the benefit of ex-addicts and others, undertaking rural uplift work through the agency of *grama sanghams*, promoting thrift through the agency of co-operative societies and finding employment for the ex-tappers which included the organization of special types of societies for their employment. Now that Prohibition has been in force for some time in the

majority of the districts in the Province, and as the trend of opinion is now in favour of constructive effort for the benefit of the ex-tappers, ex-addicts and other villagers generally, the Registrar desires to impress it on the officers that the entire ameliorative staff including the Rural Welfare Officers should devote themselves to constructive work, applying as far as possible the co-operative method and making use of the existing co-operative agency and also organizing fresh co-operative institutions of the type that may be needed for the several sections of the people for the attainment of their different objectives. With this end in view, the Special Development Officers should regulate and direct the ameliorative work in the districts. Separate instructions are being issued to the Special Development Officers to arrange for the training of Rural Welfare Officers in Co-operation. The main items of work that should be attended to by the ameliorative staff are detailed below for their guidance and they are requested to instruct the subordinate officers suitably and to take appropriate steps to ensure that the work is attended to on these lines. They should, for this purpose, call for periodical reports from their subordinates and ensure that the work is carried out systematically. In Registrar's R. C. No. 107465/48 X-I, dated 8th November 1948, the Special Development Officers have been requested to draw up a plan of work for the period ending 31st March 1949. The plans will, no doubt, be considered at the ensuing conference but the Special Development Officers may go ahead with the programme drawn up by them already and implement it to the extent possible.

(3) *Resettlement of ex-tappers*.—Top priority should be given to this item of ameliorative work. Detailed instructions regarding the methods of employment of ex-tappers have been issued in Board's Reference No. C. R. 1058/48 J-I, dated 8th June 1948. In Registrar's Circular R. C. No. 107468/48 X-1, dated 7th November 1948, further instructions have been issued to the Special Development Officers emphasising the urgency of the problem. In several of the districts it might be possible to secure employment to the ex-tappers through the formation of co-operative societies for the manufacture of palmyrah jaggery. As the palmyrah tapping season is fast approaching, steps should be taken particularly in the new nine districts to organize these societies expeditiously and provide employment to the ex-tappers in that way. Where it is necessary to permit tapping of date trees and coconut trees for jaggery manufacture by the formation of co-operative societies, detailed investigation should be made in consultation with the Collectors of the districts concerned and the District Prohibition Officers and proposals submitted to the Registrar indicating the centres where such societies may be formed, the number of tappers likely to be benefited by the formation of such societies, and the additional staff that may be required for their supervision.

Besides jaggery manufacturing societies ex-tappers could be employed in milk-supply societies. In this connexion the attention of the Special Development Officers is invited to the instructions contained in Board's Reference C. R. No. 4617/47 J-2, dated 22nd September 1947 and 12th November 1947. They may examine the possibilities of organizing milk-supply unions with feeder societies on the lines suggested therein and submit immediately at least one or two proposals for the formation of milk-supply unions and feeder societies for the benefit of the ex-tappers. Cottage industries societies may be formed to provide employment to ex-tappers with reference to local conditions and proposals sent to the Registrar on the lines of the instructions contained in Board's Reference No. C. R. 8556/47 J-1, dated 14th November 1947.

Where land is available for settlement of ex-tappers, land colonization societies may be formed on the lines of the land colonization societies formed for the benefit of landless labourers and proposals submitted to the Registrar according to the instructions contained in Board's Reference No. C. R. 8059/47 J, dated 22nd October 1948.

Besides the formation of societies for employment of the ex-tappers, the Special Development Officers and the ameliorative staff including the Rural Welfare Officers should contact big employers of labour—Government and private—and try to secure employment for the ex-tappers. The ex-tappers should be advised to register themselves in the District Employment Exchange so that the services of the District Employment Exchange may also be available for the rehabilitation of the ex-tappers. The Special Development Officers should keep in touch with the officers of the Employment Exchange and the Public Works Department, big employers of labour, mills and other organizations and lose no opportunity to recommend the employment of the ex-tappers in the various institutions, particularly in the nine new districts. The Special Development Officers and the ameliorative staff should pay personal attention in this direction and see that as much relief as possible is afforded to the ex-tappers. Even in the old Prohibition districts, if there are areas where the ex-tappers find it difficult to get employment the Special Development Officers and the ameliorative staff should assist them on the lines indicated above. It need hardly be emphasized that resettlement of ex-tappers is the most urgent item of work to be attended to and the officers should spare no efforts to see that the ex-tappers are enabled to find some employment or other and to re-adjust themselves to the changed conditions.

(4) *Promotion of thrift*.—Steps should be taken to institute a general savings drive among the people, particularly among the ex-addicts, so that the object of Prohibition which is the economic advancement of the masses might be achieved. The need for a thrift campaign among the ex-addicts cannot be over-emphasized. It is of primary importance that

THE MADRAS JOURNAL OF CO-OPERATION

money saved as a result of Prohibition should not be wasted by ex-addicts. Detailed instructions have been issued in this regard in Registrar's Circulars No. C. R. 16365/46-V-1, dated 12th October 1946 and No. R. C. 1686/47 V-1, dated 26th September 1947 (.....) and the Special Development Officer of the new nine districts should proceed on similar lines. Co-operative societies should be made full use of for encouraging thrift; and hundi boxes should be distributed to the members. As suggested in the Registrar's circular, societies should be selected for the purpose, hundi boxes should be distributed to the members and thrift days celebrated as frequently as possible in the rural credit societies. The hundi boxes are available with the Madras Provincial Co-operative Marketing Society, Madras, for sale at the rate of about Re. 1 per box with lock and key. The Special Development Officers can get the required boxes and arrange for their distribution to the members of the societies. The subordinate ameliorative staff should be given definite instructions to show tangible progress in this direction and their work should be closely watched. The Registrar considers that a good deal of money can be made to come into the co-operative movement as savings by the people if only systematic attempts are made to encourage savings through hundi boxes and through the agency of co-operative credit societies and other types of organizations. This is an item of work which must be carried out on a very intensive scale. Investments in National Savings also should be encouraged by the ameliorative staff.

(5) *Rural uplift work.*—Rural uplift work hitherto has been done through the agency of *gramasanghams*. It is not the intention to interfere with the working of the *gramasanghams* where they are doing useful work or to discourage their formation in places where there are possibilities for working them successfully. Detailed instructions have been issued regarding the lines of rural uplift work in Board's Reference No. C. R. 8888/48 K-1, dated 12th September 1948 (.....). The Registrar, however, desires to point out that rural uplift work may as far as possible be undertaken through the agency of rural credit societies. For this purpose, suitable amendments to the by-laws of rural credit societies have been suggested in Board's Circular No. R. C. 5695/48, dated 15th October 1948, to enable the societies to take up social and recreational activities. The ameliorative staff should be directed to utilize the agency of the Co-operative organizations for rural uplift work also wherever possible, particularly in the matter of putting up village-hall-cum-godowns. Rural credit societies should be able to undertake this function much more effectively than *gramasanghams*. The Special Development Officers should therefore chalk out a programme of rural uplift work by selecting villages for the purpose and concentrate attention on them until the specific items of rural uplift work proposed to be carried out in these villages have been completed. The time and energy of the ameliorative staff should not be

dissipated over a number of villages. For this purpose, each Rural Welfare Officer should be asked to select the villages in the taluk and the progress of rural uplift work in those villages should be closely watched. Local initiative and local resources should be harnessed for schemes of rural uplift and Government assistance should be sought only in essential cases. In this connexion attention is invited to Board's Reference No. C. R. 479/47 H-2, dated 10th August 1947. Local bodies such as district boards, panchayat boards and municipalities should also be approached for assistance (.....). The attention of the Special Development Officers is also invited to Board's Reference No. C. R. 3946/48 K-1, dated 24th August 1948, in which they have been requested to send up concrete schemes for putting up buildings which will serve as community centres indicating the extent of financial assistance that may be required from Government. Regarding the construction of godown-cum-village-halls by rural societies, Government will be approached for the grant of financial assistance to the extent of at least 25 per cent of the cost of construction of the building and in very deserving cases up to the extent of 50 per cent. The proposals for Government assistance should indicate the extent and nature of Government assistance required with the necessary justification for the same. It should not, however, be forgotten that there are a number of items of work which can be attended to by the villagers themselves and that Government assistance should be sought only in very necessary and deserving cases. A spirit of self-help and self-reliance in the villages should be developed beginning with small schemes of common utility so that in course of time the villagers may come forward to undertake bigger rural uplift schemes.

(6) *Ameliorative work in the select firkas.*—The Registrar desires that the ameliorative staff should pay particular attention to the villages situated in the select firkas in the districts. Besides an item of work that the ameliorative staff can take up in the select firkas is the provision of houses for the Harijans in the villages. At least two or three societies should be started in each firka for this purpose. The number of Harijan members requiring houses, the sites—Government or private—that are available, the steps to be taken to enable the Harijan members to put up houses, etc., should be investigated in detail and proposals sent up to the Registrar for the formation of societies for acquisition of house-sites for the Harijan members adopting the model by-laws of societies for acquisition of house-sites given in the Co-operative Manual. Separate instructions are also being issued by the Registrar on this subject. The Special Development Officers should select at least two or three villages in each firka and see that societies are formed for the acquisition of house-sites for the Harijan members in each firka.

The Special Development Officers should also examine the possibilities of organizing cottage industries on a co-operative basis in the select firkas

and submit concrete proposals in cases where there are suitable industries which can lend themselves for organization on co-operative basis. Smithy, pottery, metal works, etc., are some of the industries which can be organized on co-operative lines in one village or in several groups of villages. Proposals for the formation of these societies in the select firkas on the lines of the instructions contained in Board's Reference C. R. No. 8556/47 J-1, dated 14th November 1947, may be sent. Their attention is also invited in this connexion to Board's Reference C. R. No. 4529/48, H-1, dated 21st July 1948 (. . .).

(7) *Rural Credit Societies*.—It should be the endeavour of the Special Development Officers and the ameliorative staff to make an increasing use of rural credit societies for social and recreational activities. The Special Development Officers should visit systematically village societies as also the Rural Welfare Officers. It should be possible for the officers to visit not less than ten societies in a month. During their visits they should take steps to expand the business of the societies, enlarge their functions and extend their usefulness to the villagers. Dormant societies may be revived. The societies should be persuaded to undertake activities such as joint purchase and sale, distribution of controlled articles, marketing, dairying, etc. Societies which are financially strong may be advised to put up godown-cum-village-halls. The objective should be to give a new life to the societies and to make them function as live centres of social and economic progress. The Special Development Officers and the ameliorative staff have splendid opportunities to do their part in guiding societies along new lines of activities with a view to make them economically strong and capable of conferring the maximum benefit on the villagers. Government have sanctioned a scheme for strengthening the supervisory staff under the control of the Central Banks and the arrangements in this behalf will be ordered by the Registrar soon. Under this arrangement the Special Development Officers and the ameliorative staff will have greater opportunities of visiting the village societies and making them function as multi-purpose societies within the framework of their existing by-laws. The Special Development Officers will therefore make it a point to work through the agency of rural credit societies, as they are eminently fitted to take up all items of ameliorative work and as they provide a common platform for all people to come together and promote their social and economic advancement.

(8) *Rural Uplift Schools*.—Detailed instructions regarding the conduct of rural uplift schools have been issued in Board's Reference C. R. No. 105/46, dated 1st October 1946. It should be the duty of the Special Development Officers with the help of the Assistant Development Officers and the Rural Welfare Officers to conduct rural uplift schools from time to time, i.e., once in every quarter. In this work they will enlist the co-operation and help the other departments of Government. They can also

arrange for the holding of exhibition, agricultural and industrial, at the end of each training course. Although village guides have been abolished, the idea is to continue the rural uplift schools as they serve a very useful purpose in training young people for rural uplift work. The schools will be conducted in the old 16 Prohibition districts as in the past. As regards the conduct of the schools in the nine new Prohibition districts orders will issue later.

(9) *General Co-operative Work*.—Besides the formation of special types of societies exclusively for the benefit of the ex-tappers and ex-addicts, the Special Development Officers should also interest themselves in schemes of general progress and organize co-operative societies, particularly milk-supply societies, cottage industries societies, land colonization societies, fishermen societies, societies for acquisition of house-sites for Harijans, etc. The organization of these societies can be attended to by them and the organization papers may be sent to the Registrar. The organization may be done in consultation with the local Deputy Registrars and their views may be incorporated in the reports. When these societies (not intended for ex-toddy tappers or ex-addicts) are registered, their administrative control should be left to the regular Deputy Registrars, except if otherwise, directed by the Registrar. The Special Development Officers should be able to find time to organize these types of societies in suitable areas so that the co-operative work might be intensified in the districts. One other type of society which the Special Development Officers may organize is the cattle-breeding society. Their attention is invited in this connexion to Board's Reference C. R. No. 5293/47 J-1, dated 17th December 1947. The Special Development Officers in the old sixteen districts have been organizing cattle-breeding societies at least one in each district. The Special Development Officers in the new nine districts are requested similarly to organize societies for cattle-breeding and send up proposals to the Registrar. The Registrar desires that the Special Development Officers should explore the possibilities of organizing special type of societies where there is scope for successful working and send up suitable detailed proposals.

(10) *Provision of substitutes for drink*.—Private stalls for providing substitute drinks to ex-addicts should be encouraged by the ameliorative staff, wherever possible. The Indian Tea Market Expansion Board has proposed to open tea rooms in the districts. Special Development Officers may contact the Indian Tea Market Expansion Board, Mathurai, and see that the tea rooms are opened in the districts in important centres.

(11) *Provision of counter attractions to drink*.—A programme to make rural life happy should be provided to the ex-addicts and to the people generally. Entertainments and recreation of various kinds should be organized and encouraged on the lines of the instructions issued in Board's Reference No. 8246/46, dated 17th October 1946. Some of the

more important items of counter-attractions to be organized by the Rural Welfare Officers are indicated below :—

(a) *Rural games*.—*Chedugudu, Pillayarbandu, Killithattu*, tug-of-war, dodge ball, etc., etc., may be introduced on systematic lines in villages and tournaments may be conducted.

(b) *Bhajan*s may be encouraged wherever they exist and fresh ones may be started wherever feasible.

(c) *Harikathas, kalakshepams* and *kathaprasangams* may be fostered and developed.

(d) Reading rooms may be encouraged ; if indoor games can be provided in addition, they will be helpful.

(e) *Dramas*.—Travelling troupes of dramatists may be encouraged to give performances. Local amateurs may be encouraged so as to develop local talents and provide more frequent entertainment than professionals. Subsidies may be recommended to deserving troupes which undertake to give ten performances at the rate of Rs. 25 per performance.

(f) *Folk songs*.—The most common variety of such songs are *kummi* and *kolattam*. *Kolattam*, particularly when played by young men with vigour to the accompaniment of music provides good entertainment.

(g) *Boy Scouts' displays*.—Boy Scouts and Girl Guides can provide good displays of games and camp fire entertainments. These displays may be arranged at public places where many people congregate in the evenings.

(h) *Magic lantern shows*.—Departments of Government like the Public Health, the Co-operative and the Agricultural departments have with them magic lanterns and slides and may be availed of freely for entertaining public gatherings.

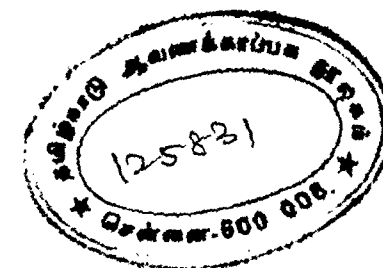
(12) *Propaganda vans*.—Proper use should be made of the propaganda vans by the Special Development Officers. Instructions have already been issued in Registrar's C.R. No. 9421/48 H-1, dated 28th October 1948, regarding the maintenance of the vans, etc. Arrangements are being made for the supply of propaganda vans to the new prohibition districts. Government orders in this regard are awaited. Proper use should be made of the vans by regulating the tours carefully and equipping them with fresh gramophone records, lantern slides, etc. Slides on Prohibition prepared by the photographer of the ameliorative section are being circulated to the districts and they should be properly exhibited through the propaganda vans. The propaganda vans should serve the purpose of counter-attraction, to drink.

(13) *Parks and radios*.—A park, especially if it is equipped with a radio, is a good counter-attraction to drink. The number of parks and

G.O.'S. AND CIRCULARS

public radios may be increased with the help of municipalities, *panchayats* *gramasanghams* and co-operative societies. Please see Board's Reference No. C. R. 46/46 Pro. (A), dated 21st October 1946 (.). There is a proposal under the consideration of Government to subsidize *gramasanghams* and co-operative societies to the extent of 50 per cent of the cost of the radio sets (main and battery) and for Government to bear the maintenance charges of these sets for the first year. The radio engineer has intimated that Government have sanctioned the purchase of 500 battery sets and that these would be available for supply at a cost of Rs. 650 each. If any of the *gramasanghams* or co-operative societies is willing to purchase a set at this cost, the ameliorative staff should obtain the necessary application from the institutions concerned and forward them to the Radio Engineer under intimation to the Registrar.

(14) The Registrar recognizes that the scope of ameliorative work is vast and varied. The above instructions are not exhaustive but they will serve to indicate in broad outline, the lines on which the ameliorative staff should proceed with the ameliorative work in the districts. The Registrar, however, attaches greatest importance to the constructive side of the ameliorative programme and the utilization of co-operative agencies to implement provision of employment to ex-tappers should be given first priority. This problem is, however, a temporary phase. The Registrar desires that the Special Development Officers and the ameliorative staff should have a plan of work for the whole district and carry it out systematically. Not only are they expected to form such types of co-operative societies as will benefit ex-tappers and ex-addicts but they should utilize the rural credit societies as the main agency for the ameliorative work and make them undertake diverse activities for the benefit of the villagers. The Registrar considers that this is a splendid opportunity to revitalize the rural credit system in the Province and that systematic planning and action is necessary in this regard. As the officers are aware, with the transfer of the ameliorative work to the Co-operative department it should be possible for them to work in close co-ordination with the local Deputy Registrars and their staff and the Registrar believes that if co-ordinated effort is made in the districts, the Special Development Officers and the Deputy Registrars would be able to show a striking advance in co-operative progress in the districts. The Registrar trusts that the Special Development Officers will work with zeal and enthusiasm on the above lines and record a tangible progress in the villages in the districts.



Memorandum of the Registrar of Co-operative Societies, Madras.

SRI J. C. RYAN, M. A., Registrar.

No. R.C. 38735/47A.

Dated 14-3-49.

Sub:—By-laws—Special by-laws relating to service conditions of employees.

Ref:—Registrar's memorandum No. R. C. 6217/37-B, dated 7-12-48.

There are non-official Co-operative Employees' Associations in 18 districts. Some of these associations have been registered under the Trade Unions Act. The others are unregistered bodies. Some of them have provision in their rules to admit ex-employees, and some have persons not connected with the Co-operative movement as their Honorary Presidents. The Provincial Co-operative Advisory Council which met on 28-9-48 considered that these associations should obtain recognition from the Registrar, that they should confine their membership only to the employees of Co-operative Institutions and that they should generally confine their activities to secure betterment of the prospects of the employees. Government are of the view that the societies might frame by-laws in this regard under Rule II (UU). The following by-law is accordingly suggested for adoption by financing banks like the Provincial Bank, Central Banks, and the Central Land Mortgage Bank, Urban Banks, Land Mortgage Banks, Co-operative Wholesale Stores, Provincial Handloom Weavers' Co-operative Society and Marketing Federations as by-law No. 18 of the special by-laws relating to the service conditions of employees, communicated with the Registrar's memo cited above.

18. "No paid employee shall be a member, representative or officer of any association representing, or purporting to represent, non-official co-operative employees unless such association satisfies the following conditions:—

- (a) the association should be recognised by Registrar of Co-operative Societies,
- (b) membership of the association shall be confined only to the employees of Co-operative institutions,
- (c) the activities of the association should be confined to the betterment of the prospects of employment, service conditions, emoluments and the welfare of its members generally,
- (d) the association shall not be in any way connected with or affiliated to (i) any association which does not, or (ii) any federation of associations which do not satisfy condition (a)."

Deputy Registrars are requested to take this by-law to the notice of the institutions concerned and see that they adopt it as soon as possible.

Copy of G.O.MS. No. 2022, Development, Dated 12th April 1949.

ABSTRACT.

Public Services—The Madras Co-operative Subordinate Service—Co-operative Supervisors selected as Junior Inspectors—Exemption from passing the examinations conducted by the Central Co-operative Institute—Special Rules—Amended.

Read the following:

G.O.MS. No. 1657, Development, Dated 5-4-1948.

From the Registrar of Co-operative Societies Letter

No. 121064/48-N, Dated 4-3-1949.

ORDER:

On the recommendation of the Provincial Co-operative Advisory Council the Registrar of Co-operative Societies has proposed that supervisors of Co-operative societies who possess the qualifications prescribed for them for selection as Junior Inspectors may be exempted from passing the examinations in Co-operation, Auditing, Book-keeping and Banking conducted by the Central Co-operative Institute, Madras. His Excellency the Governor of Madras accepts the proposal.

2. The following notification will be published in the Fort St. George Gazette:—

NOTIFICATION.

In exercise of the powers conferred by section 241 (2) (b) of the Government of India Act, 1935, His Excellency the Governor of Madras hereby makes the following amendment to the Special Rules for the Madras Co-operative Subordinate Service (Section 2 of part III-B of the Service Rules in Volume III of the Madras Services Manual 1946.)

AMENDMENT.

In the said Special Rules, in rule 11(a), in items (3) and (5), after Note (ii), the following Note shall be added, namely:—

"Note (ii)—Supervisors of Co-operative Societies who possess the qualifications prescribed for them in rule 7 of these rules need not, however, pass the examinations in Co-operation, Auditing, Book-keeping and Banking conducted by the Central Co-operative Institute, Madras."

J. C. RYAN.

Registrar.

Consumers' Co-operation

SRI J. C. RYAN, M.A.,
Registrar of Co-operative Societies,
Madras, Dated 14-4-1949.

PdL 1/48-S.I.

**Sub:—Stores Societies—Primaries and Co-operative Wholesale Stores—
Progress for November and December 1948—reviewed**

Co-operative Wholesale Stores

Membership and Share Capital.—The total number of members on rolls on 31-12-1948 in all the 22 District Co-operative Wholesale Stores was 10,940 and their paid up share capital amounted to Rs. 35.13 lakhs as against Rs. 34.97 lakhs as on 31-10-1948. It is seen that there is some improvement in the share capital position and all the Co-operative Wholesale Stores are requested to show better progress.

The owned capital of the Co-operative Wholesale Stores was Rs. 55.94 lakhs comprising share capital of Rs. 35.13 lakhs and Reserve Fund of Rs. 20.81 lakhs. The borrowings of the Co-operative Wholesale Stores were Rs. 278.42 lakhs (representing loans and cash credit) from the Central Banks and Rs. 11.87 lakhs from others. The total borrowed capital therefore amounted to Rs. 289.79 lakhs as against Rs. 173.18 lakhs as on the last date of October 1948. The total working capital as on 31-12-1948 was Rs. 345.73 lakhs as against Rs. 228.81 lakhs as on 31-10-1948.

Business:—The total purchases and sales of the Co-operative Wholesale Stores for December 1948 were Rs. 305.11 lakhs and Rs. 247.22 lakhs respectively as against Rs. 187.21 lakhs and Rs. 163.85 lakhs as on 31-10-1948. The increased business is obviously due to reimposition of controls and entrustment of distribution of textiles and manures to co-operatives. The Co-operative Wholesale Stores are requested to expand their trade on an all round basis.

Sales to Primaries.—Out of the sales of Rs. 218.51 lakhs (for which amount only classifications have been made) Rs. 97.73 lakhs represented sales to primaries which worked out to nearly 45 per cent. The percentage was the same in the month of October also. The business relations between the Co-operative Wholesale Stores and the primaries should be promoted still further. This can be achieved if periodical conferences are convened regularly and the difficulties if any that stand in the way of better co-ordination, are discussed and solved.

Primary Co-operative Stores

Membership and Share Capital.—As on 31-12-1948, there were 1748 stores societies with a membership of 5.65 lakhs and a paid-up share

CONSUMERS' CO-OPERATION

capital of Rs. 91.44 lakhs as against 5.62 lakhs and Rs. 91.10 lakhs as on 31-10-1948. The total working capital was Rs. 211.47 lakhs as against Rs. 192.02 lakhs as on the last date of October 1948.

It is observed that returns from 526 stores societies were not received by the Deputy Registrars in time. The number is going on increasing. The Deputy Registrars should take timely action to get the reports from all and should not allow any stores to default in the submission of their returns.

Business:—The total purchases and sales of primaries during the month of December '48 were Rs. 165.85 lakhs and Rs. 170.21 lakhs respectively as against Rs. 140.91 lakhs and Rs. 146.61 lakhs in the month of October 1948.

Special Consumer Activities

Handloom and Mill-made Cloth:—The total purchases and sales were Rs. 101.95 lakhs and Rs. 58.83 lakhs as against Rs. 63.06 lakhs and Rs. 32.55 lakhs in October 1948. The progress should be kept up and stores should avoid complaints in the distribution of cloth.

Consumer Goods:—The purchases and sales were Rs. 3.80 lakhs and Rs. 5.45 lakhs as against Rs. 12.30 lakhs and Rs. 21.52 lakhs respectively. The purchases and sales would perhaps be more if correct particulars were furnished. The Deputy Registrars should therefore take steps to ensure the submission of correct and full reports.

Processed Food Stuffs:—The total purchases and sales amounted to Rs. 48,598 and Rs. 64,387 as against Rs. 80,502 and Rs. 75,535 in October 1948. The business in this line shows a downward trend and the Special Staff would do well to advise all stores to take up this line of activity.

Agricultural Implements and Bakelite Articles:—The total purchases and sales were Rs. 41,772 and Rs. 31,985 in agricultural implements while they were Rs. 434 and Rs. 954 in bakelite articles. The stores societies in Coimbatore District only have done some business in this line and it is not known why the stores societies especially rural stores in other districts should not take up this activity. The Special Staff should be advised to see to this.

General:—The functions and duties of the Special Staff for supervision of stores have been clearly defined in the Registrar's recent circular Rc. 41976/49-S.I., dated 29th March 1949. Deputy Registrars are requested to go through the circular carefully and issue suitable instructions to the Supervision Staff in their charge. They should also have close watch on the work of the staff and ensure that they adhere to the instructions contained in the circular mentioned above.

This periodical is now converted into *quarterly* instead of monthly periodical. The reports should be submitted by Deputy Registrars before

15th May, 15th August, 15th November and 15th February in respect of periodicals for the quarters ending 31st March, 30th June, 30th September and 31st December.

As certain other periodicals have been discontinued Deputy Registrars are requested to furnish additional particulars regarding the following in the prescribed forms as enclosures to the present report on the progress of Co-operative Stores :—

I. Processing and manufacturing activities :—

(a) Production or manufacturing activity.

Primaries—

1. No. of primary stores that have taken up the activity.
2. Name of commodity.
3. Value of the produced articles.

Co-operative Wholesale Stores—

1. Name of commodity produced.
2. Value of the produced articles.

(b) Processing activities.

Primaries—

1. No. of Stores that have taken up the activity.
2. Names of commodity processed.
3. Value of processed articles.

Co-operative Wholesale Stores—

1. Names of commodities processed.
2. Value of processed articles.

II. District Co-operative Wholesale Stores—Co-ordination between Sister Institutions.

(a) Purchases made from Marketing or Sale societies and other production societies.

	Value in Rs.
1. Rice ...	...
2. Paddy ...	...
3. Aluminium and Brass Ware...	...
4. Toys ...	...
5. Coir ropes and mats etc. ...	...

(b) Purchases made from Co-operative Wholesale Stores in other Districts :

(Same particulars as above.)

(The report should *not* be sent in a confused manner—Sales made by Co-operative Wholesale Stores to other institutions need not be mentioned as the Societies that purchase articles would furnish the figures—But

Co-operative Wholesale Stores should *omit to furnish particulars of all purchases* made from other societies as required above.)

III. Branches and Depots opened by Stores Societies :—

1. (a) No. of branches and depots opened :
 - (b) No. of branches and depots outside an area of 5 miles
 - (c) Is effective supervision exercised by the Head Office of stores concerned over such distant branches ?
 - (d) Are sale proceeds remitted by branches to the Head Office regularly ? (daily or weekly)
 - (e) Is it necessary, to close down any branch or depot due to its uneconomic working or lack of proper control by Head Office ? If so what action does the Deputy Registrar propose to take ?

IV. Stores societies—Double compartmental system-introduction of—

- (1) No. of Stores in the District.
- (2) No. of Stores that have adopted double compartmental system.
- (3) No. of Stores that have yet to adopt it.
- (4) Reasons for not adopting it.
- (5) Action taken by Deputy Registrar in this respect.

V. Stores Societies—Supervision arrangements by Central Bank—Progress.

- (1) No. of Stores in the District.
- (2) No. of Stores that are paying S.F. to Bank. (S.F. = Supervision fees),
- (3) Approximate income for the quarter on account of S.F.
- (4) No. of internal auditors employed by the Bank.
- (5) Cost of the Staff employed by Bank.
- (6) Whether the Staff employed is adequate, if not what action has been taken by the Deputy Registrar in the matter.

It has been found that Deputy Registrars have been submitting the monthly progress reports without much correct data. A large number of Stores either do not send their returns at all or send them late and the Deputy Registrars have been therefore unable to furnish full particulars though in some cases they have been adopting previous months figures in case of default by certain stores. Now that *quarterly* reports are called for and 45 days' time is given after the close of the quarter for furnishing the particulars, Deputy Registrars *should be able to get report from all Stores Societies and furnish correct figures*. If the same old excuse that some Stores societies have not sent reports is put forth for not submitting full particulars it cannot be accepted. The Deputy Registrars should make the Special Staff responsible for the prompt submission of returns by the Stores societies and the Deputy Registrars will be personally held responsible for submission of returns promptly and with full particulars.

The additional particulars called for (5 statements prescribed above) *should be submitted without fail* in enclosures marked as 1, 2, 3, 4 and 5 along with the report on the progress of Stores movement in the usual form.

The Late Sri V. Viyyanna

Condolence Messages Received from Individuals & Institutions.

The Madras Provincial Co-operative Union :

Resolution on the death of Sri V. Viyyanna, B.A., B.L., General Secretary of the Madras Provincial Co-operative Union.

"This meeting of the Executive Committee of the Madras Provincial Co-operative Union expresses its profound sorrow at the sad and sudden demise of its General Secretary Sri V. Viyyanna, B.A., B.L., and places on record its great appreciation of the valuable services rendered by him during his tenure of office to Co-operation in general and to the Union in particular."

(The resolution will be communicated to the members of the bereaved family.)

Portraits of Sri Ramadas Pantulu and Sri V. Viyyanna be prepared at a cost not exceeding Rs. 250 and placed in the Union premises.

Prof. H. L. Kaji, President, All India Co-operative Institutes' Association. 13-4-49.

Shocked Viyyanna's death, please convey sincere condolences, family.

B. Venkataratnam, M.L.A., President, Co-operative Central Bank Ltd., and The Land Mortgage Bank Ltd., Ramachandrapuram. E. Godavari. 12-4-49.

Shocked to hear the most heart breaking news. I never expected this. I was very confident that death will never happen under the modern surgery, or else I would have stopped the operation. I personally lost the good sincere, close friend who was a pillar of strength to me. How can I forget his love of co-operation and sincere, honest and hard work to the movement and his personal friendship of mine. Without him I don't think I can work the Union. He filled up the gap that formed after the demise of the late Mr. Ramadas Pantulu in the co-operative movement. But what next, I feel very despondent for the future of the movement and the work of our Union. He was almost a wholetime worker for the Union. Convey my sorrowful condolences to his family.

D. Mahalingam, B.A., B.L., Advocate, Tanjore. 12-4-49.

I was shocked to learn of the sad and sudden demise of our esteemed Secretary Sri V. Viyyanna. He was more than a friend to us. We will sadly miss his genial personality in our Union.

His untimely death has removed an active and leading figure in the field of Co-operation. His contribution to the Union during a decade was not only conspicuous but was characterised by an unbounded zeal to extend the benefits the great movement to the villagers. May his soul rest in peace !

THE LATE SRI V. VIYYANNA

M. P. Nachimuthu, B.A., B.L., Advocate, Erode. 12-4-49.

I was shocked to hear the untimely demise of Mr. Viyyanna. The Co-operative field has lost a genial soul and a sincere patron. May I request you to convey my heartfelt condolences to the members of the bereaved family.

H. Linga Reddi B.A., B.L., Advocate, Bellary. 14-4-49.

I am very sorry to hear the sad news of General Secretary, Sri V. Viyyanna's death and I feel very much in losing him. Please convey my condolences to his bereaved family and other members of our union.

N. R. Samiappa Mudaliar, President, The Hood Co-operative Institute Ltd., Tanjore. 15-4-49.

Proceedings of the Board of Management of the Hood Co-operative Institute, Tanjore.

The Board places on its record its deep sense of sorrow at the demise of Sri V. Viyyanna a member of the Board of Management of this Institute and conveys its heartfelt condolences to the members of the bereaved family.

The Central Co-operative Printing Works, Limited, Madras 13-4-49.

Proceedings of the General Body Meeting of the Central Co-operative Printing Works, Ltd., Madras.

The following condolence resolution on the unexpected demise of Sri V. Viyyanna Garu, B.A., B.L., one of the Directors, was moved by Sri C. Tyagaraja Mudaliyar, all the members standing.

"This meeting places on record its deep sorrow at the unexpected demise of Sri V. Viyyanna Garu, B.A., B.L., a prominent Co-operator and a Director of our Press and conveys its heartfelt condolences to the members of the bereaved family. It is a great loss to the Co-operative movement in South India and this meeting records his devoted services to the cause of Co-operation in general and to our Press in particular.

Malabar D.C.C. Bank, Chalapuram, Calicut. 9-5-49.

True copy of the Resolution of the Executive Committee of the Bank.

"The Committee resolves to place on record the meritorious services rendered to the Co-operative Movement in the Madras Presidency by late Sri V. Viyyanna, General Secretary of the Madras Provincial Co-operative Union and convey their heartfelt condolence on the sudden and premature death of Sri Viyyanna to the members of his family."

Sri Brihadambal Co-operative Bank, Ltd., Pudukkottai. 19-4-49.

Resolved that the Board of management of the Sri Brihadambal Co-operative Bank, Ltd., place on record their sense of loss and grief at

the death of Sri V. Viyyanna Pantulu and their appreciation of his valuable services to the cause of co-operation and feel that the void created by his demise cannot be easily filled up.

The Secretary will communicate the resolution to the family of the deceased.

V. V. Raman, President, Weavers' Co-operative Society, Pullampet. 30-4-49.

Please convey my condolences to the family of the late Sri V. Viyyanna Garu, in whose death the country has lost a great co-operator.

As a mark of respect the Pullampet Weavers' Co-operative Society has been closed for half a day immediately on seeing the news in the Press.

The Ellore Pile-Carpet Weavers' Co-operative Society, Ltd., Ellore. 30-4-49.

Proceedings of the Board of Directors of the Ellore Pile-Carpet Weavers' Co-operative Society, Limited, Ellore.

Subject:—"To pass condolences on the death of Sri V. Viyyanna Pantulu Garu, B.A., B.L., one of the foremost co-operators of the province."

Resolution :—"Passed".

P. C. U. CIRCULAR—NO. 1

To
All the Delegates to the General Body of the Madras
Provincial Co-operative Union.

Dear Sir,

The Annual General Body meeting of the Madras Provincial Co-operative Union will be held on Sunday the 12th of June 1949 at 2.30 p.m. in the Premises of The Madras Provincial Co-operative Bank, 379, Esplanade, Madras.

The Administration Report and Audit Review for the year 1947-48 will be sent to the Member Societies with a request to hand over the same to their delegates.

You are requested to be present for the meeting.

P. C. U. CIRCULAR—NO. 2

To
All the Member Societies of the Madras Provincial
Co-operative Union.

Dear Sir,

The Annual General Body meeting of the Madras Provincial Co-operative Union will be held on Sunday the 12th of June 1949 at 2.30 p.m. in the premises of The Madras Provincial Co-operative Bank, 379, Esplanade, Madras.

Please remit, if you have not already done so, the annual subscription due by your Society, current as well as arrears without any further delay and oblige.

The Administration Report and Audit Review for the year 1947-48 sent to you may kindly be handed over to your Delegate.

B. VENKATARATNAM,
President.

Towards "Multipurpose Goal" in Madras

The recent scheme for re-organisation of rural co-operatives in Madras with its targets and time limits has stimulated activity in all districts. With a view to keep our readers informed of the progress made, we publish in these columns brief reports on the monthly progress in the districts.

[EDITORS]

The scheme for the reorganisation and intensive supervision of rural credit societies for the working of which Government sanctioned a subsidy of Rs. 1.27 lakhs and which was launched with effect from 1-2-1949 was worked by 28 out of 30 Co-operative Central Banks in the Province during the month of March '49.

The number of rural credit societies increased from 10,687 at the beginning of the month of 10,767 at the end of the month. The number of active societies increased from 8,144 to 8,326 at the end of the month. The number of members and paid up share capital also increased from Rs. 6.69 lakhs and Rs. 77.96 lakhs to Rs. 6.82 lakhs and Rs. 79.59 lakhs respectively at the end of the month. Including 208 rural credit societies during the month, 1,276 rural credit societies undertook multipurpose activities upto the end of the month. About 1.20 lakhs of members were benefitted by these activities and the amount involved was Rs. 11.09 lakhs.

570 supervisors were employed by the Central Banks in the Province for working the scheme and they visited 5,404 rural credit societies during the month.

THE South India Co-operative Insurance Society, Ltd.

Armenian Street, Madras.

SRI V. PARTHASARATHY, B. A., B. L.,
(President.)

March of Progress:

Fresh paid up business for 1947	...	EXCEEDS ONE CRORE
		of rupees.
Total Life Fund	...	EXCEEDS 41 Lakhs of
		rupees.

The above figures speak convincingly of the growing popularity of CO-OPERATIVE LIFE INSURANCE and the confidence of the public.

Lucrative Terms for Agents and Insurants.

Please apply for particulars.

Monthly News Page

Foreign

Outlining his philosophy to the Editor of the Pennsylvania Co-op. Review, Rev. Dr. E. Stanley Jones, the famous Christian author, declared, "In the years gone by we have seen that we must distribute wealth either by revolution, which is the Communistic way or by the Co-operatives which is a voluntary redistribution and more closely akin to the Christian method and spirit."

I believe the Communistic revolution can be headed off by a redistribution of wealth by consent. The Co-operatives appear to be the best instrument for its wide redistribution. Therefore, I believe that now, more than ever, the Co-operative Movement is the open door into the future. What impresses me deeply about the Co-operative Movement is that in the Co-operatives the people themselves are effecting for themselves these social and economic changes. That puts the responsibility where it should be—namely on the people. It develops personal initiative while effecting social change."

Indian

Referring to the inauguration of the new Scheme of Rural Development in Mysore in March 1949, Sri Mariappa, Minister for Rural Development, Mysore, said :

"It, the new scheme of Rural Development, will also seek to introduce in a larger and larger measure the principle of Co-operation in the conduct of the daily life of the village. I need not emphasise the fact now admitted all over the world that it is only through Co-operation that we can hope to solve our economic ills; that it is the only rational and democratic alternative to Communism. We must, therefore, organise a net-work of multi-purpose co-operatives all over the State until ultimately they will be the organs for all cultivation, manufacture and distribution of commodities in the rural parts and for maintaining social services, until in fact, they become sole centres for the rural reconstruction movement in the State. The organisation of efficiently managed and comprehensive co-operatives will be, therefore, in the forefront of our programme."

Provincial

During a recent tour of the Chingleput District, Mr. J. C. Ryan, Registrar of Co-op. Societies, Madras, visited the rural co-op. credit societies at Sadras, Pudur, and Thachur with a view to encouraging them to undertake multi-purpose activities. The societies have agreed to take up the work of sale and distribution of mill-cloth and construct godowns with 50 per cent subsidy from the Government and the balance of 50 per cent either found by them or taken as loan from the Government.

Some of the societies have requested that a safe deposit vault be constructed in the godown so as to enable them to advance loans on securities of jewels. The Registrar, it is reported, has promised to consider their request.

His Excellency the Governor of Madras inaugurated the South Madras Fishermen's Co-operative Society at Mylapore, Madras on 5-5-49.

MONTHLY NEWS PAGE

Dr. P. Marthandam Pillai, President of the Society, explained the objects of the society. The society will operate in an area where some 5,000 fishermen families have been carrying on the trade for several decades. It aims at improving their lot socially and economically by providing them with the necessary modern implements. Sri Nambiar, Chairman of the City Improvement Trust, gave details of a scheme for the construction of four blocks to house the fishermen living in the four *Kuppams* (slum areas) in South Madras.

Inaugurating the Society, H. E. the Governor said that it was a step, most necessary in the interests of the whole country. India has an enormous coast line and fishing provides a means of living for many people. Moreover in the present food shortage, the people in South India could very easily supplement their diet with fish and thus relieve the burden on food grains. Then again, our fisherfolk could supply a vast reserve of mass power for the navy and the mercantile marine. In all countries, the fishing community has always provided the backbone for these services.

The public in our country have not yet recognised the importance of this community. Hence the present sad plight of the fishermen.

The fisherman's livelihood is always precarious, since he is at the mercy of the elements. It is to remedy this state of affairs that the society has come into being. His Excellency hoped that their example would be followed by fishermen throughout the Province and the country.

READY FOR SALE

Map of the Madras Presidency

showing

The Distribution of various types of

Co-operative Societies

in the different Districts

as on 30th June 1948.

(marked in different colours)

Size, 28" x 22"

Price Rs. 12 inclusive of Postage.

Copies can be had of:—

The Madras Provincial Co-operative Union,

379, Esplanade, Madras.

Co-operative Notes

Foreign

"Competitive" Collaboration between the Czech and Polish Co-op. Movements

By exchanging experiences of the working methods and results reached by the Co-operative Organisations in Poland and Czechoslovakia, the two neighbouring Movements hope to stimulate competition between them. The aims are to reach the successful realisation of the Economic plan for 1949, to mobilise the whole Co-operative Movement to the maximum for active collaboration with the State authorities, and the restoration of the national economy. The representatives of the Co-operative Movements have formed a special commission, consisting of five representatives from each country, which will organise the competition and judge results. The competition started on 1-1-1949 is to proceed for one year to begin with.

A common basis for working out this stimulating competition was found in the "points system" for the evaluation of the results. Points are given for the accomplishment of each allotted task within the fixed period; points are deducted for non-accomplishment; and extra-points are given by over-fulfilment of the task. The starting point for the obligations which the Movement undertakes consists of 25 items like purchase of milk, eggs, meat, urban retail sales, rural retail sales, social and educational work like increasing membership, training employees, warehousing.

Teams of voluntary workers drawn from members and employees of all types of societies will also work in case of emergency in various sectors.

A banner will be awarded to the winner country as a trophy jointly by both Organisations.

Why Co-operative Production Lags.

Mr. A. Hemstock, Secretary of the Co-operative Productive Federation, in his address to the November meeting of the Leeds and District Co-operative Officials Luncheon Club on "Co-operative Production" said that the Co-operative Movement was suffering at the present time from the lack of productive development during the inter-war years. This was not entirely due to a lack of foresight on the part of the producers but to a combination of psychological factors peculiar to the Movement, which had influenced, and to some extent, still influenced, the minds of those responsible on both the consumers' and producers' sides. These factors relate to the lack of real co-operation within the Movement—between societies and the wholesales and productives, and between the wholesales and the productives themselves.

The Small Farmer and Increased Production

The basis of U.S. and Canadian farming is the family farm, the vast majority of them being owner-operated. In the past the soil has been greatly exploited in the cause of cheap food, and soil erosion is still a serious problem; but the younger farming generation is becoming soil conscious. More and more farmers are now college trained and very much alive to the dangers of soil erosion. It is believed that ultra cheap food will never be produced again at the cost of soil exploitation, but only that because of improved education and farming methods and re-equipment with high output labour-saving machines, the U.S.A. and Canada will continue to increase their food production for many years to come.

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

P. C. U. EXAMINATION RESULTS—MARCH 1949.

The following is the list of candidates with their Registered Numbers who have come out successful at the Co-operative Training Institutes' Examination held in the month of March 1949 at Coimbatore, Tanjore, Rajahmundry, Anantapur, Calicut and Madras centres.

(* Denotes Supplementary Candidates).

First Class.

Coimbatore Centre.

S. No.	Name of the Candidate.	Regd. No.	S. No.	Name of the Candidate.	Regd. No.
1	Jinadeva Shetty, S.	2972	7	Nallaswamy, S. A.	2994
2	Kandasubramanian, R.	2973	8	Purushothama Rao, P.S.	3001
3	Koteeswaran, N. R.	2978	9	Raghothaman, G.	3002
4	Krishnamurthy, M. R.	2981	10	Seethapathi, R.	3014
5	Madhava Menon, V.	2987	11	Viswanathan, K.	3032
6	Madhusoodanan, P.	2988			

Tanjore Centre.

12	Marimuthu, G.	3078	14	Sitaraman, K. J.	3132
13	Sethuraman, N. S.	3129	15	Venkataraman, O.S.	3163

Rajahmundry Centre.

16	Krishna Muralidhar, J.N.	3187	19	Rama Rao, N.	3213
17	Radha Krishna Murty, Y.	3204	20	Somanadham, N.	3225
18	Ramakrishna Rao, I. B.	3210			

Anantapur Centre.

21	Balappa, B.	3253	23	Sriramulu, K.	3277
22	Sathya Narayana Sastry, S.	3270	24	Thirumala Kondaiah, M.	3280

Calicut Centre.

25	Edwin, S.H.	3292	29	Sankunni Nair, K. V.	3318
26	Gopalan Nair, P.	3295	30	Sreedharan, P.	3321
27	Kanaran, K.	3298	31	Variath, V.P.	3327
28	Poduval, P.N.	3309	32	Venkitachalam, N.K.	3330

Second Class.

Coimbatore Centre.

S. No.	Name of the Candidate.	Regd. No.	S. No.	Name of the Candidate.	Regd. No.
1	Abdulla, N. C.	2958	22	Rajagopala Menon, K.	3004
2	Abdulrahiman, K.P.	2959	23	Rangan, K.	3007
3	Aboobacker, N.	2960	24	Rangasamy, S.P.	3008
4	Annavi, C.	2963	25	Ramunni Kutty Menon, M. (Exempted Book-keeping.)	3009
5	Balakrishnan Kidav, A.P.	2964	26	Sankunni Menon, P.K. (Exempted Book-keeping, Banking.)	3011
6	Besai Gowda, S.	2967	27	Sankunni Kutty Menon, U.	3012
7	Cheriyakku, K.T.	2968	28	Sankaran Atiyodi, K.	3013
8	Gangadharan Nair, M.	2969	29	Sengoden, C.	3015
9	Gopinathan, T.	2970	30	Seshiyar, B.G.	3016
10	Kassim, N.	2974	31	Shanmuga Sundaram M.D.	3017
11	Kavunni Erady, K.K.	2975	32	Shreedharan, V.	3018
12	Kesava Paniker, V.K.	2976	33	Subramaniam, K.	3021
13	Krishnamurthy, V.	2979	34	Thiruva Goundar, M.	3024
14	Kunhi Krishnan Nair, P. V.	2982	35	Vadivelu, G. A.	3026
15	Kunhiraman Nair, U.	2983	36	Venkatakrishnan, L. N.	3029
16	Kunhi Rama Menon, M.	2984	37	Venkatesan, S.	3030
17	Marimuthu, C.	2989	38	Venkatasubba Rao, G. K.	3031
18	Munuswamy, C.P.	2992	39	Sivasubramanian, C. V.	*3333
19	Nandhi, M.	2995			
20	Nanjan, K.	2996			
21	Palaniappan, A.	2998			

Tanjore Centre.

40	Annamalai, S.	3036	64	Krishnamurthi, V.	3069
41	Arumugam, S.	3038	65	Madhava Rao, S.	3072
42	Bikkoji Rao, L.	3041	66	Mahadevan, S.	3073
43	Chidambaresan, G.	3043	67	Mahalingam, S.	3074
44	Chockalingam, K. V.	3045	68	Manickam, M.	3076
45	Dhanusu, N.	3046	69	Maruthavanan, D.	3079
46	Duraikan, N.	3047	70	Muhamad Kasim, B.	3080
47	Duraisamy, V.	3048	71	Muhamad Nainar, S.	3081
48	Ellappan, N.	3049	72	Muthiah, R.	3085
49	Ganapathy, N.	3050	73	Muthukumaran, S.	3086
50	Ganapathi Subramanian, K.	3051	74	Muthu Vaidyanathan, A.	3087
51	Gengan, B.	3053	75	Nachimuthu, M.	3088
52	Govindarajan, K.	3054	76	Nagarajan, S.	3089
53	Govindarajan, N.	3055	77	Narayana Rao, S.	3091
54	Govindasamy, S.	3056	78	Narayanawamy, V. N.	3092
55	Gulam Mohideen, K.E.S.	3057	79	Natarajan, R.	3093
56	Jayaraman, N.	3058	80	Palaniswami, T. S.	3094
57	Jayaraman, S.	3059	81	Paramasivan, S.	3095
58	Kailasam, C.	3061	82	Pitchaimuthu, P.	3096
59	Kuppuswamy, A.	3062	83	Radhakrishnan, M.	3097
60	Krishnamurthi, A.	3064	84	Rajagopalan, K. R.	3098
61	Krishnamurthi, M.R.	3066	85	Rajagopalan, R.	3099
62	Krishnamoorthy, R.	3067	86	Ramachandran, B.	3103
63	Krishnamoorthy, V.	3068	87	Ramakrishnan, A. R.	3105
			88	Ramalingam, K.	3106

Tanjore Centre—Contd.

S. No.	Name of the Candidate.	Regd. No.	S. No.	Name of the Candidate.	Regd. No.
89	Ramalingam, T. V.	3107	112	Sivasubramanian, B.	3136
90	Ramamoorthy, B.	3108	113	Srinivasan, V. R.	3138
91	Ramamoorthy, R.	3109	114	Subramanian, L.	3139
92	Ramamurthy, V.	3110	115	Sundararajan, V.	3142
93	Ramanathan, A.	3112	116	Sundaresan, G.	3143
94	Ramanathan, S. A.	3113	117	Thirumalai, C.	3147
95	Ramanujam, B.	3114	118	Thirumala Rao, S.	3142
96	Rama Rao, T. K.	3116	119	Thiruvengidasamy, S.	3149
97	Ramasubramanian, S.	3117	120	Thiagarajan, K. V.	3151
98	Ramaswamy, A.	3118	121	Thulasiram, N.	3153
99	Ramaswamy, K. S.	3119	122	Vaidyanathan, R. C.	3154
100	Ramsa Krishnamoorthy	3120	123	Vedaraman, R.	3156
101	Rangaswamy Chettiar, K.	3121	124	Velu, M.	3158
102	Rengaswamy, S.	3122	125	Velusamy, V.	3159
103	Sachidanandam, T.	3123	126	Vembu, S.	3160
104	Sankaran, N. R.	3124	127	Venkatachalam, T.	3161
105	Sankarasubbu, R.	3125	128	Venkataraman, N.	3162
106	Sankarasubramanian, K.	3126	129	Venkataraman, T. R.	3164
107	Shanmugasundaram, R.S.	3130	130	Venkataramanan, N.	3165
108	Shunmugasundaram, S.	3131	131	Kandaswamy, V.	*3344
109	Sitaraman, R.	3133	132	Narayanan, P.	*3345
110	Sivanesan, M. B.	3134	133	Subramania Rao, N.	*3347
111	Sivaramakrishnan, V.	3135			

Rajahmundry Centre.

134	Abdul Rahaman	3170	155	Rathakrishnamurthy, E.	3203
135	Anjaneya Sarma, V. V.	3171	156	Ramdas, K. V.	3207
136	Appalaswamy, M.	3172	157	Ramakrishna Murty, K.S.	3208
137	Appalaswamy Naidu, M.	3173	158	Ramakoteswara Rao, P.	3209
138	Apparao, A.	3174	159	Rama Murty, V. V.	3211
139	Atchyutha Rama Raju, N.	3175	160	Ramaprasada Rao, R.	3212
140	Balagangadhar, Ch.	3176	161	Ranga Rao, G.	3215
141	Gopala Krishna Murty, N.	3180	162	Sambasiva Rao, N.	3216
142	Gowripathi Deekshutulu, M.	3181	163	Sarveswara Rao, D.	3217
143	Kamaraju, V.	3184	164	Satyanarayana, C. V.	3218
144	Krishnaiah, Y. V.	3186	165	Satyanarayana, P. V. V.	3219
145	Krishna Murty, M.	3190	166	Satyanarayana, S.	3220
146	Krishna Murthy, K. V.	3191	167	Seshagiri Rao, D.	3221
147	Narasinga Rao, A. V. L.	3194	168	Sitaramayya, T.	3222
148	Narasimha Murty, A. L.	3195	169	Subba Rao, B.	3229
149	Narasimha Rao, G.	3196	170	Subba Rao, Kakulavarapu	3230
150	Narayana, G. V.	3197	171	Subba Rao, V. V.	3232
151	Narayana Murty, B.	3198	172	Suryanarayana, B.	3235
152	Prakasa Rao, D. S.	3200	173	Suryanarayana, S.	3236
153	Purnachandra Rao, K.	3201	174	Suryanarayana Murty, A.	3237
154	Purna Chaudrasekhara Rao, B.	3202	175	Suryanarayana Murty, B.	3238
			176	Suryanarayana Murty, K.	3239
			177	Suryanarayana Murty, V.	3240
			178	Suryanarayana Raju, T.	3241

Rajahmundry Centre—Contd.

S. No.	Name of the Candidate.	Regd. No.	S. No.	Name of the Candidate.	Regd. No.
179	Suryanarayana Raju, V.	3242	183	Venkateswarlu, Y.	3249
180	Veera Raghava Rao, P.	3245	184	Gopalakrishna Murty, I. V.	3380
181	Venkata Rao, K.	3246	185	Ramakrishna Rao, P.	*3363
182	Venkatesam, P.	3248	186	Satyananda Rao, V.	*3366

Anantapur Centre.

187	Chandrasekhara Sastry, K.	3254	199	Rama Rao, R.	3269
188	Gangappa, S. G.	3256	200	Seenam Bhatt, S.	3271
189	Hampi Reddy, N.	3257	201	Seshagiri Rao, K.	3272
190	Kencha Hanumappa, B.	3258	202	Sivasankariah, T. H. M.	3275
191	Kariveeraiah, H. M.	3259	203	Sreenivasa Char, B.	3276
192	Mazheruddin Ahmed	3260	204	Subrahmanyam, K.	3278
193	Mubarak, Y.	3261	205	Sayeed Sahib, K.	3279
194	Panduranga Rao, K.	3263	206	Venkatachari, N.	3281
195	Ramachar, D.	3265	207	Venkata Ramana, B.	3282
196	Ramakrishniah, P.	3266	208	Venkatasubbaiah, S.	3283
197	Ramakrishna Rao, K. G.	3267	209	Venkata Reddy, G.	*3372
198	Rama Murthy, B.	3268			

Calicut Centre.

210	Appukuttan Nambiar, K.	3285	225	Radhakrishna Menon, C. V.	3311
211	Balakrishnan, K.	3286	226	Radhakrishna Menon, V. P.	3312
212	Balakrishnan Nair, K. P.	3287	227	Rajan, M.	3313
213	Balakrishna Panikker, K.	3288	228	Ramadas, V. K.	3314
214	Damodaran, K.	3290	229	Raman Nambisan, M. T.	3316
215	Damodara Kurup, T. H.	3291	230	Sekharan, K. T.	3319
216	Gopalan, C.	3293	231	Sivasankaran Nair, P. A.	3320
217	Gopalan, O. K.	3294	232	Sreedhara Menon, K. P.	3322
218	Kelu Kutty, P.	3300	233	Subramanian, K.	3323
219	Kochu Madhavan, G.	3301	234	Unikkoran, N.	3325
220	Krishnan, K.	3302	235	Vaidyanathan, C. V.	3326
221	Krishna Kurup, K.	3303	236	Vasudevan, C. P.	3328
222	Madhavan, M.	3305	237	Vasudevan, K.	3329
223	Mammoo Sahib, I.	3306	238	Vijayaraghavan, E.	3331
224	Narayana Nair, K. M.	3308			

Passed in Parts I and II.

Coimbatore Centre.

1	Balakrishna Menon, K. P.	2965	4	Perumal, N.	3000
2	Bhaskaran Nair, K. V.	2966	5	Raman, D. M.	3005
3	Mathai, C. I.	2990			

Anantapur Centre.

6	Saukara Rao, H.	3273			
---	-----------------	------	--	--	--

Calicut Centre.

7	Thomas, V. V.	3324	8	Srinivasan, P. N.	*3376
---	---------------	------	---	-------------------	-------

Passed in Parts I and III.

Coimbatore Centre.

S. No.	Name of the Candidate.	Regd. No.	S. No.	Name of the Candidate	Regd. No.
1	Angamuthu, K.	2962	3	Somasundaram, V.	*3335
2	Palanisamy, C. U.	2999			

Tanjore Centre.

4	Krishna Rao, P.	3070	6	Swaminathan, S.	3145
5	Savari Raj, I.	3128	7	Vellaichamy, M.	3157

Rajahmundry Centre.

8	Gopalacharyulu, A.	3179	12	Rama Sastry, N.	3214
9	Krishnamurthy, B.	3188	13	Sivaprasada Rao, G.	3223
10	Nageswara Rao, Y.	3193	14	Veerraju, P.	*3364
11	Prakasam, S. L.	3199			

Anantapur Centre.

15	Shouri Reddy, A.	3274			
----	------------------	------	--	--	--

Passed in Parts II and III.

Tanjore Centre.

1	Pichaymuthu, S.	3350			
---	-----------------	------	--	--	--

Passed in Part I only.

Coimbatore Centre.

1	Kochumathew, C. I.	2977	5	Rajaratnam, S.	3003
2	Krishnamurthy, V. (Salem)	2980	6	Ramakrishnan, P. V.	3006
3	Lakshminarayanan, U. R.	2985	7	Sanjeevi, T.	3010
4	Muthupadayachi, C.	2993	8	Sundaram, P.	3022

Tanjore Centre.

9	Abdul Rahim, M.	3034	19	Sundaresan, P.	3144
10	Balasubramanian, R.	3039	20	Thangavelu, D.	3146
11	Canisius, J.	3042	21	Veerappan, S.	3155
12	Ganesan, M.	3052	22	Venkataramana Rao, A.	3166
13	John Arthur, M.	3060	23	Venkatesan, K.	3167
14	Krishnamurthy, H.	3065	24	Vittal, K.	3169
15	Manickam, A.	3075	25	Dorairajan, P.	*3351
16	Narayanan, T.	3090	26	Mahalingam, C. S.	*3352
17	Rajagopaul, T. S.	3102	27	Raju, C.	*3354
18	Santhanam, V. K.	3127	28	Ramachandran, V.	*3355

Rajahmundry Centre.

29	Krishna Moorthy, D.	3189	33	Subba Rao, Konduri	3231
30	Sivarao, N. V.	3224	34	Surya Bhaskara Rao, G.	3234
31	Somayajulu, G. V. B.	3227	35	Venkataratnam, P.	3247
32	Sreerama Murty, S.	3228	36	Viswanadham, S.	3250

THE MADRAS JOURNAL OF CO-OPERATION

Calicut Centre.

S. No.	Name of the Candidate.	Regd. No.	S. No.	Name of the Candidate.	Reg. N.
37	Appadorai Swamy, C.	3284	39	Priyadatha, I. C.	331
38	Hassan, P. A.	3297	40	Ramachandra Menon, P.	331

Passed in Part II only.

Coimbatore Centre.

1 Rangaswamy, R. V. *3340 |

Tanjore Centre.

2 Srisailam, C. R. *3346 |

Rajahmundry Centre.

3 Chelapathi Rao, K. V. 3178 |

Anantapur Centre.

4 Ali Sahib, K. 3252 | 5 Raghava Reddi, L. K. 3264

Malabar Centre.

6 Govindan, M. 3296 | 7 Kunhan, P. V. 3304

Madras Centre.

8 Narayana Rao, C. *3377 |

Passed in Part III only.

Coimbatore Centre.

1 Dhandapani, S. *3341 |

Tanjore Centre.

2 Atmanathan, T. R. *3356 | 3 Palaniswami, M. S. *3358

Rajahmundry Centre.

4 Jayaram, V. V. N. 3182 | 6 Sreeramulu, B. *3367
5 Subramanya Sastry, K. 3233 | 7 Subba Rao, D. *3370

Anantapur Centre.

8 Nallappa, B. 3262 |