

Sugar, Alcohol and now...

Happy am I to inform you

Dear Readers,

I am happy to inform you all that we have received a Letter of Intent from the Government of India for the manufacture of 10,000 tons per annum of *Furfural* from sugarcane bagasse. We will be taking, shortly, all steps to bring this project into fructification.



This will be the first stage of an ambitious project for the utilisation of bagasse. Furfural can be further processed to Butyrolactam which is the base for Nylon 4.

Furfural by itself, is a very important organic chemical and one of its major uses is as a selective solvent for the refining of high quality lubricants in Refineries. It is a very versatile and very reactive intermediary chemical needed for the manufacture of a wide variety of end-products like plastics, nylons, pharmaceuticals, insecticides, herbicides etc.

In the manufacture of 10,000 tons Furfural, 6400 tons of Acetic Acid will be obtained as a by-product. Acetic Acid is a valuable chemical required in pharmaceutical industry. It finds a profitable inlet in acetate plastics and silks.

The manufacture of organic chemicals like Furfural, Acetic Acid etc., out of an agricultural waste, like bagasse, assumes considerable importance in the present world oil crisis. Many of the end-products that can be manufactured from these chemicals otherwise will need such costly and scarce raw material like Crude, Naptha, benzene etc.

An interesting feature of this Furfural project is that after Furfural is produced from bagasse, nearly 85% of the bagasse fed would be returned to sugar boilers. Thus, this project will not create any fuel problem for the sugar unit.

MADRAS,
25th February, 1974. }

Yours, in service
N. MAHALINGAM
Chairman, Board of Directors

DISEASE CONTROL:

GREEN EAR or DOWNY MILDEW of PEARL MILLET

◆ G. Arjunan, M. Sc. (Ag.) ◆
(Faculty of Agriculture, Annamalai University)

Symptoms of the disease

The disease occurs in all districts of Tamil Nadu and in several States where pearl millet otherwise known as CUMBU or Bajra (pennisetum typhoides) is grown. Serious form of the disease is often noticed in poorly drained soils. The plants are infected by the oospores lying in the soil through roots. The disease affects the crop at all stages. The most conspicuous symptom is the transformation of the ear, partly or wholly into a loose green head comprising of small twisted green leaf shoots or structures and hence the disease is called green ear. The bristles of the spikelets and all its parts, glumes, palea, stamen and pistil are converted into leaf-like structures. Sometimes, only part of the ear, the lower half may be affected, the remaining half forming fertile grains. The leaves turn white or yellow, being converted on the under surface with sporangio-phores and sporangia. These affected leaves turn brown prematurely.

In young plants and in plants prior to flowering, the leaves loose their green colour and become yellow or whitish. These leaves turn brown prematurely. The lateral shoots become short and the leaves in them become reduced, distorted and crinkled. They turn brown quickly and split into shreds at the tip but shredding is not quite prominent as in Cholan crop.

How the disease spreads?

The oospores in the soil have

been found to retain their viability upto 5 years. Oospores were also found to stick to the surface of healthy grains and cause seed-borne infection to some extent. High soil moisture and saturated atmospheric conditions are favourable for infection.

How to control the disease?

Seed treatment with fungicides may help in destroying the spores

sticking to the surface of the grains. The diseased plants should be eradicated in the early stages of infection i.e., when the leaves are yellow when oospores are not formed. This will minimise the inoculum and reduce the intensity. Adopting crop rotation will also help. The variety, K 1 Cumbu has been reported to be highly tolerant.

Statement about ownership and other particulars about Newspaper

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(See Rule 8)

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I, S. V. BALASUBRAMANIAN, hereby declare that the particulars given above are true to the best of my knowledge and belief.

(Sd.) S. V. BALASUBRAMANIAN,
Signature of Publisher.

Date: 1-4-1974

Love's deception

One is deceived by what one loves.

France
1622-16

— Moliere
(Fr. Author)

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NEW HORIZONS IN RAW MATERIAL FOR SUGAR

TWIN APPROACH for SUGARCANE PRODUCTION

KISAN SINGH

(Director, Indian Institute of Sugarcane Research, Lucknow)

WHITE sugar, brown sugar (khandsari) and jaggery (gur) are major sweetening agents in vogue in India. The country exports semi-refined sugar. From pre-historic times upto-date sugarcane has been principal raw material for production of sweetening agents. The crop has been grown from ancient times in India. It now occupies approximately 2.7 million hectares of land which is approximately 1.5% of the total cultivated area. Cane worth approximately Rs. 1200 crores is produced every year, of which one-third goes to support white sugar industry which is second only to textiles in India.

Need for Increased Production

It is generally agreed that with increase in affluence consumption of sweetening agents goes up. In our country population as well as per capita income is increasing. It is therefore apparent that present day production of 42.6 lakh tonnes of white sugar and about 70 lakh tonnes of brown sugar and jaggery will fall far short of our requirements by the year 2000 A.D. There are three possible approaches to meet this situation, viz increasing efficiency of our mills to avoid losses in bagasse and molasses, bring more area under sugarcane and/or increasing output of sugar per unit area and time considerably through better agro-technology. There can be but only marginal benefits by introducing modern machinery and running it efficiently.

An attempt is already being made in this direction. So far, ever increasing number of sugar factories have been fed with more sugarcane the output of which has gone up in sympathy with the area. This obviously can hardly continue any more because of

rising demands of food grains, fibers, oilseeds and pulses. Whenever cane area goes up it is usually at the cost of some other crop, the total cultivable area being limited. It is estimated that by the end of this century the area under cane could at best be stretched to about 2.4 per cent of the total cultivated area in India. This will however not solve our problem of internal consumption and exports which may call for about 75-80 lakh tonnes of white sugar.

Producing more sugar per unit area and time

It is, therefore, incumbent on us to delve into the approach of more sugar per unit area and time. Whereas attempts are being made to raise the efficiency of sugarcane itself through improved agro-technology, better varieties, plant protection, plant physiological modifications but taking a realistic view of this it is going to

fall short woefully. A new approach that has recently been developed by the scientists at the Indian Institute of Sugarcane Research has given high hopes of achieving our targets. It may be designed as twin crop approach. Basically, it consists of raising sugarcane as well as sugarbeet simultaneously in the same field. Sugarcane yields about 4 tonnes of sugar per hectare and sugarbeet raised separately can yield about 3.5 tonnes of sugar per hectare. The new agro-technological techniques developed at the Institute permit raising of both crops in the same field at the same time thereby increasing the output of sugar to about 7 tonnes per hectare per year. This is proposed for north Indian sugarcane belt which accounts for about 70% of acreage under cane in the country but where chances of improvement of low yields of sugar are tremendous.

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Companion cropping of sugarcane with green-gram

Twin approach for Sugarcane ...

Period for Sugarbeet

We are well familiar with sugarcane. In the north cane is planted in spring or autumn and its harvesting commences with starting of the factories in the middle of November. The crushing continues till the end of April or beginning of May. Peak sugar recoveries are obtained, depending on a number of factors, in March. At the extreme ends of season recoveries are poor and border in the range of uneconomic returns. Beyond May it is hardly possible to continue crushing of cane due to poor recoveries of sugar. As such, the mills are closed for 6 to 7 months, capital being locked up without any productive returns. It is during a part of this period that sugarbeet is proposed to be introduced for processing.

Unlike sugarcane, beet is raised from true seeds, occupies fields only for 6 to 7 months, sugar is stored in roots, is not crushed but diffused for processing and does not provide fuel. Seeds are drilled in October in flat or ridged beds, with due interculture operations, application of fertilizers and plant protection operations and is harvested by digging up of the roots in the middle of May onwards. These are shaken free of soil (not washed), the leaf crown is chopped off and sent

to the factories. Here automatic washing machines wash the roots thoroughly free from clinging soil particles, slicing machines cut it into slices of convenient size (cossetts) and weighed quantities automatically transferred to diffusers. Basically, diffusers are huge drums, fixed at an angle of about 17° to the horizontal, within which a screw like mechanism keeps on moving so that cossetts take about 65 minutes to reach the upper end, from the time when these were dropped into the lower end. Water or weak juice at 70° C keeps on flowing from the upper end constantly. During this period sugar in cossetts diffuses out and goes into water which is drained off and sent to boiling pans, clarification, etc. leading to production of crystal sugar. Besides use of diffusers in place of mills the only other differences in the processing of cane and beet juice is the necessity of carbonation in case of latter, whereas

the former can take sulphitation as well as carbonation. Recent report of Kulkarni, working at Phalton, Maharashtra, states that beet juice can be mixed with cane juice in the ratio of 1 to 10 and the mixed juice can be processed by sulphitation system. However, for pure beet juice double carbonation is necessary.

Processing Sugar beet

The advantage of beet processing lies in the fact that beet can be processed with advantage when cane is earlier not available or not profitable to process. The sugar recoveries from beet in May and June are the same as that of cane in its peak period. Making use of locked up capital, is likely to make sugar cheaper to the consumer besides giving employment to seasonal labour who are laid off with the closure of mills.

Difficulties in taking up sugarbeet in our present factories are installation of washers, slicers, diffusers, introduction of carbonation processes (if not already available) and partial modification of furnaces to take fuel other than bagasse. After extraction of juice from cane whatever is left is bagasse which is mainly used as fuel in factories and the remaining for making boards. The left-over of beet processing is known as pulp. It is animal fodder of very high nutritive value and is given to cattle in lieu of concentrates. It is known to increase

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Harvesting cane

BEST PRAYER

He prayeth best,
who loveth best
All things both
Great and small,
For the dear GOD
Who loveth as
He made and
Loveth all.

Britain } S. T. GOLERIDGE
1772-1834 } (Poet)

Almighty refuge!

He that dwelleth in the secret
place of the Most-High shall
abide under the shadow of the
• ALMIGHTY.

I will say of the Lord, HE is
my refuge and my fortress; my
GOD; in HIM will I trust.

Israel } — David ben-jesse
B. C. } (Poet & King)
1040-970 }

TAMILNAD Mills pay more for sugarcane

Agriculture Minister of Tamil Nadu State Hon. Mr. S. B. Adityanar M. A., Bar-at-law, announced after elaborate and detailed discussions with the representatives of cane growers and private Sugar mills, that Sugar Factories in the State have agreed to pay increased prices for cane, ranging from Rs. 7-80 to Rs. 14-40 per tonne, over the statutory price fixed by the Government of India, for this season. The additional commitment to the factories on account of the increased prices would be of the order of about Rs. 4 crores.

Name of unit	Price per metric ton (Rupees)
Sakthi Sugars	... 102.90 (88.50)
Kothari Sugars	... 100.00 (85.60)
Aruna Sugars	... 95.30 (81.90)
Cauveri Sugars	... 92.50 (80.00)
Thiru Arooran Sugars	... 92.50 (80.00)
South India Steel & Sugars	... 91.60 (83.80)
E. I. D. - Parry	... 90.00 (80.90)

It was agreed in principle to evolve a profit-sharing formula between the management and the cane growers to be applied on a long-term basis, commencing with the current sugar year.

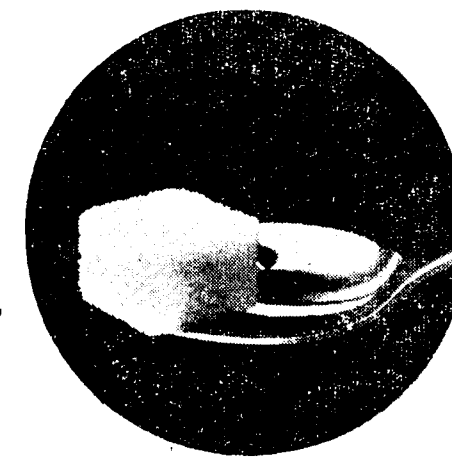
Representatives of two Sugar Mills from adjoining States, New Horizon Sugar Mills of Pondicherry

and Co-operative sugars of chittur (Kerala) who also participated in the meeting, agreed to the decision. Accordingly New Horizon Sugar Mills would pay an initial price of Rs. 91.60 per tonne and Cooperative Sugars would pay Rs. 100 per tonne.

Co-operative Units

The prices of sugarcane supplied to Co-operative Sugar Mills in Tamil Nadu, by growers were provisionally increased for the current sugar year at a tripartite meeting, held at Madras on 7th January, presided over by the State's Minister for Industries, Hon. Mr. S. Madhavan, B. Com., B. L. In the case of individual factories, increases range from Rs. 5 to Rs. 15 per tonne. The increased prices would be provisional and subject to review at the end of the Sugar season.

SUGAR SPOON in TAMIL NADU



Minister Hon. Adityanar announced that the factories have agreed to pay the following price. Prices notified by the centre are shown within brackets.

Policy decision about New Sugar Factories

Presenting the State Budget for 1974-75 in the Tamilnad Legislative Assembly on 4th March, Chief Minister Dr. M. Karunanidhi stated that the Government had taken a policy decision not to permit new Sugar Factories in the private sector hereafter. He said that sugar factories would be started only in the public

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Agriculture Minister
S. B. Adityanar, M. A., Bar-at-law

Sugar Spoon in Tamil Nadu ...

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sector with provisions for inclusion of cane growers, as share-holders.

● Injustice on three counts to sugar industry in Tamilnad

A protest has been made by the sugar industry in Tamil Nadu, to the centre, against the "injustice" meted out to it in regard to excise rebate, levy price of sugar and interim relief to the workers.

It has been represented that the scheme of **Excise rebate** has not benefitted the Tamilnad sugar mills as

much as it has benefitted the factories in the north. The contention is that they have not been rewarded for crushing for a larger number of working days involving loss in recovery. It has therefore been urged that excise rebate should be linked to the actual duration of crushing. The frequent changes in the rebate scheme are made more with reference to replenishing all-India stock at the beginning of the season and the scheme now in force benefits only factories which have not even crushed

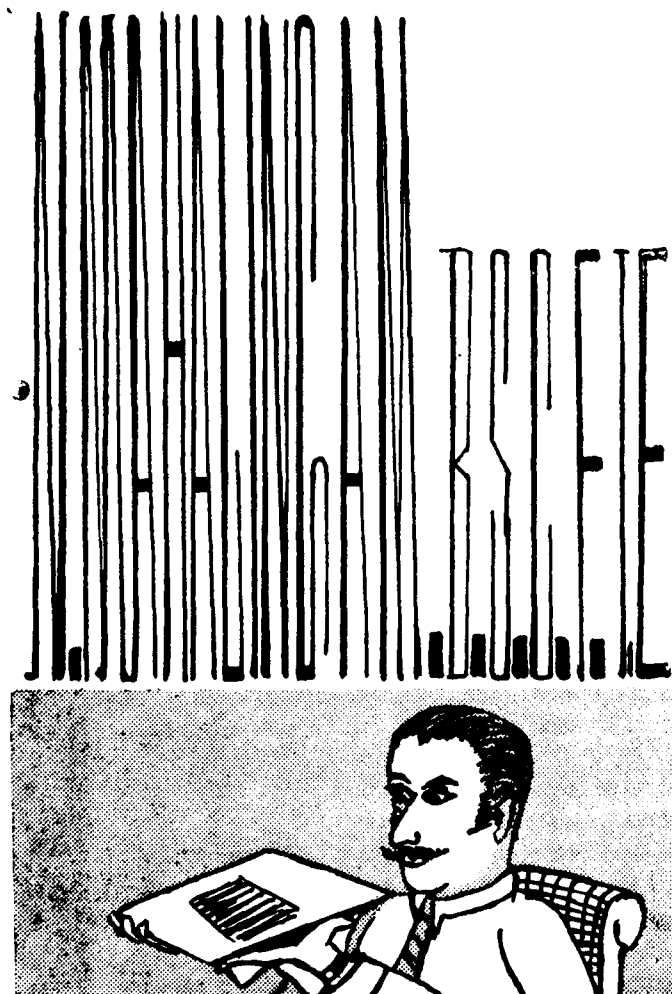
their normal quantity of cane in the preceding year.

They are aggrieved that the recent increase in the **Levy price** of sugar will not benefit them as much as they will benefit factories in other regions. It has been pointed out that while the increase in the levy price in the case of Tamilnad Mills works out to Rs. 2.08 only, it is as much as Rs. 42.67 in the case of Punjab, Rs. 19.82 for Hariyana, Rs. 10.54 for Eastern Uttar Pradesh, Rs. 13.05 for Maharashtra.

The factories in Tamilnad have been asked to pay by way of interim relief to worker Rs. 5 p. m. more than in any other part of the country, consequent on the result of a decision taken at the tripartite meeting convened by the union ministry of labour. They feel discriminated against because they were the first to pay an interim relief even before such a relief was thought of in view of sharp increase in the consumer price index. The factories in Tamilnad, would now have to pay an aggregate interim relief of Rs. 38.22 per worker in respect of those whose wages are less than Rs. 150 a month and Rs. 42.30 for other workers. Whereas the corresponding figures for the factories in other parts of the country were only Rs. 33.22 and Rs. 37.30 respectively.

● Sugar Corporation for public sector units

The Government of Tamil Nadu has proposed an outlay of Rs. 10 crores for starting sugar factories in the state sector during the fifth plan. It has also decided to set up a Sugar Corporation to run the mills in the public sector. A sugar institute will be started to look after research and development of the sugar industry. The idea is to get cane-growers as share-holders of the proposed public sector sugar mills. A comprehensive techno-economic survey of the state for the selection of sites for new units is being undertaken.



The man of your heart

Would you like to find out the man who has secured a place in your heart? If so, you will have to hold this in the same angle as the man in the picture and view with one eye, keeping the other one closed.

— Drawing by: J. P. Moses



Estimated WORLD sugar output 8.136 crore tonnes



- **Cape Sugar - 48.92 m. tons.**
Beet Sugar - 32.44 m. tons.

The latest sugar production estimate for the 1973-74 season from statistician F. O. Licht indicates a total world production of 81.36 million tonnes. World cane-sugar production for 1973-74 is put at 48.92 million tonnes and beet-sugar at 32.44 million tonnes. The total sugar production for the year 1972-73 was 77.26 million tonnes.

● Development plans for British Sugar.

Sir Gerald Thorley, Chairman of the British Sugar Corporation said at the Board's Meeting on 7th March, that a successful 1973-74 campaign has been operated, under the directives and regulations of the new EEC sugar regime. He said that in 1974-75 the group aimed for a daily factory through put of 64,500 tons. The Board was going ahead with long-term plans to expand the through put and streamline company so that it might be ready to deal with increasing beet acreages and to benefit from the higher sugar quota which it hoped to achieve after 1975, the result of phasing out Australian supplies following termination of the current commonwealth sugar agreement. The Chairman reported that no delays were experienced in operation, as a result of the fuel emergency.

Mass vs Class

.....

All the world over
I will back the masses
against the classes.

Britain 1809-1898 — **W. E. Gladstone**
(Prime minister)

INTERNATIONAL PORTHOLE



● Nippon seeks Aussie sugar deal.

Japan is understood to be ready to begin negotiations with Australia for a long term sugar contract. It is expected that the Japanese will invite C S R (the Australian sugar selling group) to a conference shortly, after the 30 major sugar refineries in Japan have worked out the position between themselves and the government.

In the past, Japan had been reluctant to consider long term contracts in the light of good supplies and cheaper prices. Last year, however, the Japanese who take some 2,50,000 tonnes of Australian sugar each year, found themselves faced with higher prices and in a less secure position to obtain deliveries as contract customers received first consignments from a smaller sugar crop.

● British compensation to Commonwealth producers

United Kingdom has agreed to pay an estimated £ 35 million compensation this year to Commonwealth sugar producing countries because of higher production costs. This was announced in the British Parliament by the new Labour Party minister for Agriculture Fred Peart. He was reporting on negotiations undertaken by the previous Conservative administration aimed at ensuring the maintenance of supplies from the Commonwealth Sugar Exporters.

The talks on a new price formula besides including the important Caribbean producers, covered other members

of the Commonwealth sugar agreement such as India, Australia, Fiji, Mauritius, Swaziland and Uganda. Mr. Peart recalled in the house of commons that present prices under this agreement were negotiated in 1971 for the three years 1972-74. Basic prices were then increased from £. 50 a ton to £ 61 for the West India's and £ 57 for the other developing commonwealth countries.

Minister Peart submitted that considering the substantial increases in the cost of production since 1971 and the effects on the economies of developing exporting countries concerned, it had been agreed that compensation should be paid on 1974 shipments from those countries, in the form of an adjustment of £ 22 per ton in the price for 1972. An adjustment of £ 11 a ton had been agreed in the case of Australia, he said. The cost to Britain of this years compensation was estimated at £ 35 million. The minister assured that the prices paid to the exporters would not affect the prices paid by British consumers, and added that the commonwealth suppliers had promised to use their best endeavours

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Happiness True

True happiness, consists not
in the multitudes of friends, but
in the Worth and Choice.

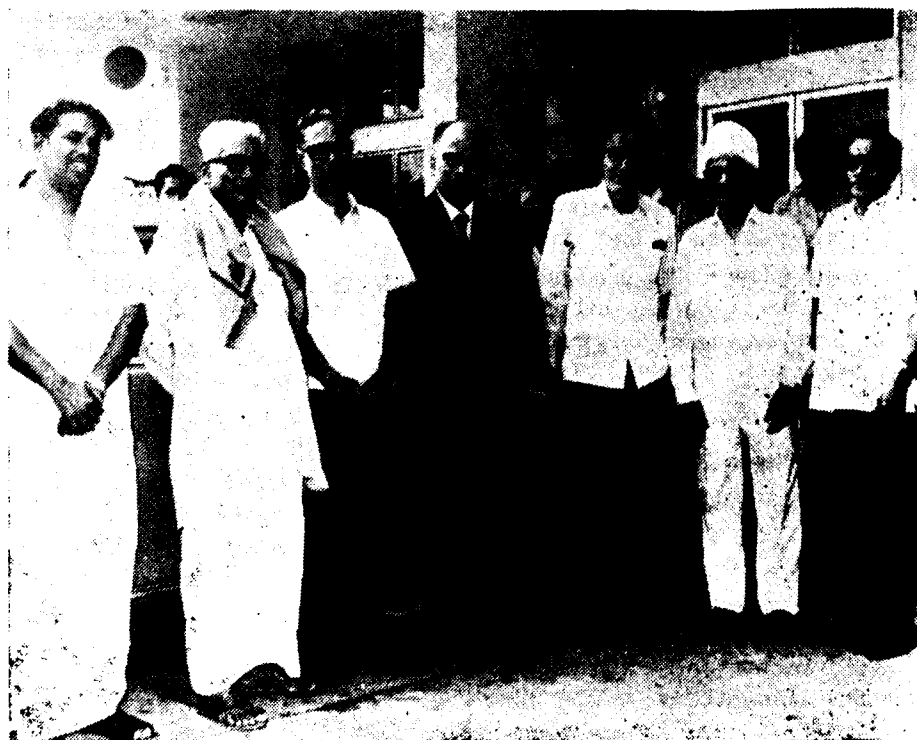
1573-1637 } — **Ben Jonson**
England } (Poet & dramatist)

AIRPORT PICTURES



Sons with dad ...

In this photo snapped at Meenambakkam aerodrome, Madras, are sons collegian Manickasundaram, Srinivasan and Balasabramaniam with their illustrious father Far-East bound N. Mahalingam.



Officials of Sakthi Group with Chairman

On his return from the three-week successful tour in the Far East, Chairman Mahalingam was received at the Madras airport with garlands. After visiting Thailand, Hong Kong, Korea, Japan and Singapore he landed in Meenambakkam on 13th December. Left to right are Avvai Natarajan, Venkatachalam Pillai (a former Manager of ABT), Secretary T. K. Srinivasan of Sakthi Pipes, Chairman Mahalingam of Sakthi-Anamallais Group, General Manager P. V. Viswanathan, Development Officer R. Venkatadas and liaison officer K. R. Alagarsamy of Sakthi Sugars.

INTERNATIONAL PORTHOLE ...

— continued from page 9

to fulfil their sugar commitments to Britain in 1974.

- **Organisation for Sugar Nations**

To protect the interests of countries making sugar, A sugar producer's organisation on the lines of the Organisation of petroleum exporting countries (O. P. E. C.) was proposed by Dr. Cheddi Jagan leader of the opposition peoples progressive party (P. P. P.) of Guyana. He said that sugar producing countries in the developing world should be united in this way as the only means of securing fair prices for their products.

- **Sugar Production in Taiwan (Formosa)**

The Taiwan Sugar Corporation will produce atleast 8,50,000 tonnes

of sugar in the 1973-74 crop year, it was announced in Taipei. A spokesman of the Corporation said that there would be no difficulty in producing 8,50,000 tonnes of sugar a year in the next half decade. Thereafter, he said, the company would continue to produce 8,00,000 to 9,00,000 tonnes of sugar annually. The Corporation, which is a government enterprise made a project of \$ 22 million for the fiscal year 1973 ended last June 30. The company was branching out into pulp making, hog raising and cattle breeding.

- **Sugar pact signed by 57 countries**

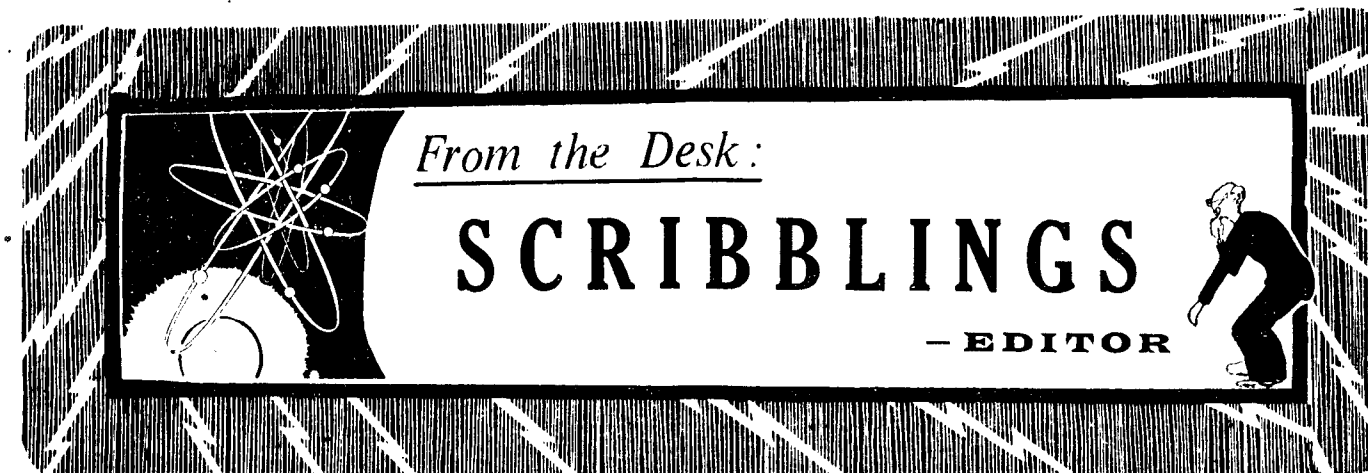
According to an announcement by the United Nations, a total of 57 countries had signed the "1973 - International Sugar Agreement", that came into force on 1st January 1974.

- **Import substitution scheme of Sudan**

The Republic of Sudan, the former Anglo-Egyptian condominium in Africa is engaged in a major sugar import substitution scheme. Part of it, is the design and construction of a new sugar factory, the contract for which has been awarded to Fletcher and Stewart, Derby based British Company.

Sugar consumption in the Sudan, with a population of 1.7 crores, has risen from 1,16,000 tons a year in 1960 to 2,73,000 a year in 1971. The country's two existing sugar factories, working considerably below their 4,000 tons a day capacity were producing only 99,000 tons a year in 1972. Several development schemes have been under consideration for a number of years to stem the massive outflow of foreign exchange to pay for sugar imports. consumption is forecast to rise to 5,98,000 tons a year by the mid 1980s.

Under the North-West Sennar Sugar Scheme, for which Fletcher and Stewart have been awarded the factory contract, the factory is expected to be producing 1,53,000 tons of high quality white sugar a year within the first eight years of operation. During this period, the cane growing area will have been increased from 8,600 acre to 22,000 acres, with cropping campaigns lasting upto 234 days a year. ☉



TOWARDS A PLACE

On the Industrial Map of the World

Permit us to record, with a bit of (pardonable) pride, that though just a decade old, SAKTHI SUGARS is forging ahead with steady and unfaltering steps, on the road to progress. We are grateful to Almighty GOD the fountain of all success, that besides our flourishing manufacture of sugar and Alcohol, we are looking forward to the production of an ultra-modern material at our Sakthinagar complex soon. This is bound to ensure us a proud place on the industrial map of the World, because the new product under contemplation is initially and mainly for the overseas markets.

Chairman Mahalingam has taken you into his confidence, about this forthcoming project, in his happy announcement on page 3 above. We are sure that you will join us in wishing the proposal a quick and rich fruition.

❖ **Expansion to 4000 tons cane crush per day.**

Yet another good news for you! The long awaited further expansion of our sugar unit to switch on to a higher licenced capacity of crushing 4000 tonnes of sugarcane per day is expected to materialise before the end of this month. The present licenced capacity is 2000 tonnes per day only. Additional New machinery needed for the expansion including mills, Juice heaters, evaporators, clarifier, pans, crystalizers, centrifugals, and boiler have been installed along with the necessary electric connections. The civil department is just now busy with the finishing touches to the plastering of the walls and floorings.

Though the expanded capacity is expected to be commissioned for work

shortly, the formal inauguration, it is understood, is likely to take place at a later date only with the usual welcome celebrations.

❖ **Three state awards for Industrial Safety**

We are proud to report that once again our sugar unit in Sakthi Nagar has managed to bag state awards for Industrial Safety, in the sugar mills group, in addition to the central award. On behalf of the Government of Tamilnad, Hon'ble Mr. K. Rajaram Minister for Labour Welfare, distributed the awards in the various groups at a pleasant function in Madras. On behalf of Sakthi Sugars the awards were received by administrative officer K. P. Ganesan, Shift Engineer

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Hearty congrats and best wishes...

... to Tamilnad's popular Chief Minister Dr. Kalaingar Muthuvel Karunanidhi on his completion of five good years of successful administration as head of the state and stepping into a promising sixth year.

With him at the helm, Tamilnad has maintained the lead among the states of India, as the province where peace, order and progress are best maintained. The state has produced not only enough food for its own people, but also surplus for needy neighbours like Kerala. Karunanidhi is the 9th and youngest C. M. of the state.

169368

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SCRIBBLINGS ...

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L. Kantharaj and V. K. Swaminathan. On three different counts our Factory was awarded a shield, two cash awards of Rs. 1000/- each and two certificates.

For this achievement in the safety front, along with those in the production and other spheres, we heartily congratulate the workers, staff, officers and management, whose happy co-operation, liaison and willing hard work have made these successes possible.

Soil testing laboratory in Sakthinagar.

The inauguration of the new soil testing laboratory in our Sakthinagar campus on the 29th of January, has

Strength of Glory

The road is hard to climb,
but glory gives me strength.

Rome { Propertyus
BC 51-15 { (Poet)

provided one more amenity to the sugar-cane ryots in our Factory belt. This is the first of its kind to be provided by a sugar mill in Tamilnad. The scientific testing of soil samples in the new laboratory will enable the agriculturists to find out the natural deficiencies in the soils of their respective and different lands and make good the deficiencies by providing the needed Nitrogen phosphate or potash for obtaining higher yields.

Cane superintendent K. S. Thirumalaisamy is confident that this kind of soil testing will help cane department to tender proper scientific advice to the agriculturists, particularly to the 15 percent ryots in our factory-area, yield in whose lands averages less than 30 tonnes per acre, though the overall sugar cane yield in our factory area averages 45 tonnes per acre, during the current season, which has been made possible by inducting systematic and modern methods of cultivation during the past years. The average sugarcane yield per acre in the area during 1966-67 season was 25 tones only.

68th MEETING OF THE BOARD OF DIRECTORS

The 68th meeting of the board of Directors of Sakthi Sugars Ltd., was held on Friday the 22nd February in premises No. 268, Kalingarayar Street, Coimbatore, when important decisions were arrived at after due deliberations on the various items of the agenda.

Board's Chairman N. Mahalingam, B. Sc., F. I. E. presided over the session. Those who participated included Commercial Director V. M. Kailasam, Directors P. G. Karuthiruman, K. S. Murugaiyan, R. Chinna-swamy Naidu, N. K. Kaliappa, K. K. Elayavelu, S. M. Srinivasan, S. Chenniappa Gounder, D. Periyaswamy Gounder, K. K. Ramaswamy Gounder and P. N. Nanjappan.

General manager P. V. Visvanathan, Deputy General Manager S.V. Balasubramanian and company's Auditor P. N. Raghavendra Rao were also present at the meeting.



Annual-day in Sakthinagar nursery school

While Mrs. Jeya Viswanathan presided over the celebrations, Sethuram Viswanathan, M. com. distributed the prizes to the tiny tots.



Receiving the safety award

— On behalf of our factory, administrative officer K. P. Ganesan received one of the 3 awards from Hon. minister Mr. K. Rajaram, at a function in Madras.

a reception in the metropolis of Tamilnad.

When N. M. entertained newly-wed Swaminathans



Their Excellencies Lady Madhuben Shaw, and Shri Kodardas K. Shaw, B. A., L. L. B. Governor of Tamilnad, Chief Minister Hon. Muthuvel Karunanidhi along with eight of his cabinet colleagues, and a galaxy of top people from all spheres of life responded to grace the delightful reception accorded by Mrs. Mariammal Mahalingam and Chairman N. Mahalingam to felicitate charming bride Chitra and handsome groom V. K. Swaminathan on their recent wedding in Coimbatore. The gay function was held at Madras in the spacious hall of A. V. M. Kalyanamandapam, elegantly decorated for the occasion with plaitain trees, green Vines, flags, festoons and colour lights on the evening of 15th March.

A touching moment

The young couple bowed in unison to respectfully touch the feet of Mahalingam as he approached with a beaming smile and garlands of fragrant lilies and Jasmynes. Earlier a stately caparisoned elephant stationed just outside the imposing Dravidian gateway of the hall, garlanded the married pair and stepped back to salute them with raised trunk and hoot of greetings, to the pleasant surprise of the jovial throng of guests. The brass-band struck to fill the air with its joyous chords.

Dance and dinner

Guests in festal attire started pouring into the hall from 6.15 p. m. and were received at the entrance by Chairman Mahalingam, his daughter Mrs. Karunambal Krishnaraj and the bridegroom's parents, ere they proceeded to greet and give presents to the couple. There were Kanthimathi Muthukumarasamy, Rathnambal Lakshmanasamy and Annapoorani Rathnasamy in happy array to

welcome the ladies with sandal paste, rose water spray and sweet smelling flowers. Cool drinks were distributed as the guest settled on comfortable seats to enjoy the lively dance drama of spring stepped girls of Vempatti Chinna Satyam's Kuchipudi group to the accompaniment of rhythmic and sweet vocal and instrumental music; till they were summoned to the dinner tables at 7.30 p. m. to enjoy excellent repast of tasty viand.

Charming throng of ...

Among the ladies, were hon'ble minister Mrs. Sathyavani Muthu, Saraswathy Kandaswamy, Mabel Arul, Padmini Ambrose, Sushiladevi Giri, Deputy Director Stella Soundraraj of



His Excellency arrives.



Snapped at 128, Park Road, Erode.

To celebrate the wedding of their first born, the Kailasams gave a day-long reception at their residence in Erode on 5th March. Left to right are, Mrs. Marudhapushpam Kailasam, happy couple bride Chitra and groom V. K. Swaminathan, Chairman N. Mahalingam beloved head of the Sakthi Sugars family and Commercial Director V. M. Kailasam.

— Photos: P. Kannan



Lady Shah with bridal couple

Left to right are Mrs. Marudhapushpam Kailasam, bride Chitra, bridegroom V. K. Swaminathan, Lady Shah, Mrs. Karunambal Krishnaraj, master Srinivasan Mahalingam, and Chairman N. M.

— Photos: P. Kannan



The Cabinet wished conjugal bliss

Seated in the first row are left to right V. M. Kailasam, Hon'ble Ministers J. Sadiq Pasha, K. Rajaram, Anbil Dharmalingam, P. U. Shanmugam, V. R. Nedunchezian and State's Chief Minister Hon'ble Muthuvel Karunanidhi.

Reception to Newly Weds...

— Continued from page 13.

education department, Principal Eva Mathews, Sarada Ramaswamy, Rajasundari Mathialaghan, Soundaram Kailasam, Sujatha Shetty, Sujayya Shetty, Mrs. Dias, Mrs. Venkatraman, Bala Alagarsamy and several others.

Evident among the youthful crowd were collegemates of the bridegroom from Pachayappas with their principal Dr. Shanmuganathan.



Recreation Club and a Mag.

Chairman Mahalingam inaugurated club and house journal "Tenacity" in Sakthi pipes on 17-1-74. Also in the picture are M. P. Manivannan, T. K. Srinivasan and V. Srinivasan.

and noble gents

Hon'ble speaker Pulavar K. Govindan of the Tamilnad assembly, hon'ble ministers Dr. V. R. Nedunchezian, J. Sadiq Pasha K. Rajaram, M. Kannappan, P. U. Shanmugam, N. V. Natarasan and Anbil Dharmalingam, M. Bakthavatsalam a former Chief minister of the state, Padma bhusan, M. P. Sivagnanam deputy Chairman of the Tamilnad legislative council, Parliamentarians K. S. Ramaswamy, Abdul Samad, C. T. Dhanda-pani, Bhuvanaraj and Muthusami.

From the world of commerce and industry there were News paper chief K. P. Kandaswamy, M. A., M. L. A. head of the popular "Malai Murasu" group of Dailies, advocate-planter B. K. Krishnaraj Vanavarayar, N. Chandappa M. S. (Alf.) Managing Director of Chamundeswari Sugars, Director A. V. Giri, S. Palanisamy and K. S. Murugayyan, general Manager P. V. Visvanathan, deputy general Manager S. V. Balasubramanian R. Venkatadas C. S. Mahadevan

and K. R. Alagarsamy of Sakthi Sugars, M. L. R. brothers V. P. Muthukumarasamy, V. P. Lakshmanasamy and V. P. Rathinsami of Erode.

Secretaries to Government S. P. Ambrose, S. Venkatraman, Inspector general of Police F. V. Arul, Justice Kailasam, Inspector general of prisons S. M. Dias, Director of Industries H. B. N. Shetty, K. J. M. Shetty, Police Commissioner K. R. Shenoy and a host of others, were present.

The wedding took place earlier at Coimbatore on the morning of 4th March. The beautiful bride is the daughter of Mrs. Visalakshi Nandakumar and Landlord D. Nandakumar of Ponnapuram in Dharapuram Taluk Coimbatore district.

Life's Value

The value of life is not the end of it, but the use we make of it.

France
1622-1673

Mollere
(Fr. Author)



BALL-POINT JOTTINGS-

The Indian Sugar Bowl

ANTICIPATED PRODUCTION 42 LAKH TONS

The total sugar production in India this year is likely to be in the range of 41 to 42 lakh tonnes only, as estimated by sugar experts. This will however be, above three to four lakh tonnes more than last year's production of 38.73 lakh tonnes. Originally the production of sugar in the country this year was anticipated at the record level of 44 to 45 lakh tonnes, consequent on six to seven percent increase in the area under sugarcane, and favourable agro-climatic conditions.

But consequent on severe attack of pyrrilla insects on sugar cane plants in the Northern States, particularly Western Uttar Pradesh, Punjab and Haryana, the recovery of sugar dropped by about one percent; a one percent reduction in recovery generally leads to about 10 per cent reduction in sugar production. The quality of sugarcane in the Northern States deteriorated due to lack of winter rains and the severe frost in late January and early February. The two factors are feared to have accounted for 15 to 20 per cent reduction in sugarcane production in the Northern States.

In spite of the fact that the sugarcane crops in the southern states are

satisfactory and the sugar recovery comparatively better than last year, the overall average recovery in the country since December 1973 has been less than that of a year ago.

► No change in the Tariff value of sugar

Government of India has decided not to make any change in the existing Tariff value for free-sale sugar for April 1974, according to official announcement at Delhi on 30-3-1974. The present tariff value of Rs. 270 per quintal will therefore continue to operate for the month of April.

► Sugar Exports to be handled by S. T. C.

Sugar exports to earn foreign exchange worth Rs. 108 crores in 1974-75, are likely to be routed through the State Trading Corporation and a decision in this regard is imminent according to an indication by the chairman of the S. T. Corporation Mr. V. V. Parekh, at a news conference in New Delhi, early this month. However he declined to disclose the quantum of exports.

The international price of sugar which had been showing an upward

trend some time back, had now started declining.

He said that a S. T. C. subsidiary might soon be opened in Kuwait, which would serve as a spring-board for stepping up exports to West Asia. The subsidiary would be on the lines of S. T. C. (Far East) at Hong Kong, which was expected to make a profit in 1974-75.

Hon'ble Mr. Fakhruddin Ali Ahmed Union minister for Agriculture informed the Lok Sabha on 25th March that the quantity of Sugar export for this year was still under consideration. He added that the government proposed to review and decide from time to time the quantity of sugar to be exported this year, taking into account the production prospects, requirements for internal consumption and the prevailing international prices of sugar.

► Decline in production in co-operative sector

Union Minister for Agriculture, hon. Mr. Fakhruddin Ali Ahmed, who addressed the National Federation of cooperative sugar factories on 15th March, asked the federation to look

— continued next page

The Indian Sugar Bowl...



— continued from page 15

into the reasons for the decline in productions in the cooperative sector in 1972-73 and apply necessary correctives, not only to restore productions to normal levels but to improve on it. He said that in 1972-73 the production in the cooperative sector was 37.5 percent only as against 41.3 percent in the previous season.

The National Federation of coop. Sugar Factories, has decided to establish a **sugar machinery manufacturing unit**. As this would require high managerial competence and technical skills, it is considered desirable to organise a new society called the National Engineering cooperative. Bye-laws have now been drawn up and the cooperative has formally come into being. The authorised share capital of the proposed society would be Rs. 5 crores divided into 5,000 shares of Rs. 10,000 each, of which 4,000 would be ordinary shares and 1,000 redeemable preference shares. Membership would be open to all registered and licenced cooperative sugar factories, as well as to the state and National Federation. coop sugar factories, the National Coop Development corporation and the central and state governments.

The National Engineering coop will be a pioneering venture in the manufacture of sophisticated heavy machinery in the cooperative sector.

To make an effective impact in the market, it is proposed to ensure strict quality control tight financial discipline and enlightened management. The National Federation of coop. Sugar Factories made an application to the ministry of Industrial Development for the grant of a licence for the establishment of this unit.

Manufacture of Sugar plants in India

There are at present only seven firms licenced to manufacture complete sugar plants. Of these four are active. The delivery period being quoted by these firms at Present is between 24 and 36 months. As against a rated capacity of the seven manufacturers for the supply of 20 plants per year, not more than 8 units have actually been delivered in any one year. Machinery manufacturers have also had difficulty in sticking to the time schedule for delivery of machinery on account of a number of reasons. Further between 1969 and today there is a tremendous rise in price for plants.

A sugar plant with a production capacity of 1250 tonnes of cane sugar per day, is being set up at Kinyala in Uganda. Walchandnagar Industries has received the order for entire plant machinery while Siemens India are to supply the complete electrical equipment. This is the first sugar plant to be supplied on a turnkey basis from India.

The four men Indonesian business delegation led by Mr. Soedarsono, that visited our country hailed the quality of Indian sugar machinery and admitted India's ability to supply, but made it plain that India would have to join the race in a global tender. The study mission was a follow up to the assessment already made by another team from that country in August 1973. It went round various machinery units in Madras, Coimbatore, Delhi, Calcutta and Bombay. Mr. Soedarsono revealed that similar

delegations had been sent out to countries in East Europe, to assess the quality of the machinery and the Capacity of those countries to produce them.

141.8 million tonnes of cane in 1974-75

The Indian Sugarcane Development Council has approved a programme of growing 141.8 million tonnes of cane in 1974-75. According to the draft **Fifth Plan**, the production of sugarcane is proposed to be increased to 170 million tonnes a year and the area under the crops expanded from 2.8 million hectares to 3.2 million hectares by 1978-79. The target set for the first year of the 5th five year plan is higher by 7.8 million tonnes than the level of 134 million tonnes expected this year. (The Fourth plan will end with an annual production which falls short of the target by 16 million tonnes.)

The sugarcane Development Council has emphasised the need for reducing the cost of growing sugarcane by adopting new techniques developed by research stations. At the same time, the production cost of sugar also should be brought down by reducing losses in factories. These would help in bringing down the sugar price.

Ceylon wants 10,000 tonnes sugar from India

The Government of India is considering a request by the Government of Ceylon (Sri Lanka) for an urgent supply of 10,000 tonnes of sugar to meet the shortage in that country, it is learnt. But a formal response to the request has not yet been made.

Evidence of sugar shortage in Ceylon is borne by the fact that the price of off-ration sugar has been raised from Rs. 2 to Rs. 5 a lb. At the same time government of Sri Lanka has increased the sugar ration to a lb from the earlier three-quarters of a lb per ration book.



Twin approach for Sugarcane...

— continued from page 6

the milk yield of milch animals, up to a certain degree. The production, processing, storage, transportation and utilization of sugarbeet pulp for utilization as cattle feed may form a minor industry by itself and may be discussed separately. Molasses form beet is an excellent source for certain pharmaceutical products and cannot be replaced with sugarcane molasses.

Disadvantages too

From the point of view of sugar production beet is as good as cane and considering the shorter duration for which beet crop occupies the land. However, there is no possibility of having a viable sugar factory run entirely on sugarbeet in the plains of India.

Sugarbeet, unlike sugarcane cannot remain in the fields after maturity without complete spoilage for more than two to four weeks. Following harvest, beet must reach the factories within a few hours. In temperate and cold countries beet is raised as a summer crop, winters being too cold for it. Therefore, the crop is harvested when ambient temperature starts falling sharply. Taking advantage of sub-zero temperature, beet is stored in huge piles in the open. There too mechanisms of cooling within the piles have to be operated to counteract the

rise in temperature due to respiration of the roots. Higher the temperature more spoilage of roots due to rotting. This becomes a limiting factor in India, where beets are harvested in May, when temperature is steadily rising up, eliminating any chance of post-harvest storage. Keeping sugar beets in cold storage, for processing, even for a few weeks is not an economically feasible proposition. Even a medium size sugar factory will require about 1000 tonnes of sugarbeet per day.

Supplementary to Sugarcane

We are therefore left with 6 to 8 weeks of beet processing period. For this duration only a pure beet factory will not be economical to operate. The experimental evidence gathered at the Institute for the last 13 years shows that sugarbeet culture in India is possible and the crop thus produced can be taken as supplementary to sugarcane for sugar production. With installation of diffusors and introduction of carbonation process of clarification if not already present, the existing sugar factories can process sugarcane as well as sugarbeet. It meshes well with the agricultural matrix in existence. Cane season will continue as it is. In May when cane crushing is over, the factories can switch over to sugarbeet to continue with sugar production for yet another month and a half to two months. The system may act as a buffer, up to some extent, against wide fluctuations in sugarcane production.

Decade of experimentation

A large number of sugarbeet varieties have been examined in about 80 locations in India for their comparative performance as also for suitability of the location. These tests were conducted for more than a decade. Two points seem to emerge from this: that varietal differences are not much and that north western part of the country is more suited to sugarbeet cultivation. The crop can



Beet pulp as cattle feed

The left over of Beet processing known as pulp is an animal food of high nutritive value and is given in lieu of concentrates.

successfully be grown in several other parts of the country having well-drained and light soil, moderate temperature, facilities of irrigation and no rains during the maturity phase of the crop. Recent success of the crop in Maharashtra is an indication of this. However, beet cultivation and processing is

— continued next page

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சக்தி சர்க்கரை ஆலை

செய்தி மடல்

(மாத இதழ்)

ஒழுங்காகத் தபால் மூலம் பெற விரும்புவோர், முகவரியுடன் ஆண்டு சந்தா ரூ. ஒன்று (ரூ. 1) மணியார்டர் மூலம் அனுப்பி வைக்கவும்.

நிர்வாகி, "செய்தி மடல்"
28, ரேஸ்கோர்ஸ் ரோடு,
தபால் பெட்டி 1389 - கோவை-641018

TWIN APPROACH FOR SUGARCANE... — continued from page 17

inter-linked with number of days factories can operate with profitable recoveries. Extra long duration for which the factories operated a couple of years ago in certain parts of north India with unprofitable sugar recoveries are abnormal cases and are certainly not national interest.

But cultivation problems

Cultivation of sugarbeet may call for additional area under a sugar crop. Being a rabi crop it may trespass into wheat area especially in north-western part of the country. Though many of the farmers in the Punjab are now looking for a crop alternative to sugarbeet, in the larger interest of the country area under food crops should not be allowed to be unsurped. It is with this in view that companion cropping of sugarbeet and sugarcane was experimented with and has now been found feasible as well as profitable. Sugarcane is raised in rows, 75 to 90 cm apart. The new technique of companion cropping makes use of the inter-row space for raising sugarbeet without causing any damage to

either of two companions viz. the cane and the beet. Cane is planted immediately after cessation of monsoons, preferably in the second half of September. Temperature, atmospheric humidity as well as soil moisture being just right, cane thus planted germinates fast and cane rows are discernible in a couple of weeks. After one light irrigation inter-row spaces are prepared with tractor or bullock drawn implements and sugar-beet is drilled in rows, in the space between two rows of cane by the middle of October. Whatever fertilizers are to be given for cane or beet, are placed exactly when the crops are to come up at the time of planting or drilling. Pieces of equipment have been specially designed at the Institute workshop to facilitate inter-cultural and plant production operations.

Agronomy

A recent innovation in the agronomy of companion cropping that has yielded very promising results is the staggered row planting of sugarcane without reducing total number of cane

plants. Instead of planting cane in rows 90 cm apart two rows of cane are taken 30 cm apart, then space of 150 cm is left before taking another set of two rows 30 cm apart. Total number of rows in either case are identical giving without any significant difference in yield. The advantage of the system lies in having a clear space of 150 cm which is amenable to partial mechanisation of cultural operations including those for plant protection.

Sugarbeet calls for irrigations at regular intervals, water thus used is available to sugarcane as well. On the whole it turns out to be a much better water economy than with a single crop. With a dense crop like sugarbeet growing in inter row space problem of weeding in sugarcane is solved up to certain extent.

Cheaper and more sugar

Sugarcane grows but slowly during winter months when beet makes good growth. Beet is harvested on maturity and the cane keeps going till November. Uprooting of sugarbeet has an effect of deep hoeing on sugarcane which is helpful to the crop. Sugarcane thus planted is at least 13 months old when the factories start and this assures better returns to the farmer as well as miller, as compared to spring planted 10 month old crop. The total cost of cultivation of companion cropping of cane and beet is lower than either one of these taken individually. Farmer is thus benefited due to lower cost of cultivation, better utilisation of water and much higher returns per unit area.

On a very conservative estimate of about 50 tonnes of sugarcane and 45 tonnes of sugarbeet per hectare a total income of Rs. 9500 is obtained by raising the two crops together. The sugar out put per hectare will rise from 4 or 4.5 tonnes per hectare with one crop to more than 8.5 tonnes from the same area within the same period of time. The factories will be able to work for two months extra. The whole gamut of data if viewed together indicate that Twin Crop Sugar Economy is the solution for more and cheaper sugar production in the country. ☼

(With due acknowledgement to
INDIAN FARMING)



Trash twisting to prevent lodging of cane

Newer methods for -

CONTROL OF SUGARCANE SHOOT BORER

NETHAJI SEETHARAMAN and S. LETCHOUMANANE
(Tamilnadu Agricultural University, Coimbatore-641003)

The shoot borer (*Chilo infuscatellus*) infesting sugarcane, causes considerable damage to the crop upto 4 months after planting. The affected tillers present 'dead hearts' and get killed. Thus, a substantial loss in cane yield is caused. Reduction in the quality of cane juice is often observed when the attack is late. So far shoot borer control has been sought to be controlled by conventional pesticides and trash mulching. Recent research has indicated newer methods of controlling this borer and they are briefly presented here.

1. Adjusting Planting Time :

The borer actively multiplies during May, June. To avoid severe infestation, planting are to be taken up during December - January for the Main Season and September - October for special season.

2. Regulation of irrigation:

Studies in Andhra Pradesh have indicated that by providing optimum soil moisture, the damage by this borer could be substantially reduced. Therefore, it is advisable to select areas with assured water supply planting sugarcane.

3. Insecticide - Fertiliser mixtures :

Lindane-Super phosphate mixture applied in seed furrows at planting time to provide 1.75 kg. lindane and

125 kg. P_2O_5 per hectare has been able to effectively control the borer infestation.

A spray solution containing 3% potassium and 0.1% endrin has been found to be more effective than the insecticide alone, in controlling the borer.

4. Granular Application:

Lindane 10% granules or Sevidol 4% granules on the whorls of the shoots at 5 and 9 weeks after planting

at the rate of 4.5 kg. / acre, each time, appears to be useful.

5. Newer Insecticides for spray:

Dursfon and Azodrin are found to be superior to the presently used Endrin or Thiodan, and have provided excellent control when sprayed thrice viz., at 5, 8, 11 weeks after planting at 0.1% concentration on active ingredient basis, at the rate of 100, 150 and 200 litres of spray fluid respectively per acre.



1, better than 1000

One cool judgement is worth a thousand hasty councils.

U. S. A.
1856-1924

T. W. Wilson
(28th President)

[illegible]

By - Product

MOLASSES

* * * *

◆ P. CHIDAMBARANATHAN ◆

In times past, sugar cane was used mainly for making Jaggery. With the progress of Science, sugar factories came into existence. In the process of sugar preparation, some products other than sugar were also obtained. They were then regarded as waste as their proper utilization was not known. Extensive researches were carried on to know how best these products could be exploited.

Bagasse and Molasses are listed as the main by-products of sugar industry. Bagasse is the Base material used for making paper, plastics and synthetic rubber. The fact that some surplus electricity is also generated by it is news to many of us.

Molasses can be defined as the final effluent obtained in the manufacture of sugar. The word Molasses originated from the Latin word 'Mel' meaning honey. It was subsequently anglicised as 'Molasses' in approximation to its Spanish and French equivalents.

The disposal of Molasses was posing a big problem to the sugar factories at a time when no one knew about its uses. Its rational industrial utilization was eluding the sugar

technologists for a long time. It was also a much discussed subject, among chemists. In those days, Molasses was used as manure to cane soil. This practice was prevalent in almost all countries. Experiments conducted on Molasses, threw light upon its potential wealth and its versatile uses. Thereafter it is considered to be a by-product of the first order, for the growth and development of some industries.

After extraction of sugar from cane, some more inextractable quantity remains in the waste molasses. This residual sugar accounts for the yield of alcohol from Molasses. Industrial alcohol is manufactured in a number of distilleries set up in different parts of the country. It is used for making paints and dyes, plastics, synthetic rubber pesticides and drugs. It is also used for manufacture of drinks like Rum, Gin etc.

The quantum of production of Molasses depends upon various factors like climate, soil, variety of cane and volume of crush. Besides, the production varies from season to season and region to region.

Industrial use of molasses is found mainly in India. In several foreign countries particularly in U. S. A., it is used mainly as cattle feed. Even a small quantity of molasses is a good source of human nutrition. It contains mainly iron, calcium, potassium, phosphorous, vitamins and calories. These are found short in the plain diet of so many ordinary families living below the poverty line. In this respect, cane molasses as human food can be recommended to combat malnutrition especially among children in countries like India. In the opinion of experts, it is believed that the dietary uses of Molasses help improve the general human health. So it is called the 'Wonder Food' by some authors.

Molasses can be utilised to prepare delicious drinks and dish if proper pharmaceutical directions are available. They can be sold at a nominal price in schools and colleges

with a view to improving the health of the poor students in the prime of life.

After preparation of alcohol, what is known as the effluent water is let off at boiling point. It is stored in effluent tanks till it cools down. The disposal of the water is causing a great nuisance to most of the distilleries. If it is disposed of into the rivers, the river water will get polluted and cause havoc to society as a whole. So it is worrying the minds of the distillery owners as what to do with the effluent water.

Its proper utilization has been tried in some units like Sakthi Sugars and results obtained. The cool effluent water is diluted by mixing up with water from river and other sources and diverted for irrigational purpose. This is the only main source of irrigation for cane crops raised in some areas. They were formerly rain-fed lands for generations. A ryot who could get Rs. 200/- from an acre of rain-fed land is now able to get Rs. 2000/- as an assured regular income. As a result, new concrete houses are going up in those areas. Their old mode of dress is fast disappearing. Their status so to speak is undergoing a sea change.

In the light of these facts and achievements, Molasses is considered to be no more a curse but a boon. In brief it has given its share to the overall economic development of our country, and has worked wonders in the well being of individuals and in the interest of industries.



FOR SECURITY

◆◆◆◆◆

No Government can be long secure without a formidable opposition.

Britain 1804-1881	B. DISRAELI (Prime Minister)
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Birth of A PRESS CLUB IN COIMBATORE

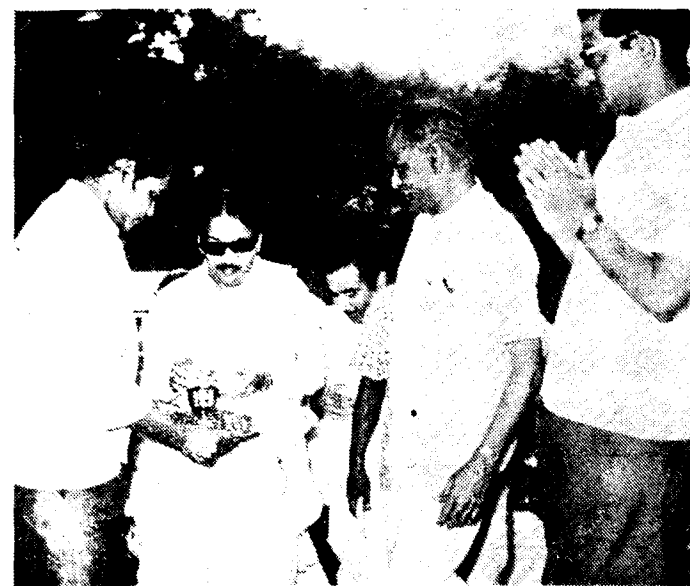
◆◆◆◆◆

In a morning and inspiring twenty minutes talk, welcomed with interspersed loud claps of appreciation, from an enlightened audience, Tamilnad's popular Chief Minister Karunanidhi, made a fervent appeal to the Journalists and Newspaper proprietors of the country to maintain high standards in the presentation of news and criticism of views, concieniously avoiding deliberate misrepresentation of facts like quoting statements out of context and suppressing truths.

a Journalist Statesman on a sunny morn

Hon. Dr. Muthuvel Karunanidhi talented Author, Journalist, poet,

— continued next page



Warm reception to a popular C. M.

On alighting at the entrance to the Venue, Chief Minister Hon'ble Dr. M. Karunanidhi is warmly welcomed with traditional courtesies by the Coimbatore Press. In the picture above Committee-man A. Peter ("Daily Thanthi") extends the fragrant cup of sandal-paste, as Joint-Secretary P. S. Gopal ("Indian Express") greets with joined Palms.

— photos: Kutti David



Journalist Chief-Minister Inaugurates Association of Newsmen

Left to Right are: Association's treasurer R. Venugopal and vice-president V. Padmanabhan ("Hindu"), secretary M. K. Kaliannan ("Thina-Malar"), committee-man M. N. Sudhan Appadurai ("Swadesamitran", "Murasoli"), Hon'ble Minister M. Kannappan, President A. E. Solomon Appadurai (Your Editor), Hon'ble Chief Minister Dr. Muthuvel Karunanidhi, Ministers Honourable J. Shadiq Pasha and Hon'ble P. U. Shanmugam and vice-president E. V. Ramasamy ("Nava India").

YOUTH NOT RADICAL!



Generally young men are regarded as radicals. This is a popular misconception. The most conservative persons I ever met are college undergraduates.

U. S. A. 1856-1924	T. Woodrow Wilson (28th President)
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Birth of a press club ...

— continued from page 21

play-wright, screen-scribe and man of letters in his own right, was speaking at the inauguration of the newly formed Coimbatore Journalists Association, on the sunny morning of Thursday the 10th of January. The Chief Minister, along with the three ministers of the Tamilnad Cabinet who accompanied him, in the gaily decorated red-cross hall

hon. P. U. Shanmugam, hon. J. Sadiq Pasha and hon. M. Kannappan, was received at the entrance to the hall with the merry explosion of festive crackers, sweet spray of rose-water, tray of sweets, cup of sandal-paste and garlands.

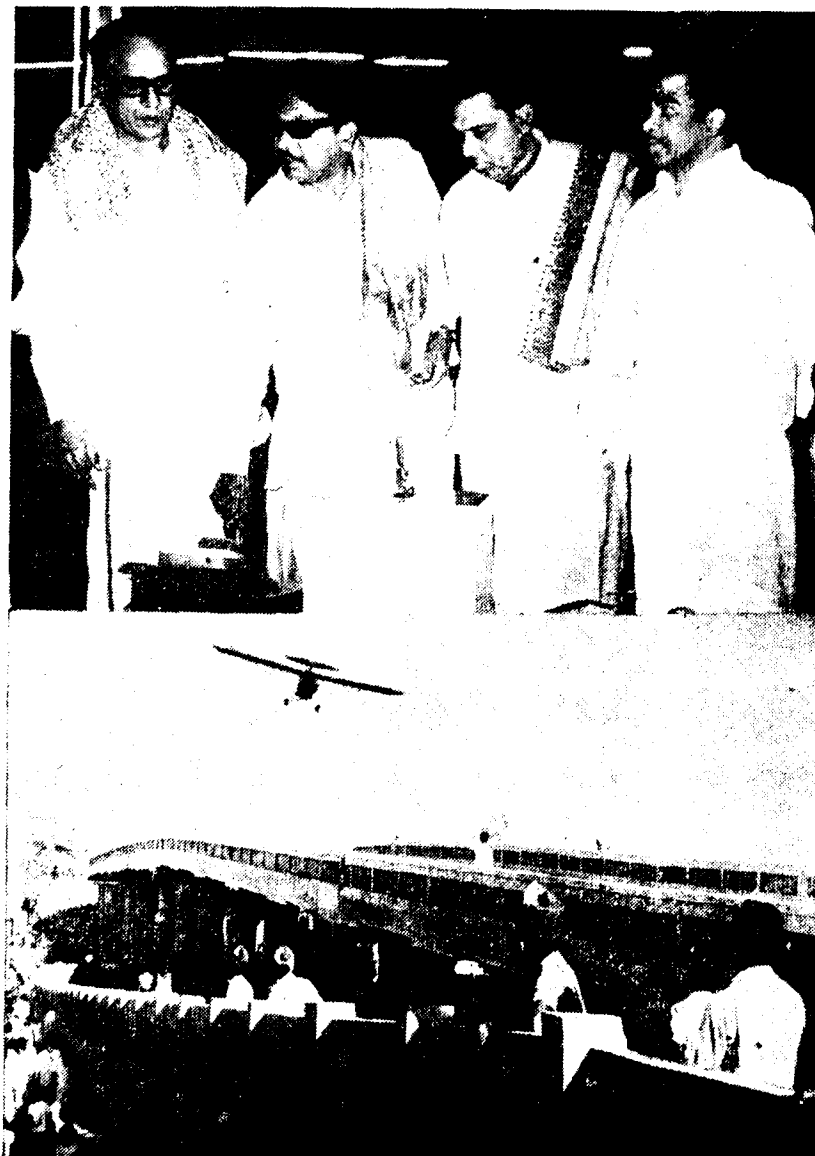
Food grains to spare too ..

President Solomon Appadurai of the new association, who presided over the inaugural function, introduced to the honourable chief guests and the august assemblage, the office bearers and executive committee members seen in the Photographs on page 21, as also the other committee members S. S. Kuppuraj ("City News"), P. V. Janakaraj ("U. N. I.") and P. G. Eapen ("Malayala Manorama"). After stating briefly the objects, programme and needs of the infant organisation, he proceeded to compliment Chief Minister Karunanidhi for maintaining enviable peace and order in the state; and for providing ample clothing and food to the people of Tamilnad, simultaneously helping needy neighbour states like Kerala with the surplus food grains. He also congratulated, Dr. Karunanidhi for successfully solving the trying traffic problem of Coimbatore that was costing an annual loss of 70 Lakh rupees, by providing a three-tier fly-over bridge at the railway level crossing in the heart of the town, and the quarter century old dire drinking water problem by arranging to build a second reservoir at Siruvani in friendly collaborations with Kerala, works on which project have already been started in August 1973.

Messages

Messages greeting the new Association and conveying goodwishes were received from N. Mahalingam Member of the State Planning Commission and Founder-Chairman of your favourite "Sugar News" and "Sugarcane Madal" magazines, and Advocate Director Velur Narayanan of "Alai Oandu" daily.

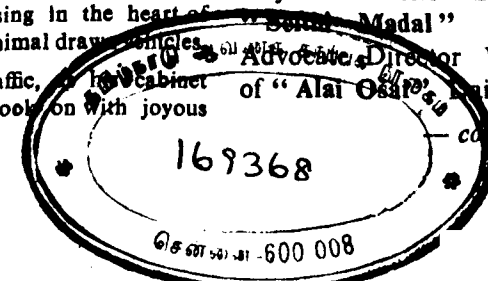
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South East Asia's biggest fly-over

This Rs. 44 lakh, three-tier overbridge is an example of happy co-operation between the Tamilnad and Central Governments, to solve a 25 year old traffic problem, which involved the stranding every day at the Railway level crossing in the heart of Coimbatore, of 60,000 pedestrians and 15,000 people using power and animal drawn vehicles.

The Chief Minister is seen opening the overbridge to traffic, his cabinet colleagues P. U. Shanmugam, J. Sadiq Pasha and M. Kannappan look on with joyous satisfaction and an Aeroplane showers flower petals from the sky.



Chief Minister's call to Indian Press ...

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August Assemblage

In the elite audience that had responded to the club's invitation were, District Collector J. Sivakumar, Municipal Chairman A. A. Sukkoor, Station Officer S. Balasubramaniam programme executive Prem Nair of All India Radio, Parliamentarian C. T. Dhandapani, M. P., Tamilnad legislators Mrs. V. P. Palaniammal, R. Manickavasagam, A. Subramaniam, S. A. Rajamannickam, Kattoor Gopal, Western Range Deputy I. G. of Police Radhakrishnan, Superintendent of Police K. Kandasamy, District Revenue Officer M. Periasamy, Municipal Chairman K. Ramalingam of Singanallur, Public Workers Shanmugam pillai, P. S. Janakiraman, Kurjee Dhanjee and Several others.

Objective Reporting

The report in "The Hindu" of 11th January reads —

The Chief Minister Mr. M. Karunanidhi, called upon non-political national newspapers like THE HINDU to initiate measures for maintenance of high standards in the publication of news and interpreting Government policies and criticising political parties.

Inaugurating the Coimbatore Journalists' Association, he suggested that these newspapers should convene a conference of editors and experienced writers to draw up norms to ensure objective reporting. If the newspapers desired, the Government would be willing to convene such a conference.

He said that while he welcomed strong but constructive criticism of the Government and political parties, the time had come when they should put an end to irresponsible and low-grade criticism verging on slander. Unfortunately the standards had been deteriorating of late and almost all politically backed and politically-biased news-

Bhargava Commission

PANEL DIVIDED on NATIONALISATION



The report of Bhargava Commission on the nationalisation of the Sugar Industry, is under examination by the Government, who want to take a total view of the complex issues involved, such as present state of economy of the country, organisational managerial and technical.

Consultation of State Governments

Minister of state for Agriculture Hon. Mr. B. P. Maurya told the Parliament (Lok Sabha) on 15th April, that the Sugar Industry Inquiry Commission is sharply divided on question of nationalisation of the sugar industry. Replying to a question of Mr. R. V. Swaminathan the minister said that the report of the Bhargava Commission was under examination of the Union Government and that State Governments would be consulted if it became necessary. He told the members that the report was a voluminous one and the Government was actively considering it. The minister repeatedly declined to divulge the recommendations of the Commission.

Though Mr. A. B. Vajpayee and several other members pressed hard to know what was the majority report of the Commission, the minister papers, not excluding one belonging to the ruling party, were indulging in unfair criticism of other political parties.

Mr. Karunanidhi announced that the request of the Association for a site for construction of its office building would be favourably considered. As in Madras the question of providing facilities for journalists to have houses of their own under the Housing Board's schemes would be given priority.

replied merely that the commission was sharply divided on the nationalisation issue.

Presentation of report

The Sugar industry inquiry Commission led by Mr. V. Bhargava, I. C. S., (former judge of the Supreme Court) presented its report to the Union Agriculture Minister Hon. Mr. Fakhruddin Ali Ahmed on 27-2-1974 in New Delhi. It had earlier presented two interim reports on (1) Sugarcane pricing policy and (2) Organisation of the sugar industry including the nationalisation aspect. These two reports have been appended to the main report with all the dissenting notes.

The commission is understood to have recommended nationalisation of sugar mills other than those in the co-operative sector; though half of its members including Chairman Mr. V. Bhargava have suggested that the take over should be resorted to if the mills did not convert themselves into public limited concerns by a specified date.

Two reports!

On the crucial issue of nationalisation agitating the country for some

— continued next page

unto thee O GOD

Not unto us, O lord God,
not unto us, but unto THY name
give glory, for Thy mercy and
for thy truth's sake.

HE will bless them that fear
the Lord, both small and great.

Israel } — David ben - Jesse
B. C. } (Poet & King)
1040-970 }

Editor: A. E. SOLOMON APPADURAI, B. A.



BHARGAVA IN SAKTHINAGAR

Picture of Sakthi's Chairman Mahalingam in happy conversation with Justice V. Bhargava, Chairman of the Sugar Industry Inquiry Commission, in the lounge of the guest house in Sakthinagar, when the Commission visited our Sugar Complex in February last year.



Peal of Wedding Bells

Development officer R. V. Celebrates Wedding of daughter

Mrs. Subadra Venkatadas and Mr. R. Venkatadas Development officer, Sakthi Sugars celebrated with much jubilation the wedding of their beloved only daughter lovely Padmaja, B.Sc., with handsome groom Ramamoorthi, B.Com., A.C.A. son of Mr. V. Srinivasa Rao of Abirampuram, Madras, on Wednesday the 13th February at Vasavi Kalyana Mandapam in Perur near Coimbatore.

The Wedding in the morning and the reception in the evening were attended by a host of relatives, friends

and colleagues from Sakthi Sugars. Commercial Director V. M. Kailasam, General Manager P. V. Viswanathan and deputy general manager S. V. Balasubramanian were among those who graced the happy function with their presence.

Chief Engineer K. M. P. Celebrates Wedding of son

Mrs. Dhanalakshmi Periasamy and Mr. K. M. Periasamy, Chief Engineer, Sakthi Sugars celebrated with gay eclat the marriage of their beloved engineer son Magudapathi, B. E. with charming bride Thangammal, daughter of his brother-in-law Mr. C. Rathnasabapathy and grant daughter of Mr. K. A. Chandra Sekhara Goundar, on Thursday 29th November '73 in Kodumudi Kalyana Mandapam.

Clarinet maestro A. K. C. Natarajan assisted by his party, entertained

Bhargava Commission report...

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time, and on certain relevant issues members have submitted two separate reports.

One set of recommendations is signed by the commission's Chairman V. Bhargava, S. L. Saksena, Dr. V. S. Vyas, Banshi Dhar and A. C. Bose.

The other set is signed by J. C. Dikshit, B. N. Khosla, P. S. Rajagopal Naidu, Fazlur Rahman and R. H. Chisti.

Take over of wholesale

Trade in Sugar...?

It is believed that the commission has recommended the take over of the wholesale trade in sugar to be vested in a national sugar commission. With a view to managing the state units, it has been suggested that state sugar corporations should be organised and these corporations will in turn be responsible to the commission. Yet another organisation styled as national sugar authority should be entrusted with sugarcane development work and expansion plan of the industry. It will also organise research and development and establish research institutes in various parts of the country on the pattern of the existing Kanpur institute.

the guests to good music. Guests who graced the wedding with their presence included eminent Vocalist K. B. Sundarambal, Mrs. Maruthapushpam Kailasam and commercial Director V. M. Kailasam of Sakthi Sugars, Director K. S. Murugayyan, deputy general manager S. V. Balasubramanian, V. P. Lakshmanasamy of Kamadhenu, officials from Sakthi, friends and relations. Message of goodwishes to the happy couple from chairman N. Mahalingam (who was then away in the Far east) was read out at the function.

