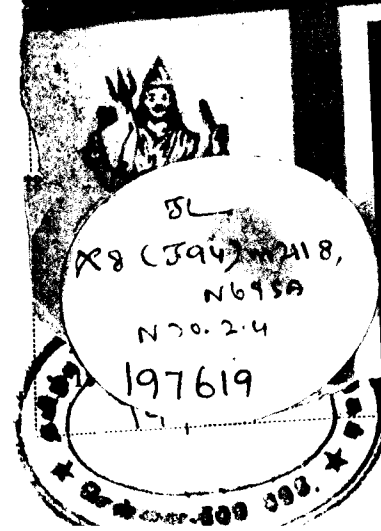


SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
VOL. II No. 4 ★ JULY 1970



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Joseph Butlee

SUGAR NEWS

From the Desk:



Scribbled Scroll

- of the EDITOR

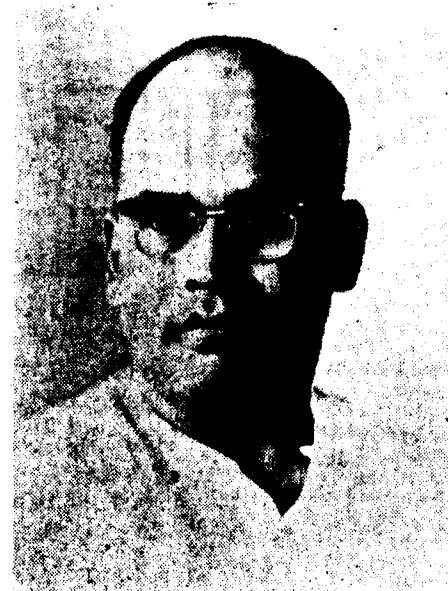
This month last year, we were singularly glad to bring out a **Wedding Special** number, to celebrate the marriage of the beloved daughter of SAKTHI - A. B. T. group's popular Chairman N. Mahalingam and Mrs. Mariammal Mahalingam, Karuna with Vanavarayar Jr., rising young lawyer and junior head of the house of Samathur. Today, we are delightfully proud to follow it up with a joyous announcement, of the birth of a **bonnie baby-girl** to the happy couple. On the day the baby made its merry arrival in Isabella Nursing Home, Madras, her young grandfather M. happened to be in his Coimbatore bungalow; and this provided us opportunity to conveying him in on the warm congratulations and wishes of the readers of "Sugar" and "Seithi Madal" on the occasion of 6th June 1970, before he had to catch the evening flight to Madras. The Chubby grand-

Blue-ribbon & Wedding-bells galore...

It is our pleasant privilege to blue-ribbon this July '70 issue as "**Wedding Special-II**", euphoniously calling it after its sister issue of July '69. The right of the current issue to the title is easily justified, as it carries happy reports of no less than a dozen marriages, of persons connected directly or indirectly with Sakthi Sugars. Four of the celebrations, — that of the Weddings of Sakthi's revered and beloved G. M.'s daughter, Director P. G. K.'s Son, and Editor's son and the "Nikah" of Abdul Kader of Head-Office, were in Coimbatore City. Others including the marriages of quarter dozen members of the city office staff, took place in the mofussil of the district. For your reading-fare, accounts of all these are detailed elsewhere.

Farewells too:

Mrs. Kamala Ranganathan, the second lady to occupy efficiently the onerous presidential *gadi* of the S. S.



Youth of a Grandfather!

L. C. - the smartly functioning Ladies' Club of Sakthinagar said good-bye to her Club-mates last month, as she left for Talapoya in Kerala, with her son Sriram and husband K. S. Ranganathan. After being with us for the last several years - the last four years of service being in the capacity of cane superintendent, Ranganathan, B. Sc., (Ag.) has recently joined one of our sister concerns M/s. Gounder & Co. (Pvt.) Ltd., as the deputy group-manager of their Tea Estates, in Wynaad, newly acquired from the famous European and Scottish group planters. The group-Manager of the plantations is Jacob, who is stationed in Chirakkal.

Two of our sociable and young, erstwhile colleagues in the head-office also bade adieu to join the plantations M. C. Narayanan, B. Com., and K. Prabhakaran, B. A., left us to take

Mastering habit

Cultivate only the habits that you are willing should master you.

— Elbert Hubbard



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SUGAR NEWS

up posts, as accounts officer and personnel officer, respectively. In a moving farewell party given in Hotel Alankar, the staff and officers of Sakthi Sugars Head Office wished them well in their new fields of occupations.

At Sakthinagar

The development works undertaken to expand the production capacity of the Sugar factory, are progressing according to schedule. Adjacent to the right wing of the factory building, reinforced concrete pillars have risen up to heights of twenty five feet for the proposed erection of a new and up-to-date drier house.

The Factory is working round the clock to full capacity, with abundant and regular supply of sugarcane.

Our Children...

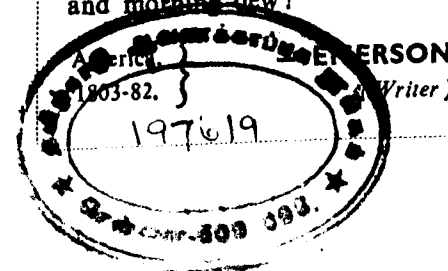
The Elementary School which had been rendering Yeomanly service to the Children of the factory campus for the last several Years has grown up to the stature of a High School, with the opening of 6th and 9th standards from this academic year. It is the fond hope of the management that this young educational institution would present its maiden batch of candidates for the S. S. L. C. examination in March-April 1973.

Annual day...

The Elementary School Celebrated its annual day on the 6th of May, in a colourful function, addressed by District Educational Officer Rahoatham Rao and presided over by Chief Chemist S. Srinivasan, while

SLY NATURE...!

How cunningly nature hides every wrinkle of her inconceivable antiquity under roses and violets and morning dew!



Vanavarayar Jr.



Karunambal

Blessed with a baby girl

welfare officer K. P. Ganesan welcomed the gathering. Headmistress Indrani Richard read the annual report of the school and civil Engineer Jagannathan distributed the coveted prizes to the proud recipient pupils. The School children put on boards one act plays and performed juvenile dances to the great delight of their elders and parents.

At Coimbatore

The members of the Board of Directors met in Ramnagar, Coimbatore to transact official business in the 52nd Session of the body on 18th July.



Farewell

K. S. Ranganathan leaves Sakthi Sugar Cane for E. & S. Leaf Tea in Wynaad

1970, presided over by Chairman N. Mahalingam, B. Sc., M. I. E. Members present at the sitting were Directors V. M. Kailasam, R. Chinnaswamy Naidu, S. Senniappa gounder, K. S. Murugayyan S. M. Srinivasan, E. S. Palanisamy, K. K. Ramasamy gounder, N. K. Kaliappa, S. Palaniswamy, P. N. Srinivasan and K. Saravananaraju. General Manager P. V. Viswanathan, Deputy General Manager S. V. Balasubramanian and Auditor P. N. Raghavendra Rao also were present at the meeting.

Office accommodation problem at head quarters, is developing into a live one, with the increase in number of the members of the staff. Good tidings however reaches us that the management have acquired a plot of land in the heart of the city, for putting up an up-to-date and modern office building.

The foundation

That which is the foundation of all our hopes and of all fears; all our hopes and fears which are of any consideration; I mean a future life.

— Joseph Butlee

TEASER STRIP CARTOONS:

BUT WHO MILKS THE COW...?

It is a common belief that the SUGAR INDUSTRY is a KAMA-DENU, the legendary cow that could yield all your wishes. But who milks her, appears to be a different story. According to the "teaser strip-cartoons", recently released by the Indian Sugar Mills Association, it is a "Kama-

denu" all right to the Central and local governments but not to the industry.

No birth control!

The sugar industry cannot stop producing at will, emulating those who believe in 'birth control'. "We keep crushing when we should rather stop",



to protect cane-growers. The higher cane prices and the cost of uneconomical operations do affect somebody the consumer, right or wrong, he pays the bill.

Sorry sweet...

Tho the industry made piles of sugar, it made no piles of profits. It had therefore to regret often "no dividend, sorry". Sugar shares were not "sweet" in the market. While conceding that some of the mills had been in arrears of payment to the sugarcane growers, the Indian sugar mills' Association contends that more often than not, the industry had no choice for the growers tended to collect their dues in their own time and that for the industry had no choice for the sake of a few black sheep, the entire industry should not be blamed.

Beneficiaries, de-facto...

The Association pointed out that at a time when Sugar sold at Rs. 5 per kilo in the open market, the consumer was in effect subsidising control sugar as the Government took 60 per cent, of the production at controlled rates. Against the government floor-price of Rs. 7-37 for sugarcane, the industry had often to pay as much as Rs. 17 per quintal and the real beneficiaries were the numerous cane growers.

The secret of SECRET

It is a great kindness to trust people with a secret. They feel so important while telling it to others!



In borrowed plumes...!

A scene from the humorous play staged by the pupils during the anniversary day celebrations of the Factory School.

All roads lead to S.S....?

They all did favour us with their Welcome Visits

Recent stream of visitors to our factory in Sakthinagar, included among others Engineers, Bankers, Workers, businessmen, literary scholars and Theologians.

Project Engineer P. R. Dalal of East African Sugar Mills Ltd. Kenya visited Sakthi Sugars factory in the last part of the first quarter of the year. Dalal who was in India, the country of his birth, on a well-earned four months holiday, utilised the occasion to make a useful study of the lay-out and working of our factory.

Exactly a month later came Cost Accountant Ranganathan from SITRA the wellknown South India Textile Research Association of Coimbatore. He was followed a week later by a batch of Two dozen worker-teacher trainees from Regional Workers Education Centre, Coimbatore on 26th April 1970. Earlier, during the first week of April, Sakthinagar was graced with a visit by the S. R. Pai, Regional Manager of Syndicate Bank, Bombay.

Rev. Samuel Amirtham, M. A., D. Th. the erudite principal of Tamil nadu Christian Theological Seminary at Madurai-10 also deemed it useful to pay a visit to our Factory Campus, in the company of his wife.

In the middle of May 70, a party from a Mysore Sugar Factory,

one draught

More helpful than all wisdom is one draught of simple human pity that will not forsake us.

England, } — George Eliot
1819-80. } (Woman Novelist)

Karkhana Ltd., situated in Kolar District of Mysore State, came to see and benefit by studying the functioning of the highly modernised Sakthi Sugars.

K. A. P. Viswanatham the Tamil Scholar from Tiruchirapalli came to take part in a symposium, held under the auspices of Sakthinagar Tamil Manram.



Another V. I. P. visitor to the Factory

— who was very much impressed by the pattern and up-to-date working of our Sakthinagar Industrial complex, was Managing Director V. N. Subbarayan of S. I. Steel and Sugars, whose sugar unit is situated at Mundiambakkam in South Arcot district of Tamilnadu. Here he is seen in the right extreme of the picture, with Sakthi's Chairman N. Mahalingam, (in the centre) and Chief Engineer K. M. Periasamy.

photo: K. K. Menon

Training Course in Supervisory Development

— M. K. RAMKUMAR —
(Maintenance Engineer, Sakthi Sugars)

The management arranged for a training course in supervisory development. About 28 persons were selected from various departments of the factory to undergo intensive training. The aim of the course was to improve the efficiency and standards of the Supervisory personnel by imparting training in various modern techniques of supervision.

The course director was Mr. S. Paramanayagam, Assistant Regional Director of Regional Labour Institute, Madras-25. Mr. Paramanayagam is wellversed in the art of Safety Engineering and Supervisory Development.

The duration of the course was 12 days commencing from 1st of April 1970, covering nearly 4 hours every day. The various subjects covered under this programme are enumerated below.

Structure and function of our organisation;
Functions of Supervisors;
Problems connected with Supervision;
Setting objectives and targets for individuals/sections/departments;
Role of a Supervisor as a Leader;
Maintenance of Discipline;
Human relations;
Efficient supervision through proper communication;
Plans for self-developments.

During the training course, participants were divided into groups, and problems were posed to them for group study and solution. Several case studies were examined likewise and the results obtained by the different groups

were discussed in detail to arrive at a correct approach to the problems. Several practical examples of problems encountered inside the factory during supervision were given to the participants as case studies. Such exchanges of experiences and views among the participants were found very beneficial by the Supervisory personnel.

During the last 3 days, a course on Method study and Work Measurement in Engineering was conducted by Mr. Marannan, Industrial Engineer, Coimbatore Productivity Council, Coimbatore. The following subjects were dealt in detail:

About Productivity;
Work Measurement;
Method Study;
Cost reduction and Waste Control;
Job evaluation and incentives.

Several typical examples were taken from the routine work of the factory and they were discussed in detail. The course on work study was found very helpful to fix up time standards, eliminating inefficient time simplifying the work and increasing productivity.

The participants took great interest in the course which was very informative and instructive to have analytical approach to the day to day problems faced in the factory.

! and ?

⊕ — ⊕

Every prison is the exclamation point and every asylum is the question mark in the sentences of civilisation.

— S. W. Duffield



Thus has our school progressed ...

Headmistress Indrani Richard reads out the annual report of the institution during the school day celebrations. On the dais are seated from left to right: Civil Engineer Jegannathan, D. E. O. Rahotheama Rao and Chief Chemist S. Srinivasan.



Sugar Production Estimated to reach 43 Lakh Tons!

India is likely to ascend to the position of the fifth-largest sugar producing country in the world.

The production of Sugar during 1969-70 is likely to increase by about 7.40 lakh tonnes or by 20.8 percent over the actual production during 1968-69. The All India final estimate of sugar production for the crushing season 1969-70 for the sugar produced directly from sugarcane in India is placed at around 43 lakh tonnes as against an actual production of 35.59 lakh tonnes, during the previous season.

Sugar production figure for 1969-70 crossed the 40 lakh tonne mark, at the end of May and is likely to go up higher when the crushing is completed, according to official sources. On May 31, the production figure was 40.23 lakh tonnes, compared to 33.58 lakh tonnes on the same date previous year.

The World Venerates...

The World stands aside to let anyone pass who knows where he is going.

— David Starr Jordan

With nearly 80 mills still crushing the cane, mostly in Uttar Pradesh and Bihar, an unprecedented record output is forecast. At this time last year only 49 sugar factories were continuing their operation.

According to an official source, the Central Government's rebate in the Excise and the State Government's concessions to the factories to continue lifting the cane has yielded good results.

OVERSEAS DEMAND FOR INDIAN SUGAR MACHINERY

There is increasing demand in many countries of Asia and Africa for Indian Sugar-mill machinery. According to trade figures released in Calcutta, exports to Uganda were valued at Rs. 15,93,200 in April - December 1969, compared with Rs 2,90,770 in the same period of 1968.

Exports to Kenya remained static at Rs. 8,52,000 while Libyas' purchases increased from Rs. 1,19,950 to 1,72,000. The total value of the machinery exported in April - December 1969 was Rs. 27,85,530 Compared to Rs. 16,14,688 in the same period of 1968.

CEYLON'S REQUEST FOR 10,000 TONNES OF SUGAR

The Government of Ceylon has approached India for immediate supply of about 10,000 tonnes of sugar to tide over its economic crisis. Whether it should be in the form of deferred credit or barter has been left for negotiations.

In response to Ceylon's appeal India has offered to supply 10,000 tonnes of sugar, to assist Ceylon meet its foreign exchange difficulties. Indian High commissioner Y. K. Puri conveyed this offer to the Ceylon govt., on 14th June '70. He said that the offer carried no conditions for the present but was open for later settlement.

INDIA TO PRODUCE BEET SUGAR IN 1971

India will start producing beet sugar from next year and steps have — continued on page 8

Working Miracles

Miracles sometimes occur, but one has to work terribly hard for them.

— Chaim Weisman

INDIAN SUGAR BOWL

— continued from page 7

been taken to complete the installation of the plant at Sri Ganganagar (Rajasthan). The sugar beet crop will be sown in October this year in the factory area.

With a view to cultivating and developing sugar beet, the Union Government has already marked suitable locations in Punjab, Hariyana, Rajasthan and western U. P. It has also sanctioned Rs. 4.35 lakhs for the Centrally-sponsored schemes.

The scheme envisages the establishment of four centres; one in each of these States for providing technical know-how for the successful cultivation of the new crop. Further, research and investigation on various aspects of sugar beet cultivation will also be undertaken by the scientists of the Indian Council of Agricultural Research under the all-India co-ordinated project for sugar beet improvement.

⊗ S. K. SOMAIYA ELECTED NEW ISMA CHIEF

For the year 1970-71, the noted captain of Industry, S. K. Somaiya

has been elected president of the Indian Sugar Mills Association.

⊗ RELUCTANCE OF BANKS TO HELP SUGAR UNITS...?

Mr. S. K. Somaiya, president, Indian Sugar Mills Association, expressed serious concern that the banks were generally reluctant to give the deferred payment guarantees for plant and machinery purchased by sugar factories, particularly for those in UP and Bihar, on fears of nationalisation of the industry in those States. In these States, the banks have taken a policy decision to refrain from giving such guarantees.

Mr. Somaiya said this policy of the nationalised banks would seriously affect the rehabilitation and modernisation of factories in UP and Bihar.

Stating that the Industrial Development Bank of India was encouraging the supply of plant and machinery on deferred payment terms and was allowing various facilities for the purpose. Mr. Somaiya observed that if the banks

refrained from giving guarantees which were required under the IDBI scheme, it would be difficult for the mills to avail of the facilities granted by the IDBI and purchase plant and machinery for rehabilitation and modernisation. Further, it was reported that the banks were trying to reduce the term loan commitments to sugar mills in UP and Bihar and that no further commitments were being made. These decisions, based as they were on fears of nationalisation, Mr. Somaiya said, had worsened the investment climate in the sugar industry in UP and Bihar.

In this context, Mr. Somaiya also drew attention to the fact that the urgent need for rehabilitation and modernisation of the plant and machinery of sugar factories, particularly in UP and Bihar, had been recognised time and again. Thus, the decision to refrain from providing guarantees for the purchase of machineries on deferred payment terms as also to put a curb on the term loan requirements of sugar factories, would be a retrograde step and in the long-run might affect production there by undermining the interests of cane growers.

⊗ MOLASSES EXPORT

The Central Molasses Board is understood to have permitted export of 1.27 lakh tonnes of molasses and 4.5 million litres of alcohol during the current sugar season. The exports will be handled by the state Trading Corporation before the end of November this year.

⊗ CANE RAIL FREIGHT CRITICISED AS EXORBITANT

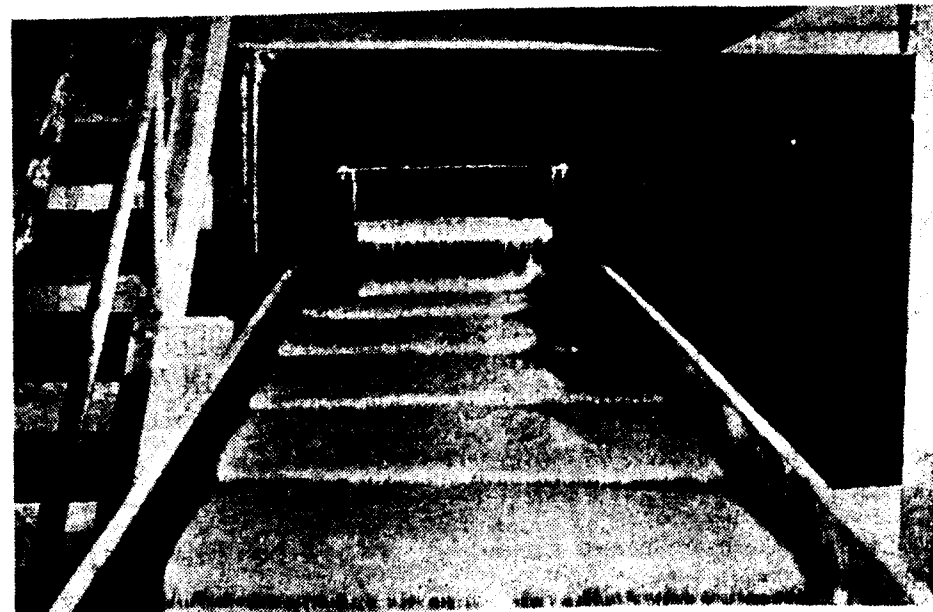
The 35 percent, hike in rail freight for sugar - cane imposed by the 1970-

Continued on page 9

Respect them both...

We must have respect for both our plumbers and philosophers, or neither our pipes nor our theories will hold water.

— John Gardner



— and here flows down Sugar, crystalline, sweet and pure

Multi-tray grass-hopper Drier Conveyor finds inevitable place at the closing stage of the manufacturing process.

INDIAN SUGAR BOWL.... (continued)

71 Rail Budget is exorbitant and is likely to inhibit the sugar industry from lifting swelling cane supplies, according to S. K. Somaiya, president, Indian Sugar Mills Association.

In a statement, Somaiya made two points in favour of the withdrawal of the hike. First cane supplies are sizable, necessitating off-season crushing. Second, cane is being directed from low-priced gur and Khandhari to sugar thus adding to the pressure of supplies.

In a situation of excess supply, high rail freight only added to costs, thus inhibiting sugar mills from crushing all the available cane. In many

areas, a sizable portion of the sugar cane is transported by rail. Especially in those zones, the high cost of transportation "would be disastrous" Somaiya said.

Apiary News:

Bees for export

So-called gray, mountain Georgian bees are exported to 40 countries. They are bred in France, Finland, Denmark, Japan, the United Arab Republic and other states. The gray bee is not afraid of wind, rain or fog and has the longest working day. But the chief merit of this bee (the breeders of which twice received a gold medal of the International Organisation of Bee - Keepers) lies in that it improves low productive breeds. In the United

States, for instance, Georgian bees are used in the breeding of queens at 40 per cent of the apiaries.

An apiary for 70,000 queens is being built in the mountain gorge of the Hoby River in Georgia. This is nearly double the number of bees kept in eight state-owned apiaries.

Scientists seek New hybrid cereals

British plant scientists have initiated a big research programme to develop new high-yielding varieties of wheat and barley.

They are known as F-1 hybrids - crossbred varieties that produce 25 per cent. more grain than any existing strains.

After four years of basic research Rothwell Plant Breeders, of Rothwell, Lincolnshire (Eastern England) have decided on an all-out hybrid development programme.

The station's director of scientific development, Dr. Richard Mercer, commented: "It could take up to 10 years to produce a commercial F-1 hybrid, but the result would be worthwhile".

For the average British farmer it would mean a new dwarf cereal that would produce 750 to 875 kilograms more per hectare than ordinary varieties. For the best producers with a yield of 7.5 tonnes per hectare it could mean an extra 2.5 tonnes.



Versatile Sugarcane Loader ...

This versatile sugarcane loader, said to be capable of handling up to 20 tons an hour with a single operator, was seen at this year's Royal Show (July 7-10) at Kenilworth, in the English Midlands. The loader, which is hydraulically operated, has no clutch, gearbox, brakes, or steering systems, thus making maintenance easy. It is highly manoeuvrable and has top speed, forward or reverse, of 8 m. p. h. The makers say that a person with no driving experience could operate it within three to four days. Said to be the first purpose-built sugarcane loader, it consists basically of a triangular frame of welded steel tube with two front driving wheels and swivelling castor wheel at the rear. The grab has a capacity of 1,000 lb.





Congrats

Gita - Srinivasan

It was a jubilant Company exuberant with joy that thronged the spacious banquet hall, which serenely roosted in the lofty roof-garden of, Coimbatore's hotel *de-luxe* Alankar, on the salubrious evening of 7th July 1970, when the happy little family of



Here they come, the happy couple ...

On alighting from their car, at the porch of the place of reception, the young guests of the evening are enthusiastically received with beaming smiles by the lady employee on Sakthi Sugars staff.

AS JOY BELLS PEAL

We Entertain the Newly Weds!

— "Tappal" —

Sakthi Sugars's staff and officers gave a reception, affectionate and gay, to the newly married Srinivasans. And who were these Srinivasans?... thereby hangs a nuptial tale.

From Kaveri to Potomac...

Several weeks ago, twenty six year old, boyish looking Srinivasan, flew from distant Washington to the shores of India, sent by his loving father, on the happy errand of finding a bride! Though their ancestors hailed from the affluent and fertile banks of Kaveri in Tanjore and prospered in cultivating the rich delta soil, Papa Natarajan felt attracted to acquire technical skill and

ultimately rose to a position of responsibility in the wellknown TELCO at Jamshedpur. From thence he proceeded to the United States to improve his prospects. Between them, the son and father own today a thriving import business under the name Essengee (India) Agency in the capital city itself-Washington:

On graduating from Maharaja's College, Pudukottai and after acquiring a few further qualifications, young Srinivasan joined the world famous Works of Mercedes-Benz in Germany for an intensive training for two years in their Factory, before taking up a lucrative post across the Pacific as highly trained automobile Engineer. Thus it was that Srinivasan came to join his father and live in apartments on the banks of the Potomac.

Then came a day, when like patriarch Abraham of old, Papa Natarajan deemed it expedient and good that his son should go to the land of their birth to seek a proper life-partner.

The dream girl...

Thus began his hunt for a bride who would accompany him back to the distant west and make a cosy home for him. In the company of his mother Mrs. Natarajan and sister Sulochana and juniors, who were residing in Madras and a bus-fleet owner maternal uncle from Manapparai in Tiruchi district, he appears to have begun and continued the pursuit for a pretty long period, traversing a good part of Tamilnadu in the process with little success. When he was about to give up his search in sore disappointment as his holidays were fast drawing to a close, thanks to introduction by some kind souls, he met his dream girl and ideal parents-in-law in the green snow-capped cosy residence of Peruvemba V. Viswanathan, the Venerated general

manager of Sakthi Sugars in Coimbatore.

Simplex Munditiis

But the time for returning to the States was fairly close at hand! The two families proved equal to the occasion and with one accord decided to have a very quiet and simple wedding, at the bride's residence without any formal printed invitations but with a reception *la grande* in the city's posh hotel the same evening.

Mrs. Jaya Viswanathan and Mr. P. V. Viswanathan, celebrated the wedding of their beloved daughter Githa Bhagyalakshmi a graduate in home science, with Washington Engineer N. Srinivasan son of Mrs. and Mr. Natarajan in a simple and solemn ceremonial on the morning of 5th July 1970, in their house in Raja Annamalai Road, which had been supplemented for the occasion with a small pandal beautifully decorated with plantain trees with fruits hanging in clustered spikes, festoons and colour lights. Double Set "Nathaswaram" party played sweet Carnatic music.

Guests:

Chairman Mahalingam who had come all the way from Madras for the happy function, attended - "welcoming the bride groom" ceremonial the previous night and stayed on to squat for the dinner. Mrs. Pushpam Kailasam and Director V. M. Kailasam from Erode, Directors N. K. Kaliappa and A. V. Giri, P. V. Krishnamoorthi paternal uncle of the bride, his son Subramanian from Salem and daughter Mrs. Ramachandran from Mysore, Mrs. and Mr. Basha from Ambur, Mr. Narayana Rao from Bombay were

Two fellows...

The fellow who falls down on the job will be on his feet a lot quicker than the one who lies down on it.



With greetings warm and Wishes true...

Deputy Chief S. V. Balasubramanian, presents to the couple, on behalf of Sakthi Sugars, half-a-dozen handsome silver tumblers on a beautiful platter of silver, with best wishes for a happy, prosperous and peaceful wedded life. — photos: P. Kannan

some of the elites present at the wedding.

In the evening reception and tea party, the guests were received with sprinkle of rosewater and offer of sandal paste by the bride's brothers Sethuraman, Mohan, Balaram, their parents the Viswanathans, Mrs. Natarajan and Miss Sulochana Natarajan the mother and sister respectively of the groom, and his uncles.

The illustrious guests included Mrs. Pushpam Kailasam, Directors V. M. Kailasam, S. Senniappa gounder, S. M. Srinivasan, K. S. Murugayyan and A. V. Giri; general-manager P. K. Doraiswamy of A. R. C., Deputy general-manager S. V. Balasubramanian of Sakthi Sugars, Head Master N. Chinnasami Naidu of Mani High School, and several officers and officials from Sakthi Nagar, including chief Engineer K. M. Periaswamy, chief chemist S. Srinivasan, Acting Cane Superintendent Thirumalaisamy, Labour officer K. Ganesan, Security officer Narayanasamy and B. L. N. Shastry.

To gratify or astonish

Always do right, this will gratify some people, and astonish the rest.

America 1835-1910

— Mark Twain



... Saying it with a jasmine garland and bouquet

kerchief and socks to match, not to mention his polished pair of cut-shoes. The left flank of the bride was graced by the dignified presence of her, foreign returned father P. V. V. clad in his usual white Trousers, slack and sandals. Mrs. Ramachandran cousin of the bride and Mrs. Jaya Viswanathan the mother adorned the adjacent head table. The officers and employees



With officers and members of the staff ...

Seated left to right are: Accounts Officer Seshadri, Accountant N. V. Kamalesan, General Manager (and bride's father) P. V. Viswanathan, Bride **Gita Bhagyalakshmi**, Bridegroom **N. Srinivasan**, Deputy General Manager S. V. Balasubramanian, Editor A. E. Solomon Appadurai and Project Engineer V. T. Arasu, while standing immediately behind deputy G. M. is Seed Production Officer K. R. Ramanujam.

— photos: P. Kannan

WE ENTERTAIN

the Bride-groom from the banks of the potomac

— continued from previous page

occupied the chairs and tables fanned out in front.

Toasts and presents...

Deputy chief S. V. B. congratulated the couple on the happy event in their lives and wished them very happy, prosperous and healthy long lives and made a presentation on behalf of Sakthi Sugars, after garlanding the bridegroom. (photo on page 11)

The happy bride was garlanded by staff member Mrs. Karthiyayini Gopalakrishnan. Coffee was served to all, with special sweets, savouries, fruit and the inevitable Beeda. Editor A. E. S. A. introduced the couple to the guests in a short opening talk and proposed the vote of thanks in the end. Speeches befitting the occasion were made by messers Seshadri, V. T. Arasu, N. V. Kamalesan, M. Ponnuswamy, and A. Basith.

Both go abroad...

In a touching speech, saturated with affection and love General Mana-

ger P. V. Viswanathan thanked the staff for their gesture of goodwill. It may perhaps be mentioned here that his first daughter Radha was married exactly four years ago this month, and is living in England now with her husband Rahunath and two children in their own residence. Now Gita also is leaving abroad with her husband! We happily recall that both Radha and Gita used to write articles to our Journal.

Dual response and the sugar dweller...

The joy of the hosts was double-fold when both the bride and bride-groom responded to the toasts severally; the former in a chaste tamil speech mellowed in silver tones and the later in yankee accented English.

In a typical after-party talk interspersed with humour and enjoyed by everybody, the bridegroom claimed natural affiliation to the happy family of Sakthi Sugars, laying the claim through the literary meaning of his surname Seenivasan which Tamil words mean "He who lives in sugar". In a bold gesture he accepted full responsibility for the non-issue of printed invitations to the wedding - proper. He went on to point out that even in affluent America it was common to celebrate weddings in a simple manner

Inspired....

All good poets, epic as well as lyric, compose their beautiful poems not as works of art, but because they are inspired and possessed.

Greece, } — PLATO
B. C. 427 - 348. } (Philosopher & Author)

restricting the invitations to very near and dear ones and the expenses to about a couple of dollars before the couple went away for their honeymoon. He was very proud that a number of Indian scientists were employed abroad in very important posts and if coming back to India could be made attractive to them by the recognition of their merits abilities and talents, the day when India could land men on the moon cannot be far away!

The speech was received with well merited applause. A handsome album of photos taken at the reception (by press photographer P. Kannan) was presented to the couple next morning before they left Coimbatore by plane on the 8th forenoon. We wish them both all the good things in life, and blessings, protection and loving guidance from Almighty Lord GOD!

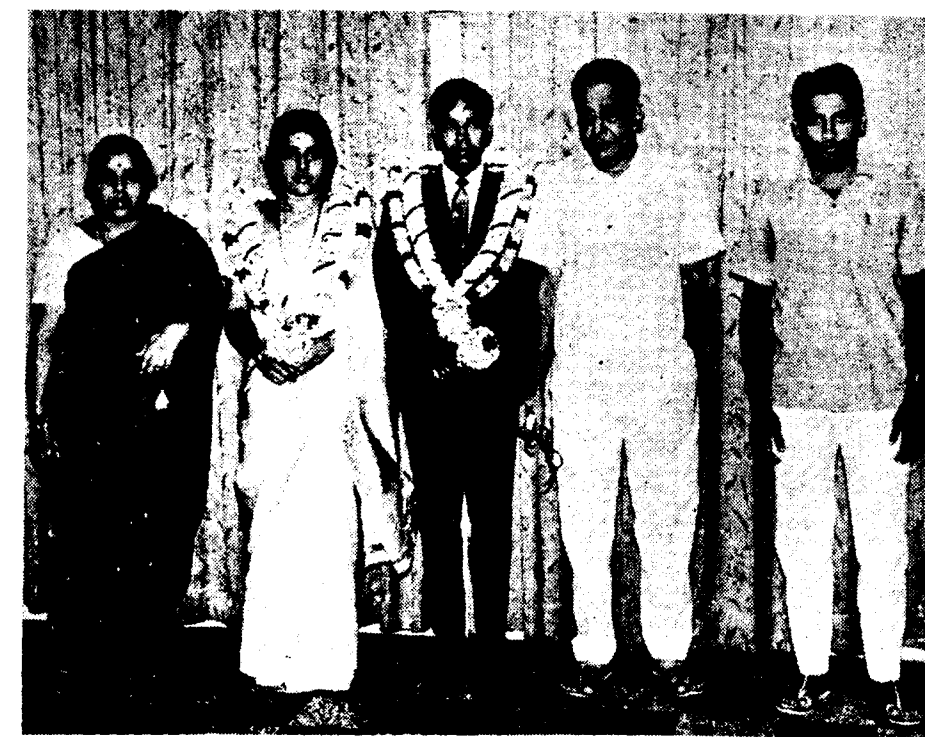
President GIRI greets ..

Warm messages, wishing the couple all the choicest from Heaven, were received from all over India, including one from the President of India His Excellency V. V. GIRI and another from Central Government Minister Hon'ble Mr. K. S. Ramaswamy.

Grand Triple ! Reception en masse to Wedded pairs three

On the heels of the party given to the Srinivasans, the Sakthi-Sugarians at Coimbatore, had the rare pleasure of according a grand triple reception to three members of the staff and their newly married wives the Rajas, Muthusamys and Periasamys, on the pleasant evening of Thursday the 23rd July. The venue of the delightful party held against a background of soft flowing sweet music, was the dim-lit dreamy hall of Coimbatore's Alankar.

It is interesting to note that all the three weddings had taken place earlier on a single day, namely 7th June 1970.



On the eve of departure to Washington ...

The newly married pair, the Srinivasa are due in Washington, U. S. A., soon, where the 'groom has his lucrative occupations. Here they are seen with the bride's parents Mrs. Jaya Viswanathan, and General Manager P. V. Viswanathan and the youthful deputy G. M. of Sakthi Sugars S. V. Balasubramanian.



With yet another group of Head Office staff

Weddings three...

At Madurai, T. M. Raja staff member of Purchase section, pilot - trainee of Flying club and B. A. class student of evening college, married **Girija**, pretty daughter of Mr. G. Krishnan of "Ettupatti Bungalow" Tiruchirappalli.

At Sathy Veradampalayam K. K. Muthusamy an assistant of Accounts section and son of Mr. K. P. Kuppanna gounder of Kodiveri Kallippatty, married **Saraswathi** charming sister of Mr. S. M. Marappan of Sathy.

At Aalampalayam, V. P. Periasamy another assistant in accounts branch

— continued on page 14



Girija - Raja

Weddings galore in Sakthi firmament!

— continued from page 13

and son of Mr. V. S. Palani gounder of Vettuvanpudur, married **Rajammal** the handsome daughter of Mr. R. Rangasamy gounder, president of Uthandiur Panchayat Board.

Triple reception:

In the triple reception, the three newly wedded youngmen, with their beautiful brides by their sides, delightfully dressed and gay, sat at the high table with general-manager P. V. V. and deputy general-manager S. V. B. in the centre. All members of the staff attended the function. The party sat to enjoy delicious *Basanthi*, spicy *Vadai*, flavoured Cashewnuts, luscious

plantain fruit and warm coffee, smartly served by uniformed waiters.

The toast of the couples was proposed by general-manager P. V. Viswanathan who after conveying the hearty congratulations and good wishes of the office, gave a call to the young husbands to pattern a more regulated, responsible, disciplined and economical life, as different from their uncontrolled bachelor days, in the interest of happy homes. He did not fail to re-

Curb on Movement of Free Sugar Lifted

The Government on 22nd July announced removal of the restrictions on the inter-State movement of free trade sugar.

The existing restrictions on inter-State movement of levy sugar will, however, continue, the announcement added.

mind the young pairs — “do not delay the first; do not precipitate the second; and never have a third.” Others who went to the mike to offer felicitations to the young guests of the evening were Editor Solomon Appadurai, project Engineer V. T. Arasu, A. Basith and seeds officer K. R. Ramanujam.

Oscillating Electric table fans in attractive sky-blue shade were handed over to each of the three couples as wedding presents.

Two of the youthful brides **Rajammal Periasamy** and **Saraswathi Muthusamy** in unfaltering silver voices and all the three young husbands in rather nervous tones (conscious evidently of the presence of their official superiors) replied severally to the toasts in short talks, greeted by applause of appreciation.

With the playing of the national anthem, the enjoyable evening came to a close.



Theresa — Vincent

Gnanadikkam of Sakthi Sugars Engineering department celebrated the marriage of his daughter **Mary Joseph Theresa** with **Louis Vincent** typist of Madras Aluminium Company Ltd.,

Thus is it earned!

A continual feast of commendations is only to be attained by merit or by wealth.

England 1854-1900 } — **Samuel Johnson**
(Man of letters)

Crowded isolation ...

The time when, most of all, you should withdraw into yourself is when you are forced to be in a crowd.

Atbens } — **Epicurus**
BC-300 } (Philosopher)

Weddings....

— continued from page 14

on 20th May 1970 at Coimbatore. Welfare officer K. P. Ganesan congratulated the couple and made presentations. Friends and relations attended the function in good numbers.

Purse of Rs. 101/- to bridegroom.

office boy **Abdul Khadar** of Sakthi Sugars was presented with a purse of Rs. 101/- to felicitate him on his recent wedding. The wedding of **S. Abdul Khadar** with **Zaithun Begum** daughter of Mr. M. M. Hydroos of Coimbatore took place on the 31st of May 1970. Staff and officers, including the general manager and deputy general manager attended the marriage. A picture of the groom arriving in a picturesque procession accompanied by four “best-men” at the “Nikah” hall, is published elsewhere in this page.

Bhagyalakshmi — Nachimuthu

Mr. K. S. Velusamy manager of our sister concern The Gounder & Co.,



celebrated the wedding of his daughter **Bhagyalakshmi** with **M. Nachimuthu** son of Mr. N. Muthusamy gounder of Seelakkampatti Malayandipatnam, on Monday the 8th June 1970 at Pollachi.

Jeyabharathi — Sampathkumar

Mr. S. M. Palanisamy of Singaram-

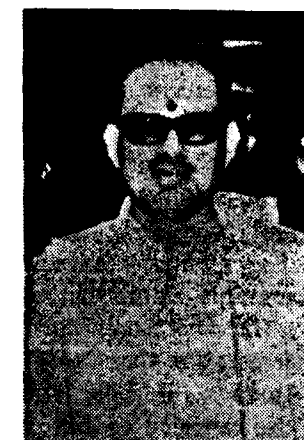


Towards connubial bliss ...

Bride-groom **S. Abdul Khadar** of Sakthi Sugars, walking in procession from Namaz at Mosque to the wedding hall.

Wedding in Director's Family

Mrs. Savithri Karuthiruman and Mr. P. G. Karuthiruman B.Sc., M. L. A., director Sakthi Sugars and leader of the opposition in the Madras Legislature, celebrated the wedding of their son **Dr. P. K. Mohan**, with **Dr. Pushpavalli** beloved daughter of Mr. P. T. Vadivelu Gounder of Pannaipuram, Madurai District, at President Hall Coimbatore on 21st June 1970.



Fourth tour abroad ...

Director Karuthiruman best in Paris in the middle of this month to participate in the Second World Tamil Meet held there. He will return to India after visiting Britain and the limited states. This his fourth tour abroad.

palayam celebrated the marriage of his son **Sampathkumar** with **Jeyabharathi Devi** daughter of Mr. P. Marudachala gounder of Marappa gounden pudur, at Pollachi on the morning of 7th June, 1970.

Vathsala — Jagannathan

Vathsala niece of our Director R. Chinnaswamy Naidu and daughter of Mr. Venkatesalu Naidu, was married to **K. Jagannathan B. Sc.**, son of Mr. S. Kondasamy Naidu managing partner of Subbiah Foundry, at “Rama-

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INTERNATIONAL PORTHOLE



WORLD SUGAR OUTPUT FOR 1969-70 7.94 crore tonnes, Record likely!

The world sugar crop for the 1969-70 season is likely to be a record of 7,94,00,000 short tonnes. This would be 5 percent more than last season's sugar output, with increases expected in many areas.

The International Federation of Agricultural producers, has reported that weather conditions have generally been favourable in the sugar growing regions. The most significant production increases for the season are in North America, Europe, and Asia. Cuba is also expected to have a significant increase over last season's short crop.

In South Africa, a major increase is anticipated. The Philippines too expect a marked increase. In Europe larger than usual crops are expected in countries such as France, Spain and Rumania and other countries that produce sugar. Russia is not expecting any increase in production the yield being about the same as last year. The 1970 sugar crop was estimated at 4,12,600 tons at the end of April by the Jamaican sugar manufacturers Association.

Youthfulness of Love

Those who love deeply never grow old. They may die of old age but they die young.

- Arthur Wing Pinero

The lonely dark spot in the sugar picture is Australia, where drought has seriously affected sugar prospects.

► Cuba fails to reach Sugar output target

Dr. Fidel Castro has announced that Cuba will not be able to reach the TEN million tonne target set for a record sugar output this year. The target was to be reached in mid-July. But it would appear that at best production will not exceed 9 million tonnes. This will be a great blow not only to the Cuban economy but to the people's morale also. Dr. Castro had



Egyptian Voyage...

Dr. J. Thuljaram Rao, Director of Coimbatore Sugarcane Breeding Institute left recently for Egypt, on a Three year assignment.

last year exhorted the entire country to strive towards fulfilling the target to prove to the world that Cuba was capable of standing on its own feet. Even public holidays were cancelled. Several hundred American sympathisers had also come to the island to help out with the harvesting.

The failure somehow highlights the short comings of the Cuban economy. Dr. Castro cannot but be aware of the need to avoid dependence on a single primary product. Yet there seems no way out in the near future except by exporting sugar. This commodity is however becoming a surplus one even in some under developed countries.

Russia has come to the rescue of Cuba's economy by buying huge quantities of sugar at three times the world price. In return the Cubans have been obtaining Russian goods especially machinery which it badly lacks. Until Cuba is able to make some progress in industrialisation, it must lean heavily on the Soviet union however unpalatable this may be.

► Decision of ISO

The London Sugar Market welcomed the firmness shown by the decision of the International Sugar Organisation not to relax its present restrictive measures for the moment, as announced in June '70. Brokers considered the decision "constructive" and expect the tendency to firm up as a consequence.

The short-term position is uncertain, because of possible sales of white sugar by European countries not belonging to the International sugar agreement, while both India and Brazil

The goals...

The goal of many a man is like unto a turnip dangled in front of jackass-to make money faster than his family can spend it.

— Continued from page 16
still hold considerable stocks to dispose of - Brazil 70,000 tonnes and India 80,000.

► British surcharge on sugar raised

The U. K. sugar surcharge was raised to 1½ d. per pound from 1d. per pound from 21st May 1970, according to an announcement by the ministry of Agriculture. The increase was necessitated in view of the fall in world price of raw sugar.

► Holland to press E. E. C. join sugar pact

The Netherlands is taking the initiative to have the European Economic community immediately reconsider the question of accession to the International Sugar Agreement.

Pierre Lardinois, Dutch minister of Agriculture, told the second world Food congress, held in the Hague, the agreement would be on the agenda of the EEC agriculture ministers' meeting. Accession by the EEC to the agreement was especially desired by developing sugar producing countries.

► Sugar crop poor in West - Indies

The sugarcane producing West-Indies island of Barbados has been able to manufacture 1,53,000 tonnes of sugar only from its 1970 crop, which has just been harvested. This disappointing figure is 21,000 tons short of the original estimate. With 5,000 tons borrowed from Jamaica last year to be repaid, 10,000 tonnes kept for local consumption and 9,200 tonnes used in fancy molasses exported to Canada and the U. S., only 1,29,000 tons are available to fulfil existing quotas. While

the production figure is well above last years disastrous crop of 1,39,457 tons it is still far below the 1,80,000 tons considered an adequate annual production target.

Commonwealth Caribbean sugar production estimates for 1970 continues to drop. The latest monthly figures of the West Indies Sugar Association issued in Barbados, forecast an overall production for its six member territories, namely Antigua, Barbados, Guyana, Jamaica, St. Kitts and Trinidad

of 11,72,600 tons in 1970. This compares with a "poor" crop of 11,60,474 tons last year.

► South Korea appeals for sugar imports

South Korea's Consul - General in India, Dr. Woosang Choi, revealed that his country would need 1,00,000 metric tonnes of raw sugar this year. Consulate-general officials stressed that these commodity requirements

— continued on next page



A rare inside view of our Factory at Sakthinagar.

— photo: Shanmugadas.

International Porthole

— continued from page 17

were immediate and said most would be imported in 1970 or if necessary early in 1971.

➤ European sugar - beet Production may fall

Preliminary reports from Europe's

major sugar beet producers indicate that most countries anticipate smaller crops this year because of unusual and unseasonal variations of temperature and climate.

Britain, Italy, Spain and Poland alone expect crops marginally higher than last year. The decline this season is attributed mainly to late sowing caused by a late cold spring followed by heavy rain and drought which caused crop irregularities and hampered growth.

According to a spokesman of the British Sugar Corporation, the 1970 U. K. sugar crops expected to be six million tons against 5.9 million tons last year. The 4,43,000 acres under sugar is about the same as last year.

➤ Government credit curbs on Philippine Sugar Industry

The Government of the Philippines, has stopped state institutions, the sole major source of credit in the country from giving further credit to the sugar industry. The move was resorted to by government to prevent the setting up of 15 new crushing mills by 1974. The Government pointed out that the present 32 Mills have a total crushing capacity of 2.6 million tons and the latest estimates put this year's crop at only a little over two million tons. If this estimate is met it will be a record crop, but it still will not be enough to meet the U. S. quota raised to 50,000 tons.

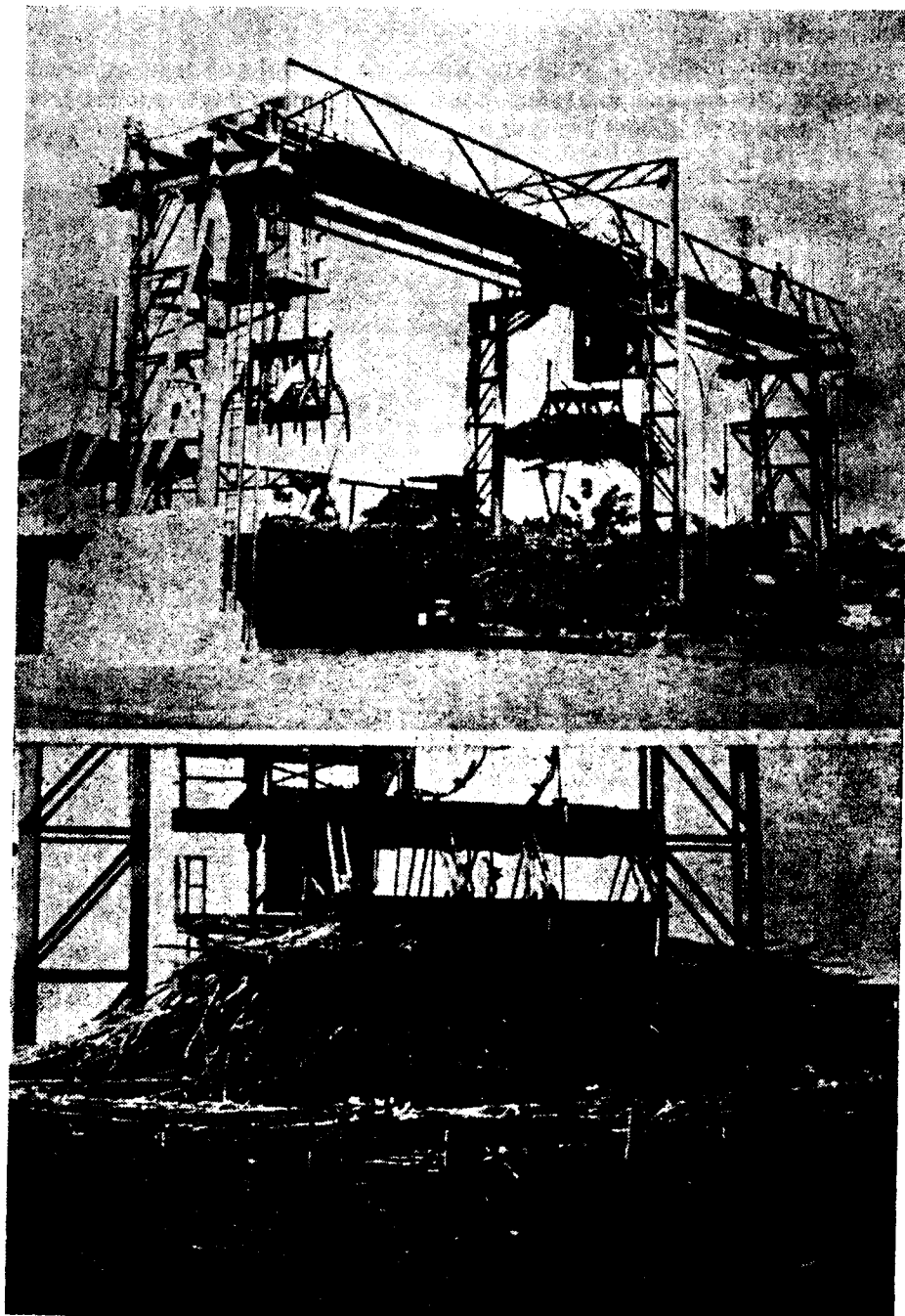
The total quantity of sugar that must be delivered to the United States is around 12,76,000 tons. Home consumption is estimated at 90,000 tons.

— continued on next page

Finest, yet...

The finest art,
the most difficult to learn,
is the art of living.

— John Macy



Mechanical cane-handling equipment at the entrance to the factory

This automatic machine which unloads cane from lorries into the cane conveyor channel is the only one of its kind in South India. No wonder it draws visitors from far and near who are interested in studying the working of this modern equipment.

Hovercraft helps in survey work on irrigation scheme

A tiny two-seat amphibious hovercraft from Britain is to be used by engineers engaged on a £23 million irrigation scheme in Rumania.

The all-purpose Hoverhawk, built by Hover-air Ltd., of Peterborough, will be used by London contractors Taylor Woodrow to survey reclaimed flooded land and other difficult terrain which is often impassable to wheeled or tracked vehicles.

The 15-foot Hoverhawk is already in use in Africa for agricultural work. Last year two such craft made a 3,200-mile journey up the River Nile to Uganda to commemorate the Nile explorations of the 1860s.

The Hoverhawk, which has a speed of 45 miles an hour, is powered by three 250 c. c. motor-cycle engines. It has a glassfibre body.

International Porthole

— continued from previous page

Last year the Philippines fulfilled its quota under the Sugar Act for the first time in four years. The planters fear that unless they get the necessary financial support, it could well be several years before the quota is met again. They have expressed fear that unless the industry gets adequate finance not later than August 1970, the 1971-'72 crop may suffer a fall. The effect of this could be a serious shortfall in the production of sufficient sugar to fulfil quota commitments to the U. S., resulting in the loss of its Premium market, which would have dire consequences for the Philippines dollar earnings. In a bid to get more money the 27,000 strong national Federation of Sugar-cane planters has taken its request for some 24 million dollars directly to President Ferdinand Marcos. They claim that the extra money is needed to cover the rising costs of production for the 1971-'72 crop.

Sugarcane Waste as Building Material

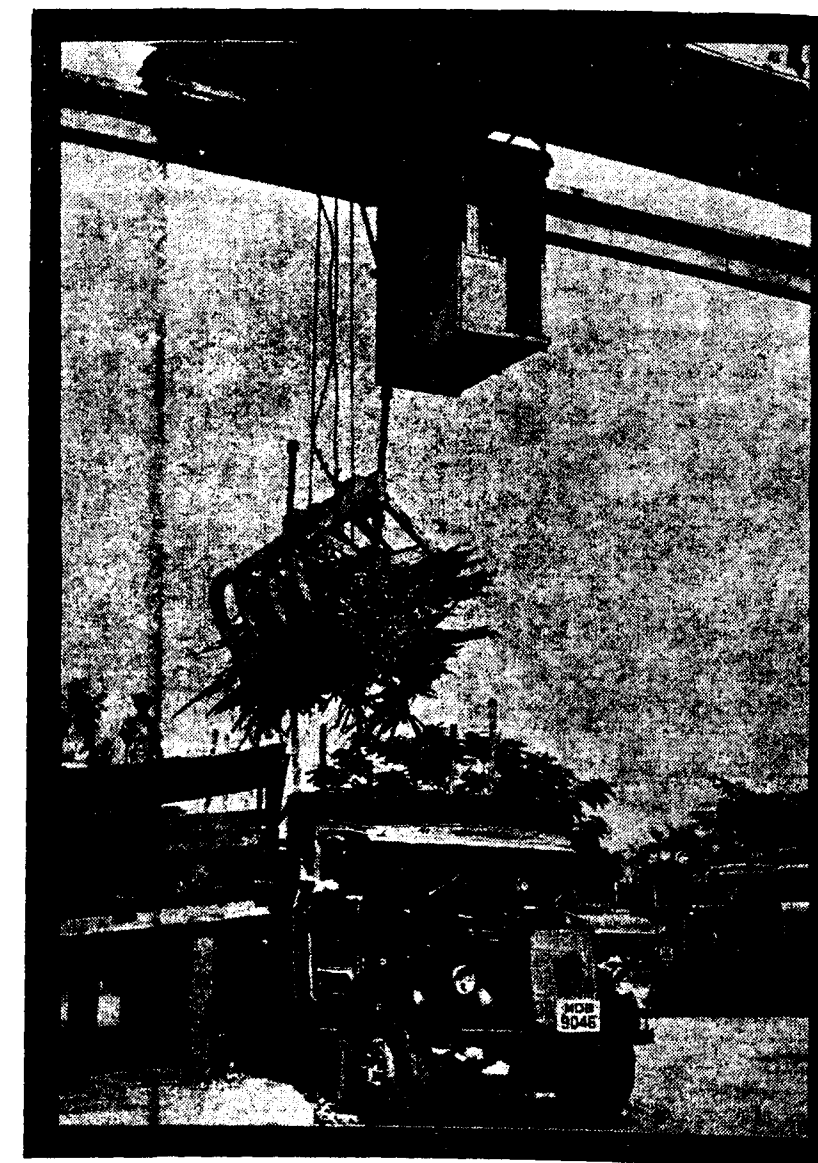
A new method of treating sugarcane waste developed in Britain will help to provide a cheap building material for developing countries.

Investigations by Mr. C. Wright, of the London firm of Charles Wright Developments Ltd, have shown that the addition of small quantities of propionic acid to bagasse effectively stabilises the virulent micro-organisms

that cause the often fatal respiratory disease known as "bagassosis" among workers and which also cause deterioration of stored bagasse.

Mr. Wright deliberately exposed himself to bagassosis to help isolate the causative organisms. In subsequent experiments in Trinidad, Mr. Wright and B. P. Chemicals discovered

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Yes, in twelve short minutes.

— the new cane handling equipment at the factory unloads a lorry load into the cane conveyor in twelve minutes.

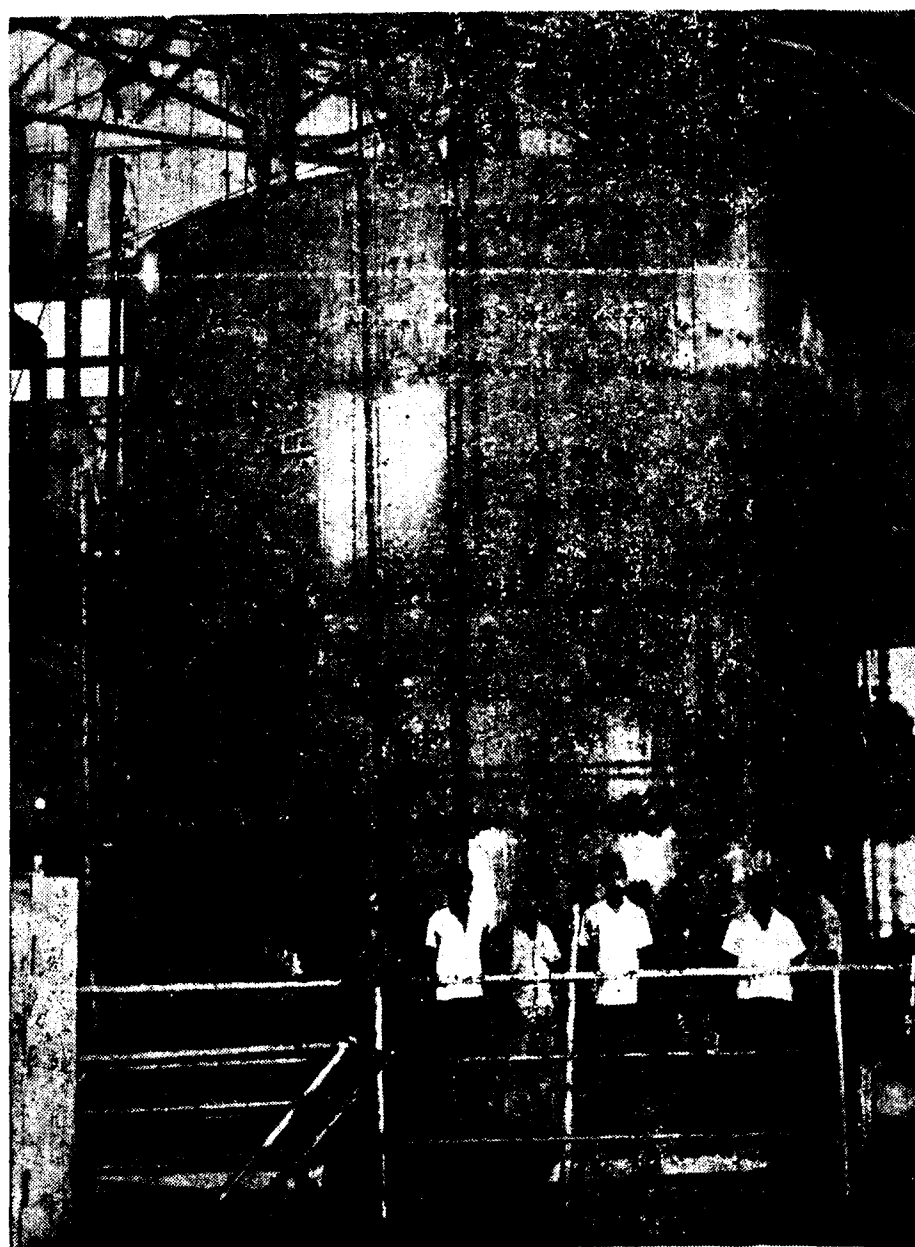
Crisis of glut in Sugarcane Industry

The sugar industry which has passed through many crises in the past is facing yet another crisis. This time it is the crisis of glut.

The sugar year 1969-70 began with a carry-over stock of 13 lakh tons. The surplus this year will be six lakh tons, thus making the carry-over at the end

of the present sugar year 19 lakh tons.

What worries the sugar magnates is that 19 lakh tons mean about Rs. 190 crores which will remain locked up. There is all the sugar to be consumed and to be exported but the indications are that the industry is getting nowhere in either direction.



A Rabi-Dorr clarifier ...

- recently installed in our factory, under the expansion programme under way

Poor offtake

The Industry's complaint is that in spite of the free availability of sugar the offtake has not increased. The people who used to look forward to sugar being available at whatever price they could get are now very choosy. When sugar was freed, it sold as high as Rs. 5 per kilo. At Rs. 2 a kilo there are no takers. The public prefers to save a few paise and takes from the levy sugar.

The reason for this is said to be the higher excise duty for free sugar which is 37.5 per cent. The excise for levy sugar is 25 per cent. The Indian Sugar Mills Association has made a plea to the Government to reduce the excise for the free sugar also to 25 per cent. The increased consumption would anyway make up the difference and yield the targeted revenue, ISMA says.

In respect of exports, India's quota was 3.25 lakh tons consisting of

Continued on page 21

Sugarcane Waste as Building Material...

— continued from page 19

the stabilising effect of propionic acid on bagasse.

Low-cost substitute

Referring to the new development, B. P. Chemicals said this meant that for the first time an inexpensive, versatile building material was now available in many underdeveloped areas of the world.

It pointed out that only a small percentage of bagasse was at present used in industry — for instance, as a raw material for fibre-board production in India, South America, Taiwan and southern U. S. A. "But it is capable of tremendous development to provide an extremely low-cost substitute material for other cellulosic fibres in chip-board/hardboard production; galvanised roofing; softwoods in paper, cardboard and viscose rayon production; and for fillers in reinforced thermosetting plastics".

SUGAR CUP IN TAMILNAD

⊕ SISMA Chairman and Vice Chairman re-elected.

P. R. Ramakrishnan, industrialist of Coimbatore has been reelected as the Chairman of South Indian Sugar Mills Association for a second term, Maruthai Pillai, was reelected Vice Chairman and Jayaraman as Secretary of the Association.

⊕ Parasites to Fight Sugarcane Pest.

Measures to breed extensively, a species of parasitic insect which will help to protect the sugarcane crop from the pernicious pest "Early stem borer" have been taken up in Tamil Nadu.

The parasitic insect *Trichogramma Sp.* has been found effective in

controlling the early shootborer in trials carried out at Chingleput and the Pugalur and Nellikuppam factories, according to M. Sethuraman, State Sugarcane Development Officer. Six new centres for breeding this parasite have been established at Kancheepuram, Ambur, Vriddachalam, Lalgudi, Pollachi and Melur. Steps are also being taken to multiply this insect at the zonal farm in Vadapathimangalam.

⊕ CO. Cane varieties used by 26 Countries.

Twenty-Six countries in the world are using CO cane varieties evolved at the Sugarcane breeding Institute, Coimbatore. The sugar Industries of all these countries have prospered in the manufacture of sugar because of the superior quality of the cane utilised



Director V. M. K. on the AIR ...

Sakthi's commercial Director V. M. Kailasam was on the air recently, when he took part in an interesting agricultural programme, broadcast from the Tiruchi, Coimbatore and Tirunelveli stations of the All India Radio.

Crisis of glut in Sugar Industry ...

— continued from page 20

a preferential quota of 92,000 tons to the U. K. and the international sugar Agreement quota of 2.25 lakh tons. The ISMA president recently complained that last year India did not avail fully of this and thus surrendered an opportunity to utilise the infrastructure created to take sugar production beyond the four-million-ton mark.

To ISMA's complaint the Union Government's answer is that a quota-holder could always declare a shortfall and would escape being dubbed a defaulter. This shortfall could be on the ground that international prices are ruling low. India will, therefore, not lose anything.

Gap in prices

The reason why the Union Government dragged its feet in fully availing of its quota is the gap between Indian and international prices. On all exports the Government makes up the difference to the exporter. Since an increased quota would mean an increased loss

in terms of crores of rupees the Government was not keen. That was why the Minister of Food and Agriculture, Mr. Jagjivan Ram, urged the industry to meet part of the losses.

Notwithstanding this aspect of making good the losses India will try to avail much of the quota for this year. It is likely that this year the exports will touch 1.50 lakh tons out of the quota of 2.25 lakh tons.

The final estimates of the sugarcane crop for 1970-71 are not available. But it is gathered that they would be higher than last year's by 11.5 per cent. Last year the production was 1,175.72 lakh tons.

The State Governments have issued instructions to the sugar mills that they should crush all the cane offered by the growers. The factories have agreed but have urged that there should be some concessions in the shape of drawback of excise on late crushings.

by them. This was revealed by Dr. J. Thuljaram Rao, the erstwhile Director of the Sugarcane Breeding Institute, on the eve of his departure to Egypt.

Egypt is now faced with the problem of using the surplus water now available consequent on the recent completion of the Aswan Dam across the Nile. They thought of developing sugarcane on mass scale.

Nasser's Egyptian government appears to have approached the F.A.O. to help them in the venture. Dr. Thuljaram Rao has now gone to Cairo on an FAO assignment to develop the Sugarcane industry in Egypt.

⊕ Decontrol to save Sugar Factories.

According to Mr. D. C. Kothari President of the Federation of Indian Chamber of Commerce and Industries, Sugar Factories in Tamil Nadu will close the current crushing season in a

— continued on page 22

SUGAR CUP IN TAMILNAD

— continued from page 21

difficult condition. They will then be owing, about Rupees Ten Crores to cane growers, Rs. 1-62 crores as arrears of cess to the state government and will be footing interest charges on a stock of about 2.5 lakhs tonnes of Sugar. In his opinion the situation in Tamil Nadu is a measure of the woes of the sugar industry in the country.

His suggestion to ease the situation is complete decontrol of sugar, coupled with the creation of a 10 lakh tonnes buffer stock by the government. Alternatively, he suggested freedom for the factories to sell levy sugar in the open market once the allottees failed to lift stocks within a reasonable period. Mr. Kothari expected the registered sugarcane area in the state to decline by ten percent for the coming season, the overall sugarcane area by 20 per cent and a consequent increase in the price of gur.

⊗ SISMA requests retention of current cane price

The South Indian Sugar Mills Association which had its annual meet-

ing at Coimbatore on 6th June 1970, reiterated its demand that the Union Government should fix for the next crushing season, November 1970 to October 1971, the current cane price of Rs. 73-70 per tonne, with the minimum recovery fixed at eight per cent against the prevailing 9.4 per cent.

It said that an additional price of 5.6 paise should be given for every 0.1 per cent recovery higher than eight per cent. It also opposed the suggestion of North Indian Sugar mills that the cane price be fixed at Rs. 90 per tonne for a minimum nine per cent recovery.

⊗ U. P. Sugar Mills: central bill for Nationalisation not likely

The U. P. Finance Minister Narain Dutt Tiwari told newsmen in Lucknow on 17-7-70 that a final decision on the take over of sugar mills in the state would be taken by the end of July 1970. Mr. Tiwari who is a member of the 3 member committee set up by the state government to study the issue, said that the members had met the Prime

Minister and other central leaders recently in Delhi and discussed the issue with them.

But judging by the latest indications, the centre is unlikely to accept the plea of the U. P. Government to undertake legislation for the nationalisation of the sugar industry in the state. While the Union Governments' decision will depend on the opinion of the Attorney-general, to whom the controversial issue has been referred, Law Ministry experts do not favour the proposal. The Attorney-Generals report is expected in the first week of August.

According to Law Ministry sources. Sugar being a controlled industry governed by central regulations major policy decisions relating to it should be on a national basis only. ⊗

Weddings...

continued from page 15

krishna Nilayam" P. N. Palayam, Coimbatore on 10th June 1970.

Palaniammal — Arumugam

S. P. Arumugam of Sakthinagar time-office married Palaniammal daughter of Mr. S. Chinna Nachiappa gounder of chennimalai at the bride's residence on 14th June 1970.

Indumathi — Chengalvarayan

Mr. S. Sundara Reddiar of Uma-reddiyur, Bhavani celebrated the marriage of his son S Chengalvarayan with Indumathi daughter of Mr. K. R. Chinnusamy Reddiar of Kolathur at Palani on 17th June 1970.

Suthanthira — Sakthivel

Dr. L. K. Muthusamy, vice-president of Vellalar Educational Trust celebrated the wedding of his son Dr. Sakthivel with Suthanthira daughter of Mr. C. Subramaniam ex-minister. The marriage took place at Palani.

Santha Devi — N. Nachimuthu

N. Nachimuthu B. Sc., cane Inspector at Sakthi Sugars cane office in Andhiyur married Santha Devi at Gobi on 14th July 1970.



rows of Vacuum pans.

SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
VOL. VI, No. 1 ★ OCTOBER, 1973



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For Sakthi's family of sincere and happy employees

BONUS, EX-GRATIA and INCENTIVE PAYMENTS!

The announcement on the 14th October, by the management of SAKTHI SUGARS Ltd., of Bonus, Ex-gratia and production incentive payments for the accounting year 1972-73 which totals to a happy 41% earnings of the employees for the year, has been welcomed with much satisfaction and joy by all sections of the contented and faithful employees, on the gladsome eve of Deepavali, Ramzan and Christmas festivities.

Happy atmosphere

The final decision about

the granting of the payments appears to have been taken in a happy atmosphere abounding in mutual goodwill and trust, after sympathetic consideration of the representations placed before **Chairman Mahalingam**, on behalf of the employees, through Commercial Director **V. M. Kailasam**, General Manager **P. V. Viswanathan** and Deputy General Manager **S. V. Balasubramanian**.

Notification

The notification concerned signed by general manager **P. V. Viswanathan** reads —



SUGAR NEWS

“The management are pleased in announcing the Bonus, ex-gratia and production incentive payments for the employees of the company, for the accounting year 1972-73 as follows:

1. A bonus of 8½% of the total earnings of the employees (basic salary plus D. A.) during the accounting year 1972-73.
2. An Ex-gratia payment of 17½% of the total earnings of the employees (basic salary plus D. A.) during the accounting year 1972-73.
3. A production incentive payment of 15% of the total earnings of the employees (basic salary plus D. A.) during the accounting year 1972-73.

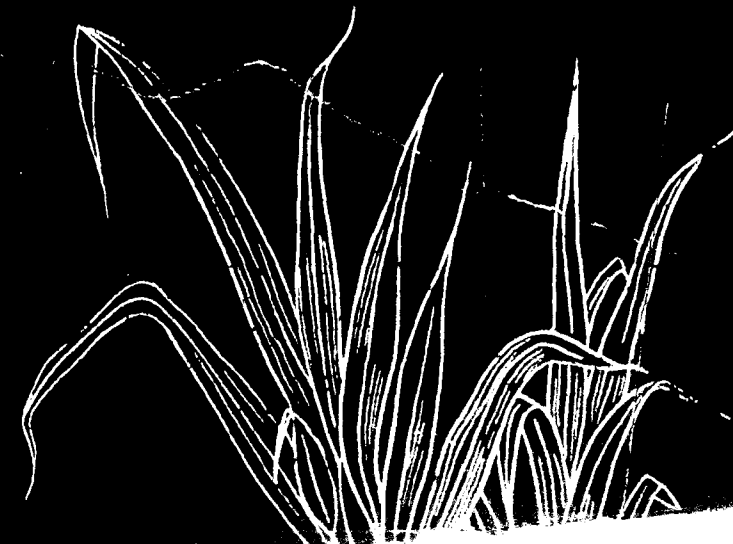
“If after the perusal of the final audited accounts there is any increase in the bonus payable over and above 8½% now declared for the year ending 30-6-1973, such extra bonus shall be considered as paid and the ex-gratia payment now made shall be considered as reduced by that extent.

“The above payments are payable to all the employees who are eligible for bonus as per the Bonus Act 1965 and the amount would be disbursed to them on or before 18th October, 1973”.



SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
VOL. VI, Nos. 2 & 3 ★ 15, APRIL, 1974





► BENEFIT OF TRANSPLANTING "BAJRA" SEEDLINGS

A transplanted bajra crop with a basal application of 50 kg nitrogen, 40 kg potash and 50 kg phosphorus gives an extra yield of about 21 quintals per hectare over the direct sown crop, say the scientists of the Agronomy Division of the Indian Agricultural Research Institute, New Delhi.

They transplanted in the experimental plots, 2-3 weeks old healthy seedlings at 10-12 cm distance. Transplanting was done after irrigating the land and in the dryland on the receipt of rains.

The transplanted bajra seedling gained more weight than the children fed on skim milk.

of transplanting and less incidence of green ear disease.

The scientists recommended to sow 4 to 4½ kg of seed per 400 to 500 sq metres seed bed for raising seedlings for a hectare of main field.

► HIGH YIELDING OF VARIETIES OF PROTEIN RICH MAIZE

The Project coordinator (maize) of the Indian Council of Agricultural Research, New Delhi, recommends three protein-rich, high quality and high-yielding composites to the farmers for getting more profits.

The three composite maize varieties- Rattan, Shakti and Protina, otherwise called as Opaque-2 varieties contain more essential aminoacids. Therefore, they are more suitable for human food as well as feed for non-ruminants.

It was found out that Opaque-2 maize are nutritionally superior as the children fed on Opaque-2 maize for 60 days gained more weight than the children fed on skim milk.

... that the trans-

Midge, a jowar earhead pest can effectively be controlled by spraying a little of Endosulfan (35 per cent EC) mixed with 3 kg. of Carbaryl (50 per cent WP) in 500 to 600 litres of water per hectare at the time of flowering, says the coordinator (Jowar) of the Indian Agricultural Research Institute, New Delhi.

Otherwise two per cent Endosulfan or 10 per cent Carbaryl or 10 per cent BHC at 20 kg. per hectare can also be dusted to control the midge.

► EFFICIENT CONTROL OF TOMATO FRUIT BORERS

Tomato fruit borers can effectively be controlled by spraying Fenitrothian or Carbaryl, say the scientists of the Indian Institute of Horticultural Research, Bangalore.

They advise to spray 0.08 per cent Fenitrothian or 0.2 per cent Carbaryl in 500 to 600 litres of water on a hectare tomato crop twice or thrice at 10 days interval.

► SOAKING SEEDS FOR HIGH PULSF. YIELD



Gift Magnanimous ...

After proposing an unanimously applauded toast, excellent and gracious, General Manager P. V. V. ascends the Dais to make sumptuous gifts to the newly wedded pair.

cheer and rich experience They were suitably replied to by the bridegroom

Pleasant Party:

The alternating strains of sweet and enlivening music, by wellknown "Elite" Orchestra, and Natarajan's Brass-band entertained the guests. while they sat to a nice repast and coffee smartly served on the lawns.

The happy function was presided over by Rev. Sam Vadamuthu. After etic Coach Isaac Appadurai B. C's are N. I. S., of the Indian Navy. Bombay welcomed the gathering. M. N. Sudhan Appadurai the p^r young Journalist and advertising sultant (of Sudhan Publicity, C^ole after ore) proposed the vote of than^k list of

Editor's Son Weds



Hug affectionate ...

After making a successful dash from Bombay to attend the wedding in time, elder brother from Indian Navy, conveys a perceptibly moving greetings to the B'groom on the spousal dais.

Benjamin Appadurai, engineer and air-pilot son of Editor Solomon Appadurai and Mrs. Nancy Appadurai, married Vimala Flora, daughter of preceptor J. Pichamani Samuel of Madurai, in a solemn ceremonial at Christ Church, Coimbatore on Wednesday the 17th of June 70. While Ravindran D. Raja acted as the best man to Bride-groom, Miss. Ranjini J Appadurai acted as the bridesmaid.

Gay Reception:

In a well attended reception held thereafter, in the spacious open-air campus of the Church, colourfully and tastefully decorated with plantain trees, and silk drapings, General-Manager P. V. Viswanathan of Sakthi Sugars and Lt. Colonel A. C. Thamburaj, Principal of Amaravathinagar Sainik School, proposed the toasts of the young couple, in finely delivered crisp speeches, replete with humour, sunny

Oh most HIGH!

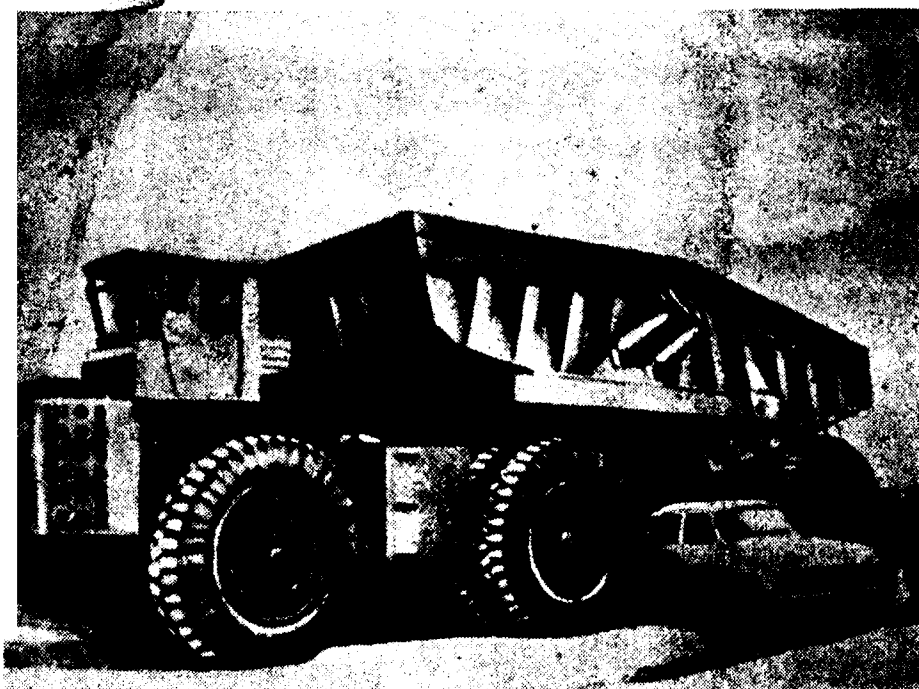
It is a good thing to give thanks, unto the LORD, and to sing praises unto THY name, O most High;

To shew forth Thy loving kindness in the morning, and Thy faithfulness every night.

Israel

David-ben-Jesse
(poet & king)

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



The new Russian giant

The Russians have designed and produced a giant of an automobile—the Belaz 549 V-5275. The dimensions are stated to be 14 metres in length, 5.3 metres in width and 4.6 metres in height.

A look at the normal tourist automobile, emerging from under it, in the picture, will give a comparative idea of the giant vehicle's abnormal dimensions.

Its own weight is 78 tons. It can carry 120 tons of dry cargo. The vehicle is designed for operation in deep mines. Such a vehicle replaces forty 3-ton vehicles.

The new vehicle is provided with a gas turbine engine of 1,200 h. p. The driver's cab is soundproof and is provided with an air conditioner. Large boxes with the vehicle's own electric power station have been installed between the prime mover and the trailer. The use of an alternating current electric drive is claimed to be an innovation.

A man can control this vehicle as easily as, say, a Volga car. The new vehicle operates jointly with an excavator. The radius of the vehicle's turn is 9 metres, up for operation in mines.

...anayaki Thangamuthu wife of K. S. Thangamuthu M.Sc. Agricultural College, Coimbatore a regular contributor to our Journal "SEITHI MADAL" a bonny girl on 15th March at the women and children hospital, Pappanaickenpalayam, Coimbatore.

To S. Rajamani Ayyavu wife of R. R. Ayyavu, Juice - sulphita-

tion operator in the manufacturing department of Sakthi Sugars Factory, in the early hours of Monday the 26th January (Republic day) a baby boy at their house in Karuvalvadi-pudur.

To Indrani Richard, headmistress of our Sakthinagar Elementary School and wife of Panman Richard Dorairaj of factory manufacturing department, at their house in Sakthinagar colony a bonny boy on 31-1-70 This is their second child.

PATH OF DUTY?

Benevolence is the distinguishing characteristic of man. As embodied in man's conduct, it is called the path of duty.

- Mencius

To Balamani Ponnusami wife of M. Ponnuswamy of Sakthi Sugars Head Office, a baby girl on Monday the 27th April at Anantalakshmi Nursing Home, Erode. The happy young father announced the new addition to his family with the distribution of sweets!

To Shameem Farhat wife of Farhat Basha of Sakthi Sugars seeds department, a baby boy on 22nd March at Hyderabad.

To Ayesha Begum wife of Sahul Hameed, automobile driver at Head Office, their fourth child - a daughter, in the last week of February last. The proud father informs that the baby has been named as Fowjiyama.

To Bhadrannisa Begum, M. B. B. S. wife of Engineer Muthalib of our Factory a baby Boy at Erode on the night of 18th May. This is their second child after a well spaced interval of eight good years.

neither...,nor...

Let us not look back in anger, nor forward in fear, but around in awareness.

- James Thurber

Role of sugarcane Breeding Institute in-

IMPROVEMENT of SUGARCANE in INDIA

Director S. S. SHAH

The Sugarcane Breeding Institute was started in 1912 as a research station. In 1950 the station was taken over directly by the Government of India (Ministry of Food and Agriculture). Its status was raised to that of an Institute and the designation of the Head of the Institute was changed from Government Sugarcane Expert to Director. This Institute became part of the Indian Council of Agricultural Research in April 1969.

This Institute has been the main source for sugarcane varieties in the country. It was located at Coimbatore because flowering and seed setting occur satisfactorily mainly there. In contrast to other crops such as maize, rice, wheat, etc., the breeding work of sugarcane for the entire country has been mainly confined to Sugarcane Breeding Institute, Coimbatore, for the above mentioned reason. At Pusa (Bihar) also sugarcane researchers have succeeded in obtaining seed setting and flowering and they are carrying out a limited programme for their own State. To some extent such a limited breeding programme has been carried out by Mysore State also. In view of this difficulty in flowering and seed setting, the breeding work in sugarcane has been more centralized than in other major crops in India.

The functions of the Institute are :

- To breed improved sugarcane varieties for all the cane tracts of the Indian Union ;

- To conduct fundamental research on the genetics, botany and cytogenetics of sugarcane as also on certain physiological, chemical, mycological, agronomical and entomological aspects of sugarcane ; and
- To impart post-graduate training in sugarcane breeding, botany, etc.

The breeding programme of Sugarcane Breeding Institute has two main approaches :

- The crosses are made at Sugarcane Breeding Institute and the selection in the progeny is carried out lasting for 3 to 4 years and as a result of this, 10—20, sometimes more, genotypes are selected and sent to

various sugarcane growing states in the country to carry out further selection there. Selection in states takes nearly 6—8 years, in some cases even nearly 12 years. Varieties evolved as a result of this procedure are the Co. canes.

- The crosses are made and the fluff (hybrid seed) is supplied to various states to carry out selection in various agro-climatic zones, where the variety is to be released. The varieties obtained by this procedure are named as Co. S. (Coimbatore-Shahjahanpur), Co. J. (Coimbatore-Jullundur), etc.

In its breeding efforts Sugarcane Breeding Institute has been quite successful. This could be seen from the data given below from the latest (1965-'66) varietal census in sugarcane, for the most widely grown varieties in the various states.

It could be seen from these data that except in Bihar and to some extent in Uttar Pradesh, in all other states, by and large, Co. varieties are the dominant ones.

High-Yielding Varieties

Comprehensive details regarding the acreage are not available after 1965-'66, but the approved list of varieties for 1970-71 for various states includes 41 Co. canes, 13 Co.S., Co. J.

— continued on next page

செய்தி மடல்

(மாத இதழ்)

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

நிர்வாகி, "செய்தி மடல்"

28, ரேஸ்கோர்ட் ரோடு, தபால் பெட்டி-1389 - கோவை-641018



Sugarcane Breeding Institute....

—Continued from Page 3

and Co. L. canes, 13 B.O. (released from Bihar State) canes and 31 C. and H.M. canes (released from Mysore State). These varieties have become popular because of several desirable characters in them. Many of them are high yielding types such as Co. 419, Co. 62175, etc., in southern belt, and Co. 1148 and Co. 1158 grown in northern belt, others are early, i. e., give high recovery in early part of crushing season of factory; they include Co. 658 which is getting popular in Tamil Nadu, Co. 997 in Andhra Pradesh, Co. 1336, Co. J. 58 and others in northern belt. Some of these varieties are showing various degrees of resistance to the important diseases and insect pests. Some of them are resistant or moderately resistant to the most important disease in India, viz. red-rot. These include Co. 1148, Co. 1007, Co. 62403, Co. 6811 and Co. 62101. As regards smut resistance Co. 527 and Co. 449 are the best sources of resistance among commercial varieties. As regards resistance to insect pests Co. 449 is relatively resistant to internode borer, and varieties Co. 421, Co. 617 and Co. 775 are relatively resistant to top borer.

TABLE 1.
DATA WITH RESPECT OF MOST
WIDELY GROWN VARIETIES IN
VARIOUS STATES

State	Variety	Percentage of total reported area
*Uttar Pradesh	Co. 312	20.68
	B.O. 17	14.87
	Co.S. 510	11.30
	B. O. 3	6.80
Punjab and Haryana	Co. 312	30.46
	Co. 453	8.53
Bihar	B. O. 32	34.22
	B. O. 17	17.38
Maharashtra	Co. 740	59.74
	Co. 419	37.00
Andhra Pradesh	Co. 419	62.92
	Co. 527	14.28
Tamil Nadu	Co. 419	78.29
	Co. 449	10.9
Madhya Pradesh	Co. 312	78.00
	Co. 419	10.9

Mysore	Co. 419	80.96
	H. M. 320	2.84
Rajasthan	Co. 312	44.87
	Co. 419	30.06
Orissa	Co. 419	42.42
	Co. 881	16.86
West Bengal	Co. 527	52.00
Gujarat	Co. 419	64.70
*Assam	Co. 419	46.19
Kerala	Co. 449	57.93
Pondicherry	Co. 658	36.90

* In case of Assam and U. P. the reported area is considerably less than the total area under sugarcane in the state, i.e., less than 50%.

Some of the varieties at present in commercial cultivation are having drought and frost resistance also. These include Co. 1148, Co. 997, Co. 312, Co. S. 510, etc., showing resistance to drought, while Co. 1148 and Co. 312 show resistance to frost also.

Some of the varieties are resistant to floods, such as Co. 785, while others are resistant to waterlogging. The latter include Co. 1157 and Co. S. 510.

Some of the varieties have the character of retention of high recovery for long period which is of considerable importance to factories having a longer crushing period. These include Co. 740, Co. 853, etc.

Promising Varieties Under Testing

Several varieties which are still under testing have been found very

promising and are likely to be placed on the approved lists of the respective States. These include Co. 62399 in Punjab, a late maturing variety, and highly resistant to red-rot. This variety has high prospects in areas where red-rot is endemic. In Tamil Nadu Co. 6304, a high-yielding type, is to be released shortly. Other varieties in Tamil Nadu which are very promising and are likely to be released in a year or two are: Co. 62174, N. 66085, Co. 6404 and Co. 6412. In Orissa, Co. 62112 (early type), Co. 6414 (mid-season) and Co. 6411 (late) have been proposed for release.

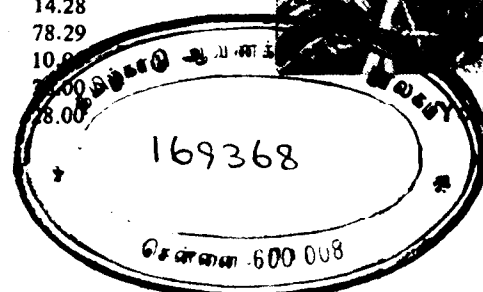
The main reason for Coimbatore Institute being successful in producing varieties which are so widely adaptable both in India and abroad, is probably the wide genetic base used in breeding. The genetic base has come from more than one species. It has now been shown that in cross-pollinated crops broad genetic base has been associated with wider adaptability.

This success calls for more intensive efforts for the next generation of varieties. We have taken several measures in this direction. We have intensified the selection from the earliest stage itself in the agro-climatic zone concerned by supplying fluff to 14 centres instead of 5 centres earlier. More intensive studies on testing of available germplasm (types to be used

— continued on page 15



Young sugarcane plants ..



BALL-POINT JOTTINGS -

The Indian Sugar Bowl

WELCOME RISE IN COUNTRY'S SUGAR PRODUCTION

★ Uptil September 22nd this year Sugar production in India was 38,61,000 tonnes, as against 31,02,000 tonnes in the corresponding period last year, recording an increase of 7,59,000 tonnes.

The total stock of sugar with the factories on the above date was 9,39,000 tonnes as against 6,88,000 tonnes on the same date last year. Despatches of sugar during the period were 35,15,000 tonnes as against 38,10,000 tonnes during the corresponding period last year.

★ SUGAR RELEASE FOR MONTH OF NOVEMBER

The Union Government has ordered the release of 3,05,000 tonnes of sugar for November 1973. Of this

TEMPORARY ABODE ONLY!

Men can climb to the highest summits, but they cannot dwell there long.

Britain } — G. B. Shaw
1856 — 1950 } (Playwright)

1,90,000 tonnes will be for levy and 1,15,000 tonnes for free sale.

★ DETAILED SCHEME OF REBATE IN EXCISE DUTY

With the object of enabling the sugar industry to achieve the optimum level of production in the coming year and offering better prices for sugarcane, a detailed scheme of rebate in excise duty on sugar has been announced.

Under the scheme, any factory that produces during October and November this year in excess of its production in the corresponding period in 1972 will be granted a rebate of Rs. 40/- per quintal. In the months from December 1973 to April 1974 production in excess of 110 per cent of the quantity produced in the corresponding period of 1972-73 sugar season will be entitled to a rebate Rs. 20/- per quintal.

For May and June 1974, there will be a rebate of Rs. 30 per quintal if the quantity of sugar produced is in excess of 110 per cent of the quantity produced in the corresponding period of 1973. A rebate of Rs. 20 per quintal will be granted on the output of sugar in July to September next year

in excess of 110 per cent of the quantity during the same period in the current year.

Factories which went into production for the first time in the Sugar-year 1972-73 will get a rebate of Rs. 30 per quintal on quantity in excess of 10,000 metric tonnes produced during the 1973-74 sugar season. For factories going into production on or after October 1 this year a rebate of Rs. 30 per quintal will be allowed on production in excess of 5,000 metric tonnes.

★ SUGAR INQUIRY REPORT

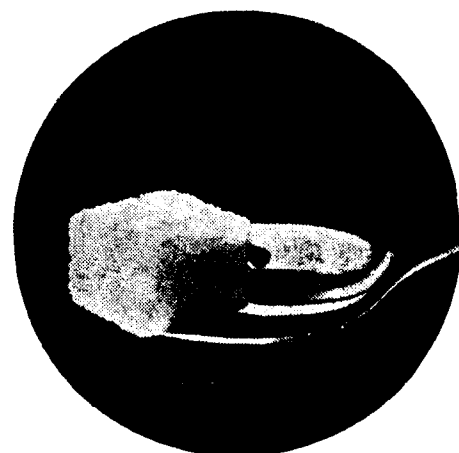
Hon'ble Prof. Sher Singh, minister of state for agriculture told the Rajya Sabha, that the Sugar Inquiry Commission was expected to submit its final report by 31st December 1973. He was answering a question in the upper house of Parliament.

— continued next page

FLEETING

The glory that was Greece
And the grandeur that was Rome.

America } — E. A. Poe
1809 — 1849 } (Poet)



Indian Sugar Bowl...

— continued from previous page

❖ A Corporation to the rescue of sick units

The Government of India proposes to set up a sugar industry rehabilitation corporation and wants the industry to contribute Rs. 10 crores annually towards its funds. It has been estimated that the cost of such rehabilitation would now cost upto Rs. 150 crores. (On the basis of the Gundu Rao Committee Report of 1964-65 the rehabilitation would have cost about Rs. 90 crores.)

These funds will be at the disposal of the Union Government so that it can examine the feasibility of embarking on rehabilitation programme. This would also include the modernisation of some of the units. The terms of reference of the sugar industry inquiry commission included the investigation into the causes of sick-

ness of a large number of mills and measures for remedying the situations.

❖ ISMA to the succour of sick sugar units

The sugar industry is getting into shape its own scheme for the taking over of sick units, putting them back on their legs and handing them over to the owners again. The intention appears to be to get the scheme sanctioned by the State and Central governments.

An outline of its scheme for setting up a sick - units division was submitted to the inquiry commission in March last by the Indian Sugar Mills Association, and it proposed to raise additional subscription from its members to the extent of Rs. 1 crore every year. The scheme implied take-over of sick sugar mills by the government and their management by the ISMA to be appointed as authorised controllers. The scheme has already been examined by the government and now it will be dealt with along with the interim report of the Sugar Inquiry Commission. The center's reaction to ISMA's proposal is not yet known.

According to preliminary estimates, there are about 15 sugar units in the Country, outside the Co-operative sector, making losses of about Rs. 60 lakhs a year. The ISMA will try to take over the management of these units with the help of government in order to improve their working within three years. The sick units will be given back to owners after bringing them to profitable position.

The scheme which is estimated to require about Rs. 70 lakhs in the first is proposed to be financed by the industry itself in the form of loans and voluntary ex-levies on production. As the sick units will start repaying the money spent on them in the initial period, the scheme is expected to be self-supporting.

Andhra Pradesh is understood to be agreeable to surrender its sick sugar mills to the ISMA. Uttar Pradesh

BIRTH

To Mrs. Vijayalakshmi Somasundaram, wife of our Electrical Engineer N. Somasundaram, B. E., a chubby baby boy on the 4th of October, in Senthil Nursing Home, Coimbatore. The happy father shared the good news of the arrival of his second baby with the distribution of Chocolates.

and Bihar States where a majority of units exist are reported to have reacted to the scheme favourably.

It is understood that though the representatives of the South Indian Sugar Mills Association had accepted in principle the levy system, they do not favour ISMA's original proposal for a graded levy on the income tax slab basis, as it would amount to penalisation of the efficient units, whose outputs were more.

The ISMA Committee which met in Bangalore recently is understood to have given careful consideration to the views expressed by its affiliated units and agreed to work out a revised formula for imposing the levy on its member mills, which would distribute the burden more evenly among the units in different parts of the country.

❖ Mysore sugar export

Mysore state is entering the sugar export market for the first time this year. A total of 24,900 tonnes out of the Country's planned export of about 94,000 tonnes has been allotted to ten factories in the state.

Pierian spring

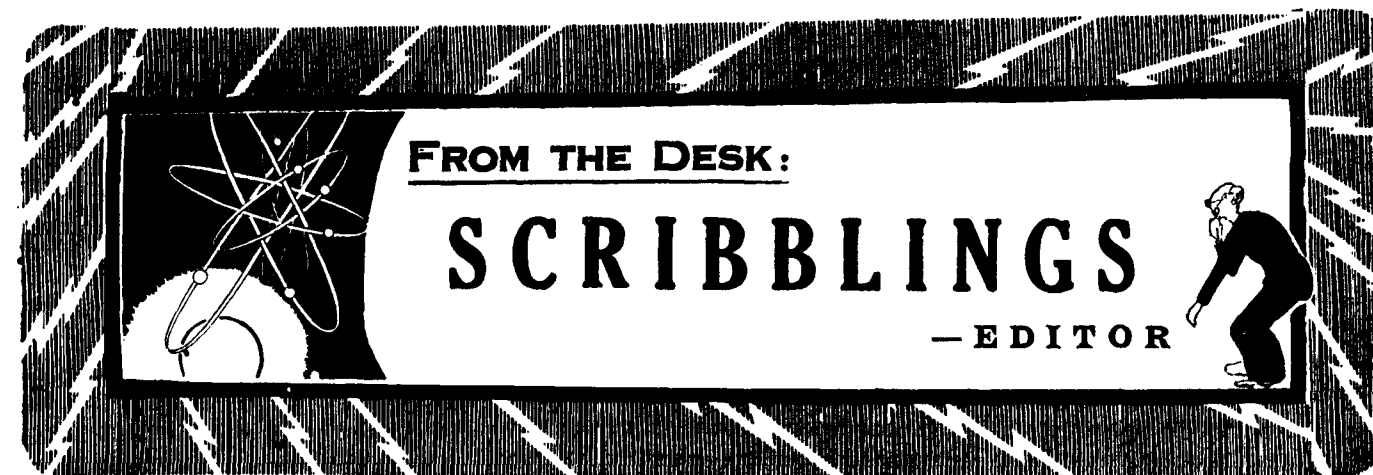
A little learning is a dangerous thing; Drink deep, or taste not the pierian spring.

England } — A. Pope
1688 — 1744 } (Poet)

FORGET and SMILE

Better by far you should forget and smile, than you should remember and be sad.

England } — C. G. Rossetti
1830 — 1894 } (Poet)



ON EVE OF FOURTH TOUR ABROAD

Sincere and best wishes of all the members of the "Sakthi Sugars Family" will accompany Chairman Mahalingam when he takes off from Delhi at the head of a small team of experts for a brief but intensive tour of the Far East, in the later part of November 1973.

This is his fourth travel abroad. The first one was in the West, thirteen good years ago in 1960. Then came his thirty one days tour in five European countries during October and November months of 1965. Early in December 1972 he was on a fact finding ten-days tour in Singapore and Malaya. Now he is expected to travel further North-East.

● World Record too!

Conversing over cups of warm tea, factory's senior officers Chief Engineer K. M. Periasamy and Technical Adviser-cum-Chief Chemist T. T. Oommen were positive that Sakthi Sugars has established an enviable world record by crushing cane continuously for over 15 months. This was when your Editor visited Sakthinagar recently. Also present at the interesting conversation table were young administrative officer K. P. Ganesan and foreign trained Journalist Shafiullah Khan. Except for a break of 12 days forced on it by the unprecedented floods in the Bhavani which mercilessly washed away the pump-house, the factory had worked round the clock and crushed cane from the 15th of July 1972 to

22nd October 1973 when crushing was stopped, to undertake the overhauling.

● Maximum in Ind...

It was welcome news that during the sugar year 1972-73 also, for the second time in succession Sakthi Sugars factory in Sakthinagar has crushed the maximum in India retaining in the first place in the country with a cane crush of 7,39,796.339 tonnes with an average recovery of 8.59% for the sugar season ending 30th September 1973. In sugar production it takes the third place only this season, evidently because the recovery is not as high as in certain other places and the present cane crushing capacity of the plant is 2,500 tonnes per day only.

— continued next page



Bon Voyage

— to Chairman N. M. on his forthcoming brief Business tour in the FAR EAST.

— Sakthi Sugars

Scribblings ...

— continued

● Congrats everybody ...

Along with the management, every member of all the departments including the cane department who by advance planning had kept the mills well supplied with the raw material, deserves "Khudos" for making possible both the "All-World" and "All-India" records mentioned above. The attention of our avid reader is invited to the "write-up" on page 21 also. It was a delight to observe that every one in the campus was happy about these achievements; and taking pardonable pride for his personal part in the collective success.

Though the usual clang and noise of the factory was missed, the place was alive with busy employees intent on completing the overhauling work rapidly (evidently in a record time?) anxious to put the factory under production again by the middle of November 1973.

● Entering the 6th year

Pausing for a while to bow in humble obeisance and sincere gratitude at the feet of the Lord GOD — the fountain of all success, we proceed to step into the sixth year of publication of your popular "Sakthi SUGAR NEWS", trusting in HIS unfailing guidance and your continued warm



Technical Adviser & Chief Chemist
T. T. Oommen

cooperation as in the previous years of hard and uphill progress.

Reminiscing, we recollect that warm afternoon in early August 1968 when the illustrious founder of your journals, Chairman **N. Mahalingam** with characteristic imagination and vision, took a decision to bring out this English edition after a bare twenty minutes discussion regarding the details, with able and well informed **P. V. V.**, General manager of Sakthi Sugars Ltd., (under the auspices of which concern the journals are published), Deputy General Manager **S. V. Balasubramanian** who had proved to be an "ideal publisher" for a progressive venture and your Editor.

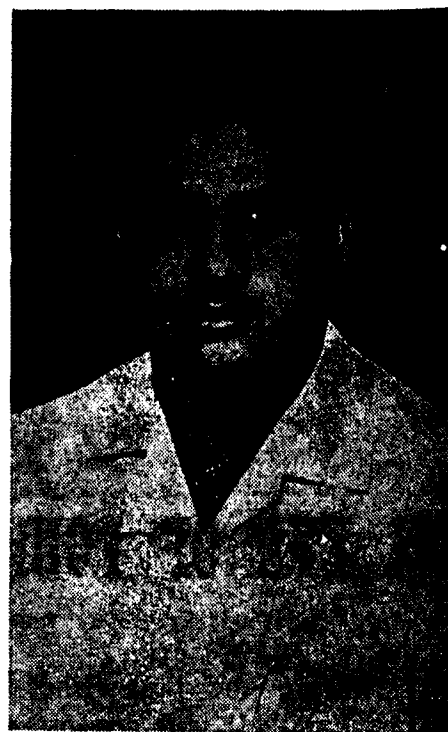
Yield in two months ...!

The immediate provocation for the proposal was the popularity and success of your Tamil "SEITHI MADAL" right from its inception exactly three years earlier and consequent clamour from the non-Tamil knowing shareholders of the Company for a similar bulletin in English. An application was submitted to the Government immediately on **21st August 1968**; the necessary declaration taken before the Additional District Magistrate II at Coimbatore on **22nd October 1968**, and the first issue of "Sugar News" brought out in the same month viz. **October 1968**; within a period of just two months, as a sister journal to our three year old Tamil Monthly "Seithi Madal" — செதி மடல்.

At this happy juncture we deem it our duty to share our little joys



Chief Engineer
K. M. Periasamy



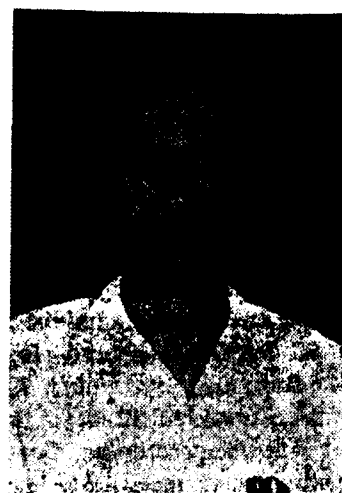
Civil Engineer
P. Jegannathan

with our readers by recollecting a few recent episodes.

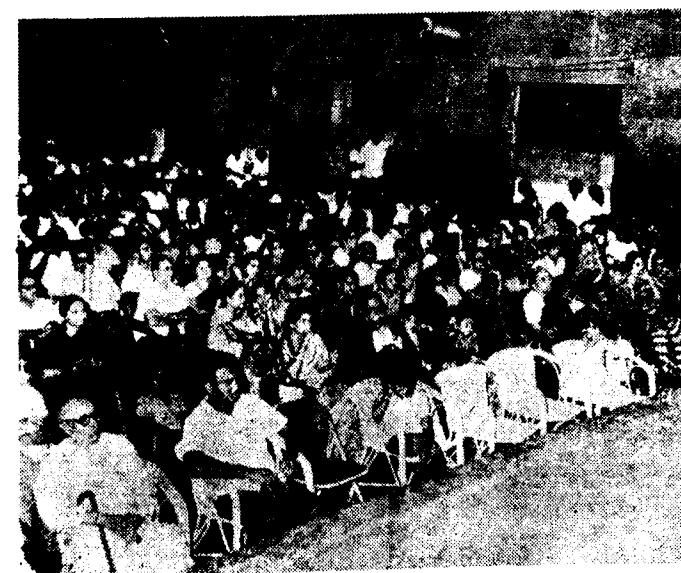
Episodes ...!

About a couple of months back General Manager's Personal Assistant **D. S. Rajagopal** walked into the Editor's Cabin with a pleasant faced visitor and introduced him as one who

— continued on page 18



Electrical Engineer
N. Somasundaram



an appreciative audience ...



... Reporting success and progress

All for a Noble Cause



— "Tappal" —

Danseuse **Meenakshi Sabanayagam** charming and talented young daughter of Mr. P. Sabanayagam chief secretary to the government of Tamilnad, helped the Ramalingam Tuberculosis Sanatorium of Perundurai to collect for their funds a sizable sum of rupees one lakh and five thousand, by an elegant dance performance at Coimbatore on the night of 30th September last.

Exhibiting excellent expression of face, impressive "mudras", rhythmic foot-work and rare poise, Meenakshi who had just returned from a successful tour of the East, held a

hall-full of appreciative audience of Kongunad's elite (picture on top left) for full 90 minutes with her graceful renderings of various chores in classic "Bharata Natyam"-like alarippu, Jathiswaram, Varnam and the faster Thillana and Mohini-attam. The artist was supported in her efforts by two fine lady-voices of back-ground singers and an experienced team of instrumentalists.

Sakthis Commercial Director **V. M. Kailasam** the enthusiastic and dynamic new secretary of the Coimbatore District Tuberculosis Sanatorium Society (under the auspices of which body the Perundurai Sanatorium is conducted) welcomed the gathering in an interesting brief talk. The picture on top right shows him reading the report; and seated on the dais are seen from left to right, stage and screen artiste cum legislator **T. K. Bhagavathi**, **M. L. C.**, jeweller **P. A. Raju Chettiar**, Popular District Collector and Society's president **J. Sivakumar**, **M. A.**, **I. A. S.**, dance preceptor **Pandanallur Subbaraya Pillai**, the youthful Danseuse in Mohini-attam

attire, Mrs. Charu Sivakumar and Mrs. Sabanayagam. Society's joint-secretary **C. P. Natarajan** is standing at the left extreme behind the row of chairs.

Worthy way to remember...

In affectionate memory of his paternal grand-mother the late Mrs. **V. Alagammal**, Sakthi's Deputy General-Manager **S. V. Balasubramanian** presented to Collector **Sivakumar** a cheque for Rs. 15,000 for the

— continued next page

Galib sang ...

It is not easy for any task to be light. Even a man cannot easily become human until he develops the virtues of goodness, nobility and manliness.

India
died 15-2-1869

—Mirza Galib
(Urdu & persian poet)

Liberty to...

Give me the Liberty to know, to think, to believe and to utter freely according to my conscience, above all liberties.

England }
1608-74 }

—John Milton
(Poet & author)

Around the World...

us here as at Tokyo later. Though Hong Hong is a conglomeration of different nationalities from East and West it is peculiar to observe that they live in self-segregated areas and do not appear to mix-up with one another freely.

Costliest City...!

Our next halt was in Tokyo, Capital of Japan. Before us was one of world's most attractive, beautiful and prosperous cities, recovered in an incredibly short time from a world war that had left her in economic and political ruins. The industrial development had been so rapid that there was over-employment. But the Japanese are in no mood to permit outsiders to immigrate and help them out of this problem of shortage of hands. Industrial Japan which has markets all over the world is ready to consume any raw material that could be imported.

To us who have just one over-bridge in Madras near Gemini and another one coming up in the heart of Coimbatore, the multi-fly-overs seen at road junctions were nothing short of marvels of Civil Engineering. The cost of living in Tokyo has gone up so high that it could rank as the costliest city in the world.

Two-hour night

From Tokyo we flew to Honolulu. The flight was during night and we had the peculiar experience of seeing the sunrise just a couple of hours after dinner. The air-hostess brought this to our notice and suggested that we set right our watches. While this phenomenon filled me with a happy satisfaction that I had the opportunity of witnessing something rare, my father appeared a bit vexed that he had been robbed of his rightful sleep as the night lasted for Two hours only! This was due to the fact that we were flying eastward from one hemisphere into another.

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Honolulu is a tourist centre where the floating population out numbers the permanent residents.

There are fine hotels and well laid roads. The city is very well lit at night. People throng the beach in large numbers even during nights upto a late hour. How such a small place could generate so much electricity for all these lavish needs was something we could not understand!

Though this is seperated from the mainland, we could directly dial places

in America. Here father visited a sugar factory with a crushing capacity of 5000 tonnes per day manned by about 8 persons only and cane fields where they grew 30 feet long creeper-type sugarcane! From Honolulu we flew into the mainland via Dallas, capital of Texas. The city appeared to be shrouded in smoke. It has become almost a place of pilgrimage since President Kennedy was assassinated here. We were shown the site and the airport under construction which it was claimed would be the biggest in the world.

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Once again in good 'old England...

Sixteen long years since he first went to England in 1957 for taking training in "Industrial Safety", P. V. V. had the opportunity for a nostalgic revisit to the country. Here he is taking a stroll on the green expanse of Nottingham's turf. Left to right are Mrs Jaya Viswanathan, daughter Radha Raghunath, P. V. V., grandson Ramesh, son-in-law Raghunath and baby Anitha Raghunath.

Photo: Author.

Travelogue of an Indian youth...

— continued

At Washington my sister along with brother-in-law and little nephews was at the airport to receive us. We visited the Niagara Falls hovering over it in a helicopter! The net work of highways in the United States is so well maintained that most of the people resort to road travel even for covering long distances.

Florida, the next place of our visit contained a variety of attractions for sight seeing and scientific interest Cape Kennedy, from where the rockets are launched into space, gave us an indication of the level of scientific advancement of the nation.

The aquarium held several things we had not witnessed before; sea animals like Dolphins, Whales and Sea Lions performed feats at the command of the trainer. The Disneyland which we visited contained everything that could be imagined in respect of the film world. So vast is the place that it could take easily 2 or 3 days to have a look at all the sections. The feats performed by parrots were something wonderful in the "parrot jungle". We also had an opportunity to go to the National Park. There we found wild animals wandering in natural freedom and the visitors were asked to cage themselves in their cars to avoid possible attacks by animals. We could see lions, lionesses and cubs in good numbers within 3 to 5 feet of our car. Cypress Gardens, arranges for water skiing by experts, the like of which could not be seen elsewhere. Serpentarium houses snakes of different species for extraction of poison to make snake-bite medicines. India gets the maximum share of this poison extracted for preparation of anti-venom serum. It was very interesting to learn there that the key man at the newly established serpentarium in Guindy in Tamilnad and the one in Florida were former colleagues in their strange calling.

Smoggy New York is a city of lofty buildings.

Life in the country moves so fast that one finds it a bit difficult to fit into the pattern for sometime. In the departmental stores, the general practice is to allow the shopping public to pick up things they require and pay for them at the end of their shopping, reposing absolute trust and confidence in the people. Though there are places of interest for sight seeing, the charges for entrance are quite high and this made me believe that in America one earns well and has avenues to spend lavishly.

A courteous Police!

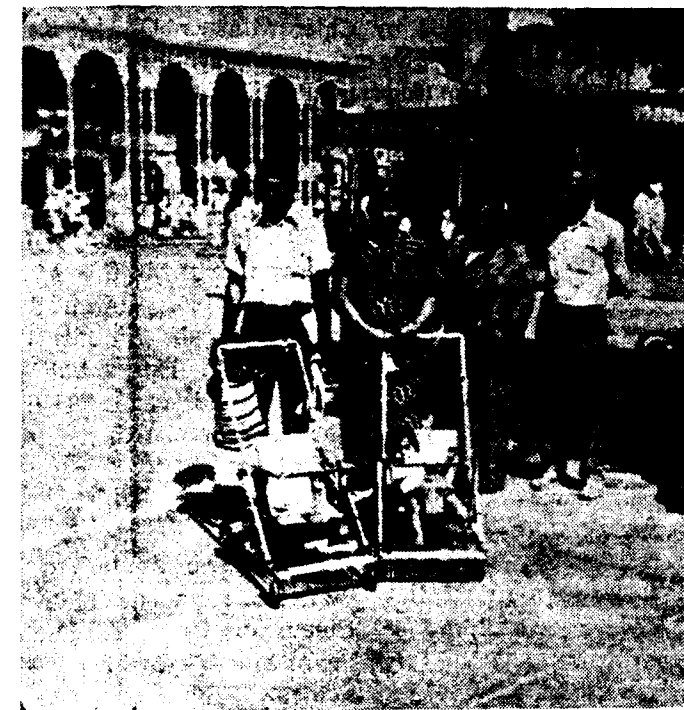
Leaving U. S. A., we flew to London. My other sister was at the airport to receive us with her hubby and children. Compared to America, England appeared less attractive and prosperous. In addition to National Park we visited places of historic and other interests like Tower of London, Westminster Abbey, St. Paul's Cathedral, the Thames, Trafalgar

Square, Madam Tassaud's Wax Museum, Houses of Parliament and Big Ben Clock Tower. Visitors to the United Kingdom get the impression that Englishmen mind their work dutifully in order to regain their pristine glory. People are quite helpful and the London policemen are extremely polite and courteous. The net work of underground tube trains in London is just marvellous. The English are a conservative people indeed. We enjoyed our stay thoroughly.

In the Continent

Across the English Channel we reached Paris. Except that it is an old city of historical fame, with engineering marvel of the 19th century the Eiffel Tower, and a few other places, I was not attracted to the place. French people do not appear to be helpful to those who do not know their language. We were happy to leave Paris as quickly as possible. Our next halt was West Berlin. West Berlin has been reconstructed after

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a day in Disneyland...

The author with his sister Geetha Srinivasan, nephews and parents.

Photo: N. Srinivasan, Washington



a. Wedding that Chief Minister presided over

The Wedding of Selvan M. Natarajan, M. A., a former Student Leader and present Regional Public Relations Officer of the State Government for Coimbatore and Nilgiris districts with Selvi Sashikala, beloved daughter of Thiru S. Vivekanandam of Thiruthuraipoondi, was celebrated in the premises of the Karanthai Tamil Sangham at Tanjore on the morning of 16th September.

The Marriage was attended by Chief Minister Dr. M. Karunanidhi, Hon'ble Minister Mannai Narayanaswamy, Legislature member, L. Ganesan, B. A., B. L., M. L. A., Poet Karunanandam, Publicity Officer P. Perumal, B. Sc. of Coimbatore and a host of friends and relatives, who wished the couple a prosperous and happy married life.

photo: P. Kannan

Births...

To Mrs. Lakshmi Kandavadivel wife of Welfare Officer M. Kandavadivel, M. A. of Sakthi Sugars Factory on Friday the 8th of June 1973 a chubby boy at the maternity home of Dr. Miss. P. Isiah, M. D., M.R.C.O.G. (Edin.)

To Mrs. Sampooranam Nallaswamy wife of Mr. P. S. Nallaswamy of Health Department, Sakthinagar, during the first week of July 1973 a bonny boy at Ananda Laxmi Hospital Erode. Mother and child are in good health. The father distributed sweets and shared his joy with friends.

To Mrs. Samboornam Muthuswamy wife of Mr. S. P. Muthuswamy of Accounts Department Sakthinagar on Thursday the 7th July 1973 a boy in L. K. M. Hospital, Erode. This is the second child for the couple. The happy father distributed chocolates.

To Mrs. Ambujam Krishnan wife of Stenographer K. Krishnan of Coimbatore Head Office, on the evening of Monday the 27th of August '73 a lovely baby girl at the Christian Mission Hospital Koyalmanna, Kerala. The happy young father shared the joy with colleagues in the office and distributed chocolates.

To Mrs. Subbulakshmi Venkatachalam wife of Sugarcane Inspector P. A. Venkatachalam on Wednesday the 12th September 1973 a bonny boy at Seethalakshmi Hospital, Gobi. The happy father distributed sweets to friends and shared the joy with them.

To Mrs. Jayanayaki Subbu wife of Cane Office employee Subbu, on 18-8-73 a bonny baby in Gosha Hospital, Erode. Mother and child are in good health. The happy father distributed sugarcandy to his friends.

To Mrs. Shanthi Shanmugasundaram wife of Labour Officer Shanmugasundaram B. A., B. L. of our factory, handsome second baby boy on Wednesday the 31st October, in L. K. M. Nursing Home, Erode. Mother and baby are doing fine.

Tariff Value of Free Sale Sugar

The Government of India has decided to reduce the current years value of free sale sugar for October 1973 from Rs. 270 per quintal to Rs. 265 per quintal.

Crop competition winners-cholam

Following are the prize winners in the State level crop competition held during 1971-72 for cholam.

Mr. M. Parthasarathy, Govindapuram, Coimbatore district—First prize of Rs. 2,000. Yield obtained per acre: 2,190.550 kg.

Mr. T. V. R. Balakrishnan, Perianaickanpalayam, Coimbatore district—Second prize of Rs. 1,000. Yield obtained per acre: 2048 kg.

Travelogue of an Indian Youth ...

—continued from page 13

World War II in a manner that reveals, the determination and patriotism of the nation to come up again in industrial and social status. It ranks second to Japan in industrial advancement. People were quite helpful and we found much orderliness around.

The visit to East Berlin did not impress me much and left me with a feeling that the resurrection of that side of Germany had not been attended to with zeal as on the west.

To drive along Autobahn, inside and outside the city of Berlin, was a pleasure for any motorist; both the construction and traffic control were superb.

Geneva, the capital of Switzerland, was a small little place with plenty of tourists. Shopping was a pleasure in this place as I found the prices quoted by almost all the shops, whether big or small for gift articles the same! The beautiful and attractive snow clad Alps could be seen from here. There were quite a number of International Offices here.

Old Rome, was a city of ruins and ancient architecture. Buildings had a drab appearance and the city had very narrow congested roads.

Leaving Rome, we reached Bombay. It was a joy to step on the soil of our motherland once again after a lapse of more than two months.

The tour abroad has provided me a clear insight into the customs and manners along with the progress of peoples in the various parts of the world. It is interesting to compare the experiences with the conditions prevailing in our ancient land. I also feel that I can face problems confronting me and our people with more confidence and proceed to help solve them, with determination just as the people of Japan and Germany.

Sugarcane Breeding ...

— continued from page 5

in crossing to improve existing varieties), such as studying the economic character concerned in the area where it expresses itself the most, finding out the proportion of desirable types obtained at the final stage of selection in the progeny of each of the parent and using these data for selecting parents for crossing, etc., have been taken up. We have carried out several improvements in our main breeding technique, i. e., biparental mating to evolve varieties which are more appropriately fitted to the modern needs. These include a specific programme for early varieties which will give high recovery in early part of crushing season of the factories, selecting for diseases primarily on the basis of the prevalence of particular diseases in the State concerned, use of more powerful experimental designs, etc. We have also started using more intensively more powerful breeding techniques than biparental mating. These include recurrent selection, back-cross method of breeding, mutation breeding and use of in-breeding.

There are several other important aspects in sugarcane breeding where we have not been able to do very much. Wilt is one of the important diseases of sugarcane. We have not been able to breed varieties against wilt, since it has not been possible to reproduce the disease artificially and this has been the major handicap in the breeding for wilt-resistance. We have taken up steps to artificially reproduce this disease. We have not been able to do very much in the past regarding breeding for insect resistance also. The major lacuna has been the absence of techniques for mass rearing of insects in the laboratory to subsequently release them for artificial epizootics. In case of stalk borer, one of the leading pests in the North, methods of laboratory raising of the insect are available. We hope to start breeding work with respect to this

pest. Methods for artificially raising internode borer, another important pest, are being developed. We also should intensify efforts to develop special varieties for early and later part of crushing season of the factories. We have already started a separate programme for early varieties. Work on breeding for special characters such as drought resistance, frost resistance, waterlogging resistance, etc. need to be intensified.

The work done by various other Sections in the Institute on other aspects and which is relevant here, is given below:

Genetics

Work on quantitative characters has been taken up and using techniques such as sib-analysis, parent-progeny regression, etc., nature of inheritance of several economic characters has been studied. In the studies involving parent-progeny regression, characters such as germination per cent, stalk height, brix, sucrose, purity, etc. were studied. High heritability for quality characters like brix and sucrose was

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... taking it to the transport



A dream shaping true....

Chief Ministers hon. Dr. M. Karunanidhi of Tamilnadu and hon. Mr. C. Achutha Menon of Kerala laid the foundation stones for the proposed second dam at Siruvani and the connected pipe-mains respectively to augment the drinking water supply to Coimbatore town and suburbs. The happy function took place at Coimbatore on the 28th of August.

Sugarcane Breeding ...

— continued from previous page

found, suggesting their improvement will have less difficulty. In another experiment with two groups of varieties, genotype $\times$ location variance component was found to have comparatively low magnitude with respect to several economic characters. These data suggest that testing in large number of locations will not be necessary for various genotypes. They also explain to some extent the fact that selection at Coimbatore for eventual release of varieties in various parts of India has been successful. In these studies in certain groups of varieties, for certain characters no significant genetic variation was found suggesting that improvement of these characters should be

carried out by crossing these varieties with varieties from other groups. It is of interest to note that these basic studies have direct applied use in certain cases.

Cytogenetics

Work on chromosome number determination of various genotypes, developing cytological techniques, and on phylogenetic aspects has been carried out in this section. An important aspect of latter work has been the development of the concept of origin of North Indian canes, viz., *S. barberi* and *S. sinense*. Work in this Institute has shown that these two species have most probably originated from hybridization between *S. officinarum* and *S. spontaneum* in India. These studies have helped the breeder in making his programme more efficient.

Work has been started on the use of radiation and chemical mutagens to induce mutations which may be of economic importance. A red-rot resistant mutant in Co. 997 has been obtained. This mutant is being tried at present in northern part of the country and it has shown fairly good prospects as an early high sugared variety at our Karnal Substation. Red-rot resistant mutants have also been obtained in Co. 449, Co. 527 and Co. 312. A red-rot resistant mutant of Co. 449 was sent to states as Co. cane for further testing.

Botany

The World Collection of germplasm maintained by this Institute consists of around 2800 genotypes and it includes genotypes belonging to various pure species and foreign and Indian hybrid varieties. Studies on economic characters of the various genotypes in this germplasm have been directly useful in breeding work. Several foreign varieties used in breeding on basis of these studies have given Co. varieties, which were despatched to various states.

With a view to facilitating easy identification of commercial varieties a morphological, anatomical and

agronomic description of the varieties has been made. This is of considerable use to factories in identifying varieties, especially where there is a doubt about the purity of the variety.

Varietal trials, to identify varieties which are likely to be of commercial use in this general area, have been carried out, and as a result several high sugared varieties have been identified. The data for them are given below:

SUCROSE PER CENT JUICE AT TEN MONTHS OF THREE HIGH SUGARED VARIETIES

Co. 6804		Co. 6806	
1970-71	1971-72	1970-71	1971-72
21.07	21.17	18.56	18.12
Co. 6807		Co. 419	
1970-71	1971-72	1970-71	1971-72
20.82	21.10	15.92	16.19

The yields of these varieties also were comparable to the standard in the preliminary trial and are being intensively evaluated. Methods available for Popularizing these high sugared varieties, which may give more total sugar per acre though slightly less yield (tonnage) than the existing variety, have been recently discussed in a seminar at the Institute. It was observed here that the best way of solving this problem was to give *ad hoc* premium for these varieties.

Physiology. Many varieties of sugarcane do not flower at different time in relation to another parent to be used in crossing. By giving the appropriate photoperiodic treatment in many of these varieties the flowering was controlled for their use in breeding programme.

Yellowing of top leaves (chlorosis) has been observed in and around Coimbatore. Our studies have shown that only iron compounds help the plant to recover.

Studies on drought and frost are in progress, for evolving more efficient techniques for breeding varieties resistant drought and frost.

Chemistry. Various studies have been taken up to find out the associa-

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Sugarcane Breeding ...

— continued from previous page

tion of certain bio-chemical characteristics with economic characters such as yield, earliness, red-rot resistance, etc. Study of iron-chlorophyll balance in leaves at 5 to 6 months age appears to be of use in forecasting earliness. Phenolic content has shown some association with red rot resistance.

Pathology. Several techniques for testing for disease resistance have been standardised in this Section. These include techniques for testing against red rot, smut, ratoon stunting disease, etc. This work has considerably helped in breeding varieties resistant to these diseases. Studies are also in progress with respect to the question of number of races of red rot and smut.

It was shown that by use of hot water treatment at 50°C for two hours, it was possible to control both grassy shoot and ratoon stunting diseases.

Entomology. Several genotypes have been identified which are relatively resistant to various important pests under natural infestation. These include four varieties relatively resistant to top borer, 49 to shoot borer and 22 to internode borer.

A number of natural enemies of the scale insect have been identified. Folidol (0.04% spray) has been found to be effective for control of scale insect.

Agronomy Experiments. Experiments taken up recently regarding intercropping of wheat with sugarcane indicate that is an economical proposition. Data recorded in the year 1970-

71 showed that there is an additional profit of about Rs. 400 per acre in case of two treatments, viz., 2 rows and 4 rows of wheat intercropped in between sugarcane rows. Intercropping of sugarcane with drought-tolerant rice varieties, Cavery and Bala was also carried out. In the first year of the experiment the data showed higher profit in the intercropping treatments as compared to sugarcane alone. More intensive studies on intercropping are in progress.

P. L. 480 Projects. In these projects a large number of basic genetic stocks having many desirable characters such as resistance to various diseases like mosaic, red rot, smut, ratoon stunting disease, etc., resistance to drought and cold and having desirable agronomic characters have been selected. These genotypes will be very useful to impart these characters to the commercial varieties. It is proposed to take up their use after their further evaluation.

Co-ordinated Project. In addition to some of the experiments mentioned above such as supply of fluff to different centres, studies to develop more efficient techniques for breeding for drought resistance, etc., some of the experiments studied under this Scheme are of direct practical utility. In the zonal varietal trial at Coimbatore the newer variety Co. 6304 has given better performance (higher yield) than Co. 62175, Co. 658 and I. C. 225.

Sub-Stations

Karnal (Haryana)

In early years large progenies from fluff (hybrid seeds) received from Coimbatore were raised here. Among the selections made here (Co.K. series) Co. K. 30 and Co. K. 32 spread into commercial cultivation in Punjab and Bihar respectively.

Motihari (Bihar)

From the screening of hybrid seedlings at this Sub-station, a promiss-

ing genotype, M. G. 32, has been selected and this is being evaluated in various regions.

Cannanore (Kerala)

This Sub-station's main function is to maintain world sugarcane germplasm assembly which has a strength of around 2800 genotypes. Cannanore was selected for this assembly since sugarcane clones could be maintained here free from secondary infection of diseases, especially mosaic.

We receive a large number of visitors and queries from the farms and factories on various aspects of sugarcane agriculture. These we attend to.

(With due acknowledgement to
INDIAN FARMING)



Irreversible!

What shall I render unto the
Lord GOD, for all HIS benefits.

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

False and Genuine

There are two freedoms: the false, where one is free to do what he likes; and the true, where one is free to do what he ought.

England } C. Kingsley
1819-75 } (Novelist)

SCRIBBLINGS ...

— continued from page 8

had expressed his desire "to meet the persons behind Sakthi's two journals". Mr. Subramaniam the L.I.C. Officer from distant Hyderabad had an interesting and flattering tale to tell. Some time previously, taking advantage of the steady rise in the value of SAKTHI SUGARS shares he was in a mood to sell away his share-holdings as a profitable deal. But the women-folk, the daughter and wife would not tolerate the proposal as they could not afford to forego the two magazines they received as shareholders. The publisher, on whom Mr. Subramaniam said he was making a courtesy call, also no doubt felt patted on his back, to hear the story straight from the horse's mouth!

Two years back we received a request from an industrial unit in Mettur Dam for the back numbers of our two journals with the frank statement that the copies were needed as

"model" for their proposed house journal. We have since been receiving copies of their new bulletin regularly for quite sometime.

An officer from a sugar unit in Mysore State dropped into our editorial office the other day to collect the back numbers of "Sugar News" for the same avowed purpose of using them as "Models" for their proposed house journal.

More interesting was a message of congratulation conveyed recently by an assistant professor of the Agricultural University Dr. D. Vasantharaj, M.Sc., F.E.S.I., Ph.D., for having established ourselves as a model for house journals. Representative from a huge industrial complex in the south, that had just sported twin journals in Tamil and English, had approached him for articles, not hesitating to reveal that his proprietors wanted their journals to be shaped after the publications of Sakthi Sugars!

Lest we forget...

May we avail of this opportunity

to acknowledge our indebtedness to our honorary correspondent Tipper Subramanian who as a labour of love has kept us well posted regularly with campus news from Sakthinagar for the last seven years or so right from the early days of "Seithi Madal", the smart young office assistant with us from the beginning of 1973 K. Chinna-samy, B.Sc., the newly acquired ever willing office-boy secured after languishing for one for over seven and a half years, Mr. Jeevaratnam of Graphic Arts, all the employees and Managing Director S. Mani of Kalaimani Printing Industries Pvt. Ltd. our printers and all others who have extended their unstinted and whole hearted cooperation in bringing out your two journals, all these years.

Last but not least we record our sincerest thanks to Commercial Director V. M. Kailasam, and all other Directors of the Board who have evinced a sustained interest in our progress at every step, ever ready to extend their hand of valuable help.



a reception to remember ...

A joyous crowd of 3000 composed of employees from Head Office Coimbatore, Sales Office Erode and Sakthinagar with their Families, Agriculturists, bank executives and Government Officers, assembled on the lighted and decorated lawns of Sakthinagar to give a rousing reception, at a function presided over by popular Commercial Director V. M. Kailasam, - to General Manager Viswanathan on his successful 72 days world tour on official assignment. On the rostrum are seen right to left: Deputy General Manager S. V. Balasubramanian, Director K. S. Murugaian, Sethuram Viswanathan, V. M. K., Chief Guest P. V. V. and Mrs. Jeya Viswanathan, and Mrs. Punitha Ramasamy of the Ladies Club.

— Photo: Metro Studio, Erode



Stride towards world rank ...!

Presiding over the reception, V. M. K. observed that he viewed G. M.'s successful tour as first stride of the Factory towards World rank.



❖ United States to import more sugar

The agriculture department of the United States of America had announced, that the country was opening the door to an additional one lakh short tons of raw sugar this year, raising the 1973 quotas to a total of 11.6 million tons. According to officials the additional sugar was needed to help hold down prices to American consumers. The announcement designated 82,775 tons to foreign suppliers. The foreign allocation would be made on a "first come first served" basis to any sugar producing country other than Cuba and Southern Rhodesia. It was stipulated that the importation would have to occur on or before November 16.

❖ Fall in production in West Indies

Sugar production in the Commonwealth Caribbean is expected to fall below the one million tons mark in 1973, for the first time in two decades!

The latest crop-forecast issued by the West Indies Sugar Association puts the 1973 estimated yield at 9,48,919 tons, the lowest figure since 1953. Sugar producers in West Indies

were deeply disappointed at the continuing trend. Drought conditions and arson have been mostly blamed for the situation. The largest of the five sugar producing territories in the area Guyana, Jamaica and Trinidad have all reported that they expected to be well below production of recent years. Barbados and St. Kitts have already ended their crops with disappointing low figures Guyana, Jamaica and Trinidad are expecting fall in their usual productions.

For the first time in Jamaica's history the export of sugar has been embargoed, until further notice to supplement domestic supplies, that were running low.

❖ Australian Sugar Crop hit by rains

In Australia, in the area from Bundaberg in North Queensland to northern New South Wales, thousands of tons of Sugarcane, deteriorated slowly as rain deterred harvesting in time. It was feared that the harvest would be one of the most expensive on record. Most of the sugar mills were weeks behind their Crushing schedules, because harvesting machinery was bogging down.

❖ Jap market for Brazil

Brazil has sold a further 3 lakhs metric tonnes of raw sugar to Japan for 1974-78 shipment, according to a spokesman for the sugar and Alcohol Institute in Rio-de-Janeiro. The sale was a direct one by the institute to Taiyo Refinery. The price was not disclosed.

Earlier in September 1973 the Institute had sold 2,50,000 tonnes to C. Itoh of Japan for 1974-76 shipment.

Mr. Francisco Watson denied in Geneva on 3-10-73, market reports that Brazil was negotiating a long-term sugar deal with the Soviet Union. Mr. Watson is the export director of the Brazilian Sugar Institute.

❖ U. N. Sugar talks Geneva Conference fails

The United Nations sugar conference, which opened a month earlier, abandoned on 12th October its efforts to work up a new international sugar agreement to replace the one which is due to expire at the end of this year. Delegations from more than 70 countries were in Geneva for the conference.

The Chairman of the Conference called off any further discussions on the problem. He announced that the conference would end on 12-10-73, after working out a report and discussing the administrative regulations of the International Sugar Organisation.

The failure to achieve agreement on a new international arrangement means that only a number regional agreements will continue to function after December 31st. These include the Inter-American agreement between the United States and a number of Latin American countries, the African and Malagasy Sugar agreement, the European Economic Community Agreement, the Commonwealth Sugar Agreement and the Soviet-Cuban Agreement.

Contrary to earlier predictions, sugar prices fell back on the London terminal market on 15-10-73.

The Divine way

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Good-nature and good-sense must ever join. To err is human, to forgive divine.

England } — Alex. Pope
1688 — 1744 } (Poet)

45 — LAKH TONNES RECORD SUGAR...!

OPTIMISTIC FORECAST FOR 1973-74

by Hon. FAKHRUDDIN ALI AHMED



29th Convention of Sugar Technologists

India might produce a record 45 lakh tonnes of sugar next year according to Union Minister for Agriculture Hon'ble Mr. Fakhruddin Ali Ahmed. This optimistic observation was made by him when he inaugurated on 9th October, the three-day 29th Annual Convention of the Sugar Technologists Association of India in Bangalore. He was happy that the sugar and sugarcane situation in the country was tending to become comfortable this year itself, with the production of sugar reaching about 39 lakh tonnes.

Team from Sakthi

Sakthi's Chairman N. Mahalingam, Technical Director N. Chandappa, Deputy General Manager S. V. Balasubramanian, Chief Chemist - cum - Technical Adviser T. T. Oommen, Cane Superintendent K. S. Thirumalaisamy, Shift Chemists Gupta, Nallasamy and Ganapathi from Sakthi Sugars were among the 500 delegates who attended the convention from all over India. There were a few observers from foreign countries also.

Progressive guest state ...

The convention was inaugurated by His Excellency Sukhadia the Governor.

Doctrine preached

I wish to preach not the doctrine of ignoble ease but the doctrine of the strenuous life.

U. S. A. } — T. Roosevelt
1858 — 1919 } (26th President)

nor of Mysore State. Mr. M. Lingiah chairman of the reception committee stated in his welcome speech that Mysore (now Karnataka) state was ideally suited for the sugar industry and held immense potentialities for the future. At present there were 13 sugar factories engaged in producing sugar in Mysore and five more were expected to go into production in the next few months, he added. With the commissioning of the new factories and expansion of some of the existing units, the total production of sugar in the state was expected to go up to 4 lakh tonnes.

Uncertainty that deterred ...

Mr. Bansi Dhar, president of the sugar Technologists Association of India, wanted the association to be given a representation on the sugar Panel of the National Committee of Science and Technology, so that a continuous dialogue on sugar Technology could be carried on with the highest authorities in the country. He cautioned the government against encouraging indiscriminate cultivation of sugar beet, without looking into the techno-economic feasibility & climatic conditions necessary for such projects.

Mr. Dhar said that the uncertainty in the sugar industry on the issue of nationalisation was thwarting the efforts in improving the sugarcane and technology, and that the technologists found themselves utterly helpless. He wanted the government to make a decision on this issue once and for all, in the interest of faster technological growth.

Nationalisation...

Answering evidently the above point, Union Minister honourable Mr. Fakhruddin Ali Ahmed stated that he

did not believe that the work of the technologists in the sugarcane and sugar field need be related to this matter, but should go on irrespective of the decision on the future management of the industry. He said that the Government would announce its decision on the nationalisation of sugar industry at an appropriate time after carefully examining the issues involved. The interim report of the Sugar Industry Inquiry commission on nationalisation and related matters was under the consideration of the Government, he added.

Desirable trend...

Mr. Ahmed said —

"The sugar and sugarcane situation in the country is tending to become comfortable this year itself with the production of sugar reaching about 39 lakh tonnes. The policy of the Government in regard to partial control, sugarcane prices and incentives to the growers and the factories have doubtlessly helped to bring about this trend.

"as for the food front though the situation continued to be difficult, the worst is over. The coming year will prove to be considerably better in view of the favourable monsoon we had and a good kharif crop.

Entertainments too ...

Performance of Kuchipudi dance arranged for the entertainment of the delegates by chairman Mahalingam, was much appreciated. Members of Sakthinagar team found the deliberations and discussions of the three day convention interesting useful and educative.



Sakthinagar forges ahead...

NECK to NECK with HAWAII



Hawaii island in northern pacific has emerged in recent decades as one of the best sugarcane producing places of the world. Using the latest scientific methods in agriculture they grow sucrose-rich creeper-type 30 feet long sugarcane, adopting mechanical means for ploughing, planting, harvesting and quick transport, restricting man-power to the minimum on the farms. Immediately before harvest the leaves of the standing crops are set fire to and thus disposed of.

This new state of America, admitted to the union in 1959, was discovered by Captain Cook in 1778 and annexed in 1898 by the United States.

Impressive indeed...

Our General Manager Viswanathan had the occasion to see a sugar factory and its cane farm during his stay in the island's capital, in the course of his recent trans-world assignment. He brought us information that during a period of 60 years, the sugarcane farms in Hawaii have increased their average per acre produce from 39 tonnes to 99 tonnes. This works out to an average rate of one tonne rise in yield per year.

We are equally good ..

While appreciating this record of steady and marked development in the sugar farms of Hawaii, Cane Superintendent K. S. Thirumalaisamy, M. Sc.,

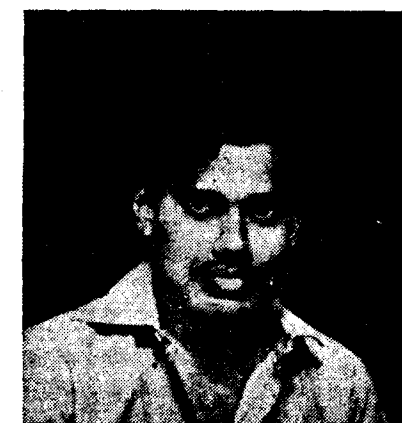
contended that the record of the sugarcane farms in the Sakthinagar factory region during the last six years was not less phenomenal or impressive. Speaking with conviction, he maintained that our progressive rate of increase was 100% more than Hawaii! He did not fail to muster an array of figures and facts to maintain his stand.

During the last six years i.e., from 1967 to 1973 we have increased the average sugarcane yield per acre per year in our factory region from 32 tonnes to 44 tonnes. The rate of increase per year works out to 2 tonnes per year, as against one tonne per year in Hawaii! Incidentally, he also pointed out that the average all-India yield of sugar cane per acre was only 20 tonnes as against our 44 tonnes.

Intrepid Thirumalaisamy next proceeded to bring out the fact that this average production of 44 tonnes per acre was in 11 months crops, where as in Hawaii it was a 24 months crops. "Thus", he argued, "the cane yield per unit time per acre is the same in both places".

Continuing in a confident vein, the young cane-technologist felt sure that by adopting latest technical treatments for the crops, the yield per acre could be raised to 55 tonnes per acre for the whole factory area by 1975. This if achieved would be a world record in the agricultural front for 11 months crop sugarcane, that is in yield per unit time.

We wish him success in his efforts. We are quite optimistic that he would carry this out without much difficulty, when we remember that he has quite recently performed the feat of keeping supplies to the factory continuously



Intrepid cane-superintendent
K. S. Thirumalaisamy, M. Sc.

and fully for a record period of over 15 long months.

As for the Hawaiian practice of burning the leaf heads immediately before harvesting the crops, one cannot ignore the fact that the atmosphere was bound to be polluted.



au revoir ...

A moving farewell was accorded by the Manufacturing Department to Mrs. Sivakumari Menon and Chemist K. K. Menon who had been with us for the last Nine Years, on the eve of his departure to Mysore for taking up a higher post in our sister concern Chamundeswari Sugars Ltd. A beautiful Watch was presented to Menon.

Mrs. Pankajam Thirumalaisamy seen addressing the gathering, presented an Ever-silver Bucket to Mrs. Sivakumari on behalf of the Ladies Club.

THE POETS

Poets utter great and wise things which they do not themselves understand.

Greece } — Plato
BC. 429-347 } (Philosopher)



As guest of Platinum Jubilee Octogenerian G. D. N.

India's "wonder-man" G. D. Naidu whose 80th Birthday was celebrated by the collegiate youth of Coimbatore recently as a Platinum Jubilee and "festival of education" hosted our Chairman Mahalingam at a private lunch in "Gopal Bagh" to congratulate him on his 51st Birthday! He was presented with a fragrant sandal wood garland and an elegantly designed silver platter. During the platinum jubilee celebrations earlier, Mahalingam had air-dashed from Madras to felicitate Mrs. Ranganayagi Naidu and G. D. Naidu, old friends of his late father, when he presented them with an exquisitely carved silver casket and garlands.



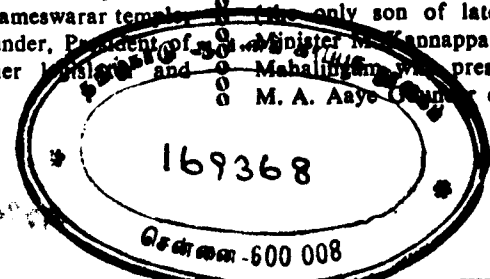
K. K. S. Kalyana Mandapam

Concrete built, be-sculptured hall constructed as gift by Sakthi Charities at a cost of Rs. 1.25 lakhs in the premises of Bhavani's famous pilgrimage centre-Sangameswarar temple and named after late K. K. Subbanna Gounder, President of the Temple Renovation Committee, former Minister and leading Sugarcane ryot of Sakthi Sugars.



Inauguration by Hon'ble Minister

Seen in front of the Mandapam's commemorative tablet are left to right - Parliamentarian K. S. Ramasami, M. P. (the only son of late K. K. Subbanna Gounder), Hon'ble Minister M. Kannappan who declared open the hall, Chairman Mahalingam who presided over the function and Secretary M. A. Ayya of the Temple Renovation Committee.



Editor celebrates wedding of Son

Lillian — Isaac

By the grace of God, Mrs. Nancy Appadurai and Editor Solomon Appadurai celebrated the holy matrimony of their son Solomon Isaac, B. com., N. I. S., Secretary Vizag Y. M. C. A. (formerly Athletic coach, Indian Navy) with Miss Lillian Blossom, daughter of Mrs. G. Traish and late Mr. Henry Traish, at a solemn service in St. Johns church (C. S. I.) Vizagapatnam, on Wednesday the 10th October.

on the lawns

In the open air reception that followed on the lawns of the church campus, Lady Kunnekaril helped the bridal couple to cut the festal cake, while Mr. B. Chakrabarthi M. A., Superintendent Central Police proposed the toast of the newly-weds in a crisp and brilliant speech interspersed with bright humour; and bride-groom Isaac responded with a suitable brief reply.

The pleasant function, well attended by invitees from the Navy, services and civilians representing a regular cross-section of Vizag's society, was presided over by Rev. Samuel Roberts, B. A., B. D., and the groom's father welcomed the gathering in a short talk. Mr. Heslyn Traish proposed a vote of thanks.

"The Glyps"—star performing orchestra of Andhra provided enjoyable and enthring music, with singer Manual rhyming latest pops at the mike, as the happy guests sat to partake contentedly of snacks, cookies and cool gold-spot.

Those present included Commodore T. J. Kunnekaril commanding officer I. N. S. Circars, Mrs. and Lt. col. Bhoopal, Mrs. and commodore Moses, Mrs. and Mr. P. R. Joseph, Mrs. and Mr. De Lima, President Vasudevan of Y's men club, Vice-president Solomonraj of Y. M. C. A.,

Mr. Manuraj Sumanam of coramandal fertilizers, Principal Miss J. Raja Rao, Mrs. Janet Roberts, Mrs. Maureen H. Traish, Mr. P. Mohan of Coimbatore and others.

...joyous greetings

Messages of greetings and good wishes were received by the couple from Mr. N. Mahalingam B.Sc., F.I.E., chief of Sakthi-Anamallais group of enterprises, commercial Director V. M. Kailasam, Director A. V. Giri and general Manager P. V. Viswanathan of Sakthi Sugars, Mr. G. D. Gopal, G. D. Naidu—

Rear Admiral Pereria of Eastern Naval command, Tamilnad ministers hon'ble mr. J. Sadiq Pasha, hon. mr. M. Kannappan Assembly speaker hon. Pulavar K. Govindan. M. A., M. L. A., Legislator K. P. Kandasamy, M. A., M. L. A., Director "Malai Murasu" groups of Dailies—

Editors—Shanmugavel, Solai and T. R. Ramasamy of "Makkal Kural" Daily, T. V. Ramsubbier of "Dina Malar" Tamil Vaanan of "Kalkandu", T. Sadasivam and K. Rajendran of "Kalki", Na. Parthasarathi of "Deepam", K. V. Jagannathan of "Kalai - Magal", K. Santhanam of "Swarajya", News-Editor Sowmyanarayana of the A. I. R., R. Nataraj of Nava India and correspondent R. Venugopal of "Hindu"—

Vice-chancellor G. Rangasamy of Tamilnad Agricultural University, postmaster-General C. A. Dhayanathan, General-secretary Chinnadurai of Hyderabad Y. M. C. A., Rt. Rev. Bishops N. D. Ananda Rao Samuel of west Godavari, George Devadas of Madurai-Ramnad and S. J. Samuel (formerly of Coimbatore-Salem) and Nayagams of Ceylon and others.

Sugar release for October '73

The govt. of India ordered on 10th October, the release of 3.05 lakh tonnes of Sugar for October 1973. It will consist of 1.90 lakh tonnes of levy sugar and 1.15 lakh tonnes for free sale.

A further release of 20,000 tonnes of sugar for free sale to meet the demand for Deepavali and other festivals has also been ordered by the union government. Out of this 10,000 tonnes are for free sale release with immediate effect and valid for delivery upto October '73. The balance will be released in November.

Centuries Ago To INDIA he came

"...Hindustan is divided into small Kingdoms and their rulers wage wars against one another.

"The criminal laws are not rigid. The rate of agricultural tax is one sixth of the total production.

"Much of the country's wealth is stored in its temples. The caste system and child marriage are prevalent. The widows commit sati on the funeral pyre of their deceased husbands, but those who do not are not permitted to remarry.

Central Asia } —Abu AL-BIRUNI
923-1048 } author, "Tahkik-e-Hind"

(UNESCO celebrates this year, the 1000th birth anniversary of the great central Asian Scholar and encyclopaedist, who also visited India and wrote the historic "Tahkik-e-Hind")

HE whom I trust

Blessed be the Lord GOD my strength, who teaches my hands to war and my fingers to fight; my goodness and my fortress, my high tower and my deliverer; my shield and HE in whom I trust.

Israel B. C. } —DAVID Ben-Jesse
1040-970 } (Poet & King)

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

Peal of Wedding Bells in SAKTHI Firmament



R. Uma Maheswari — D. Balasubramaniam

Managing Director S. A. Ramachandran of Sakthi Textiles limited, celebrated the marriage of his second daughter Selvi R. Uma Maheswari with Selvan D. Balasubramaniam son of Mr. Appu gounder alias Devanna gounder of Ramavarmapuram Pudur on Friday the 17th August. The happy function took place at Mahatma Gandhi Mandapam, Pollachi.

The marriage was attended by Chairman N. Mahalingam, Commercial Director V. M. Kailasam, General Manager P. K. Duraiswamy of Anamalais Agencies, Managing Director A. V. Giri of Madras Bottling Company, Deputy General Manager S. V. Balasubramanian and Executives of sister concerns A. Subramanian alias Raju gounder, A. Alagappan, A. Shanmughasundaram, friends

and relatives who showered their good wishes on the young couple and gave presents.

.. ..

Visalakshi — Marasamy

The marriage of Selvan T. K. Marasamy, B. Sc., of our manufacturing department at Sakthinagar with Selvi S. Visalakshi daughter of Mr. T. K. Sengottian of Tippichettypalayam was celebrated on 12th September at Meenakshi Kalyana Mandapam in Bhavani.

Factory officials, employees friends and relatives attended the function and conveyed their good wishes to the couple.

.. ..

Banumathi — Thirugnanasambandam

The marriage of Selvan T. P. Thirugnanasambandam of

66th MEETING OF THE BOARD OF DIRECTORS

The 66th meeting of the board of Directors of Sakthi Sugars Ltd., was held on Thursday the 27th September 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, Technical Director N. Chandappa, Directors A. Venkatesiah, S. M. Srinivasan, S. Senniappa gounder, K. S. Murugaiyan, T. Periyasamy gounder, R. Chinnaswamy Naidu, P. G. Karuthiruman, K. K. Ramasamy Gounder and P. N. Nanjappan.

Deputy General Manager S. V. Balasubramanian also was present at the meeting.

Next Meeting

The next meeting of the Board of Directors will be held in Madras on Saturday the 17th of November 1973.

Accounts Branch, Sugar cane Department, with Selvi Banumathi daughter of Mr. N. P. Nagamanikkam Deputy Accounts Officer in Electricity Board, Erode, was celebrated on 14-9-73 at Meenakshi Kalyana Mandapam, Bhavani.

The function was attended by friends and relatives. A Silver "kuthu vilakku" and a Silver vessel were presented to the Couple on the happy occasion.

