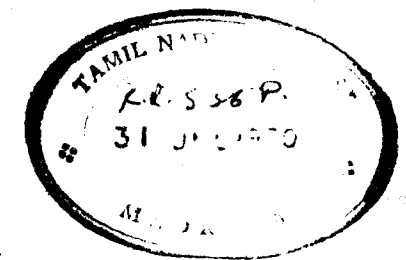


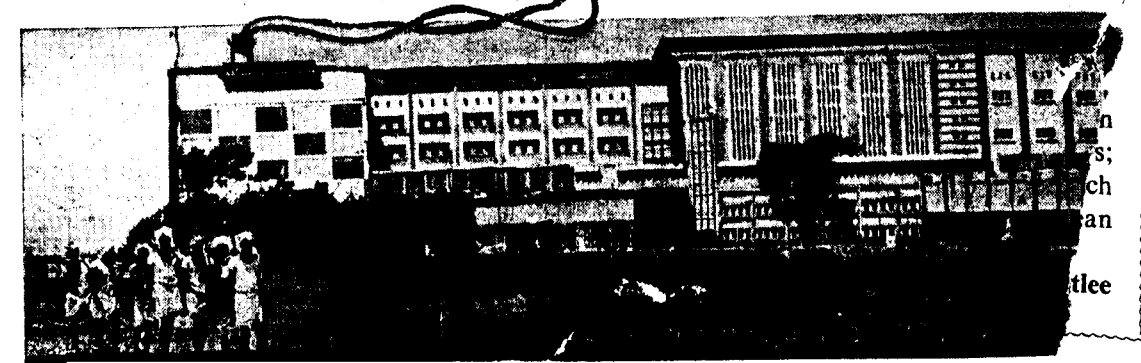
SAKTHI SUGAR NEWS

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



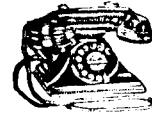
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From the Desk:



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 N. M. happened to be in his Coimbatore bungalow; and this provided us an opportunity to conveying him in person, the warm congratulations and best wishes of the readers of "Sugar News" and "Seithi Madal" on the afternoon of 6th June 1970, before he hastened to catch the evening flight to Madras to see the Chubby grandchild lassie.

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 gro planters. The group-Manager of 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 habit that you are willing should master you.

— Elbert Hulbard

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.

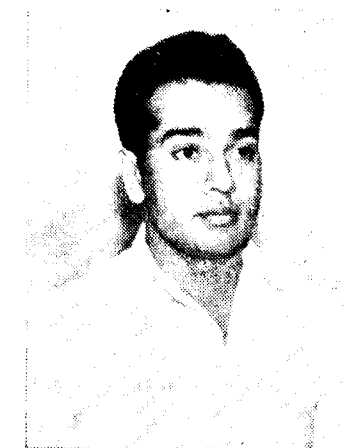
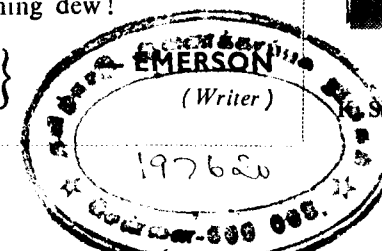
Annual day...

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!

America, 1803-82.



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 52st Session of the body on 18th July

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. Nanjappan and K. Saravanaraju. General Manager P. V. Viswanathan, Deputy general-manager S. V. Bala subramanian, and Auditor P. N. Raghavendra Rao also were present at the meeting.

Office accomodation 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 uptodate and modern office building.



The foundation



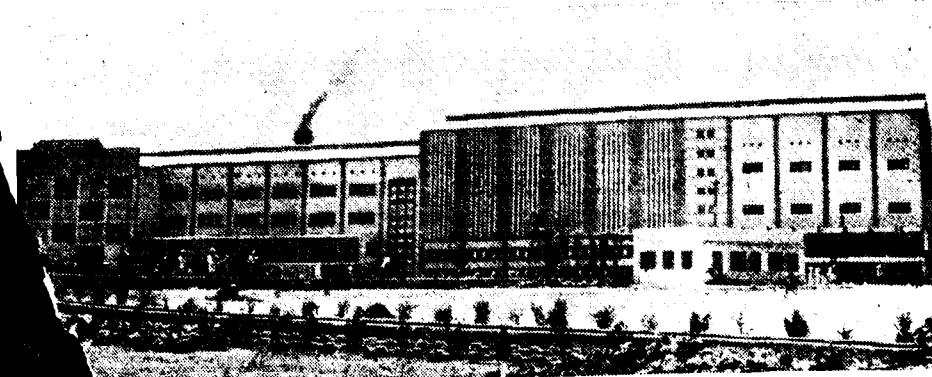
That which is the foundation of all our hopes and of all fears; all our hopes and fears which are of any consideration; I mean a future life.

— Joseph Butlee



Farewell

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



SUGAR NEWS

I, Issue 4



July 1970

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.

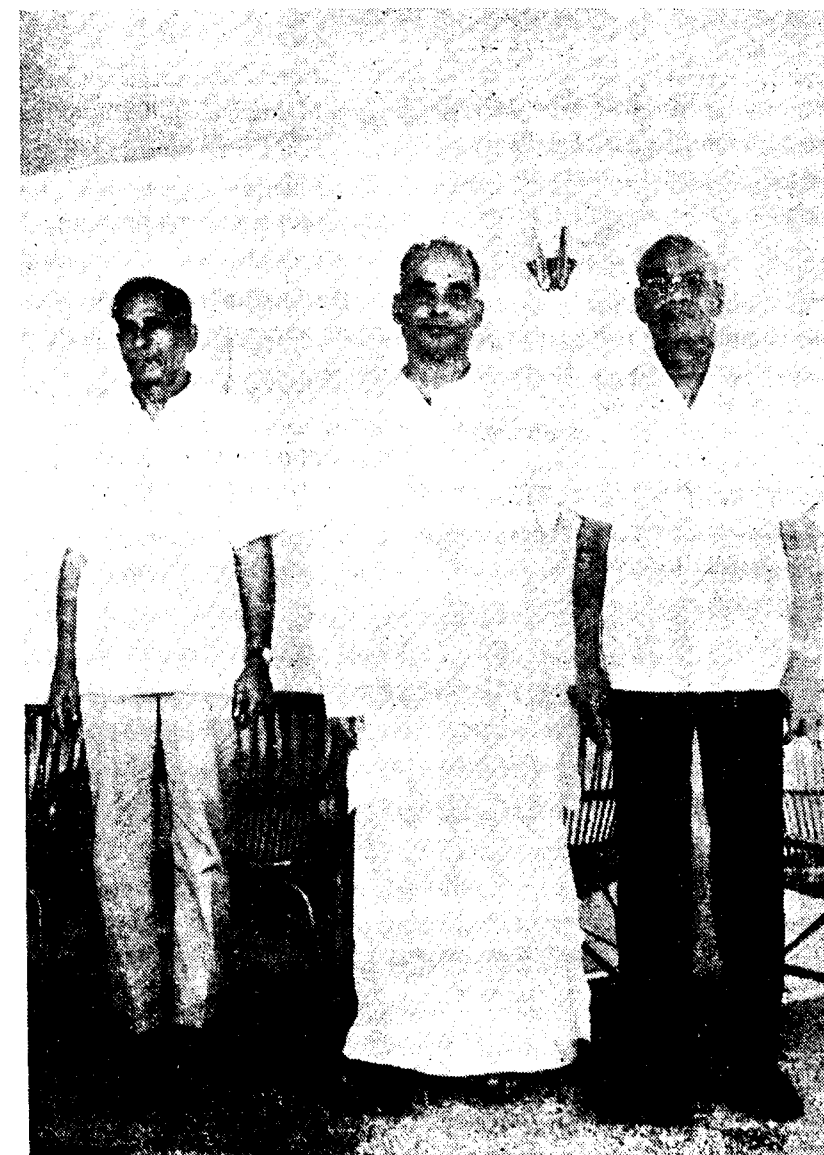
England, }
1819-80. }

— George Eliot
(Woman Novelist)

honoured us with a visit. Directors V. Krishna Rao and Chikkathimma Reddy, Chief Engineer B. C. Thimmarayappa, and Engineer C. Puttusamy of Gowribidanur Sahakari Sakkarai

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, reasearch 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

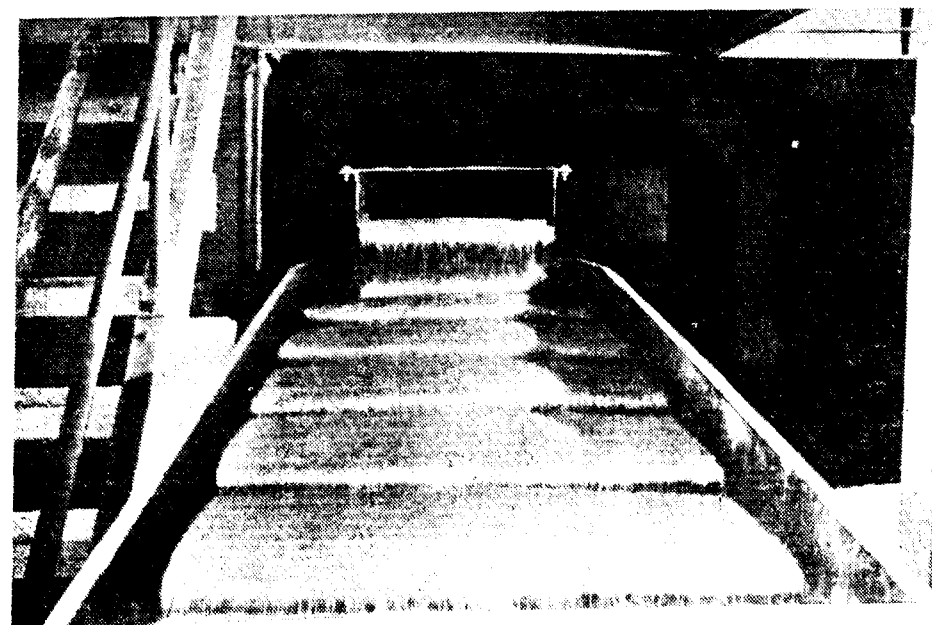
The 35 percent, hike in rail freight for sugar - cane imposed by the 1970-

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 Khandsari 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

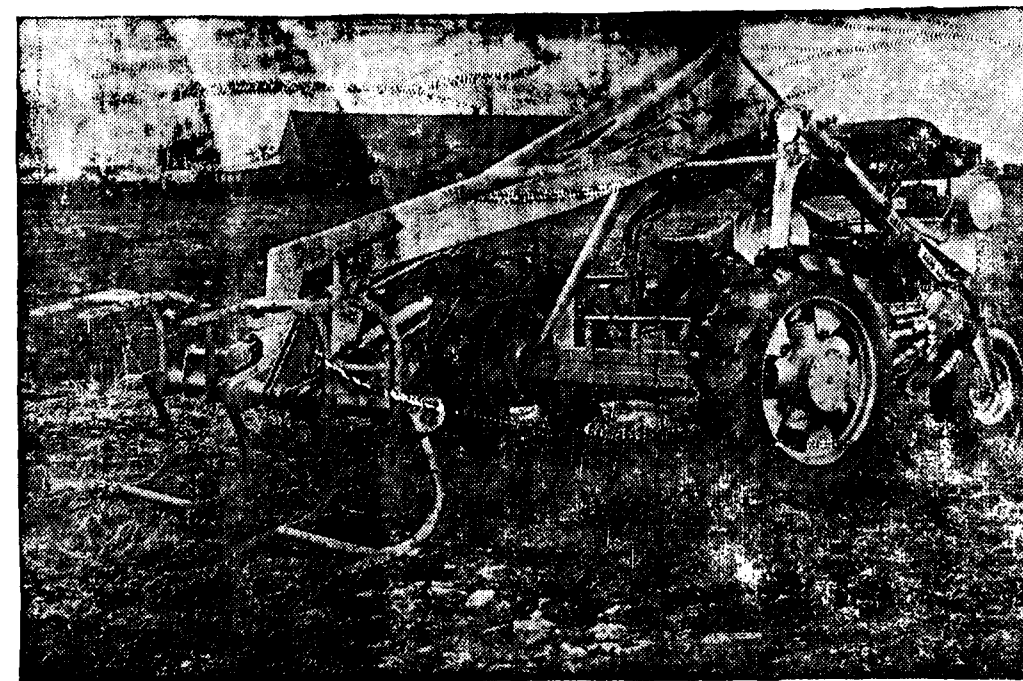
British plant scientists have initiated a big research programme to develop new high-yielding varieties of wheat and barley.

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".

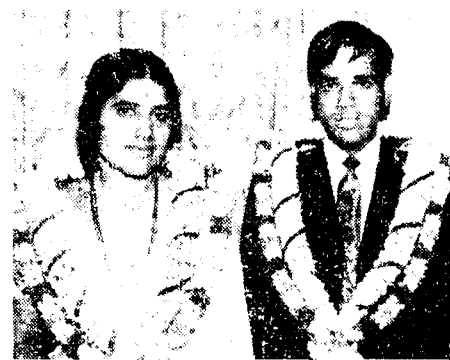
For the average British farmer it would mean a new dwarf cereal that would produce 750 to 875 kilograms more per hectare than ordinary varieties. For the best producers with a yield of 7.5 tonnes per hectars it could mean an extra 2.5 tonnes.



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-cemmed 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 **Gita 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. **We entertain...**

As indicated in the opening Paragraph, the staff of Sakthi Sugars head office claimed the first privilege of entertaining the new couple at a tea-party and reception on the evening of the 7th. 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 Sakthinagar, including chief Engineer K. M. Periaswamy, chief chemist S. Srinivasan, Acting Cane Superintendent Thirumalaisamy, Labour officer K. P. 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.

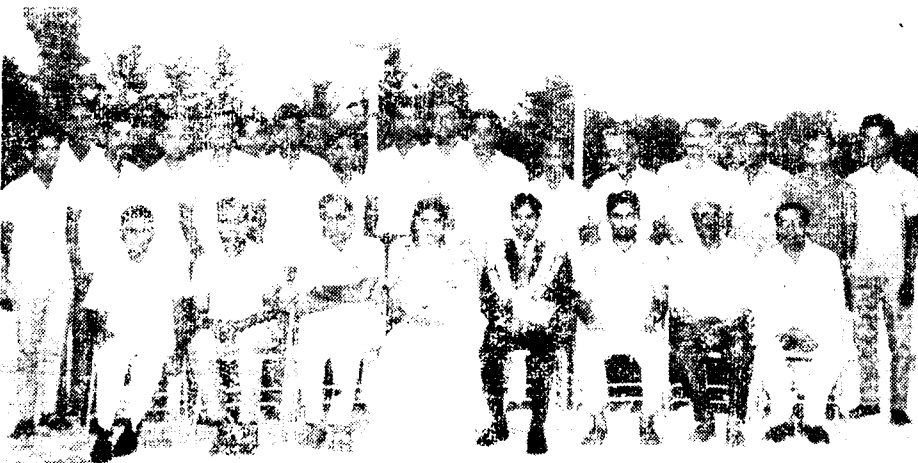
America }
1835-1910

— 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 messrs 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!

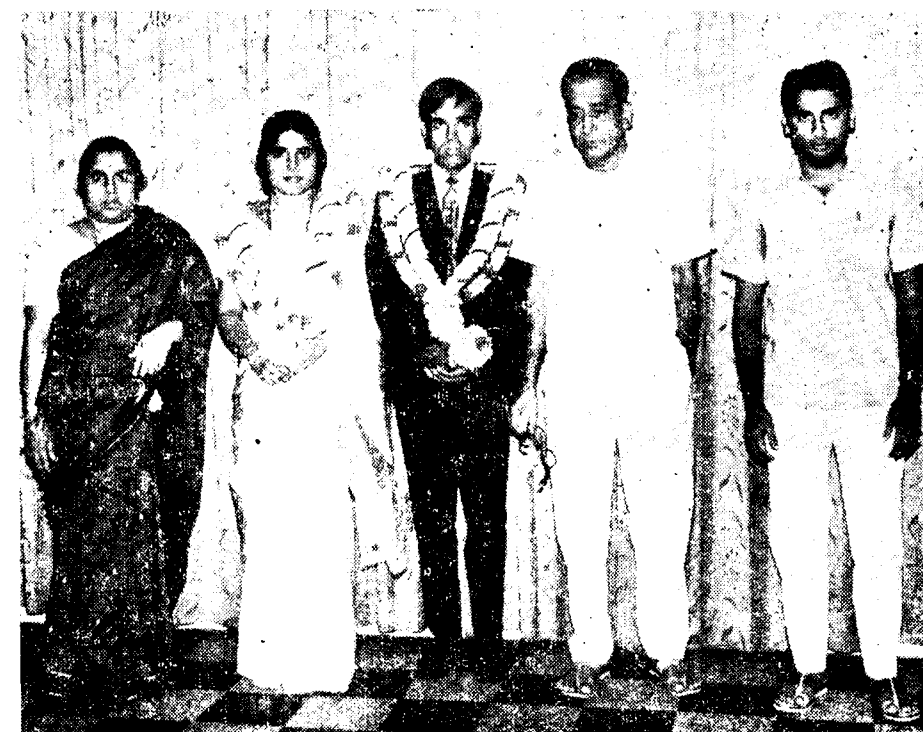
President GIRI greets ..

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

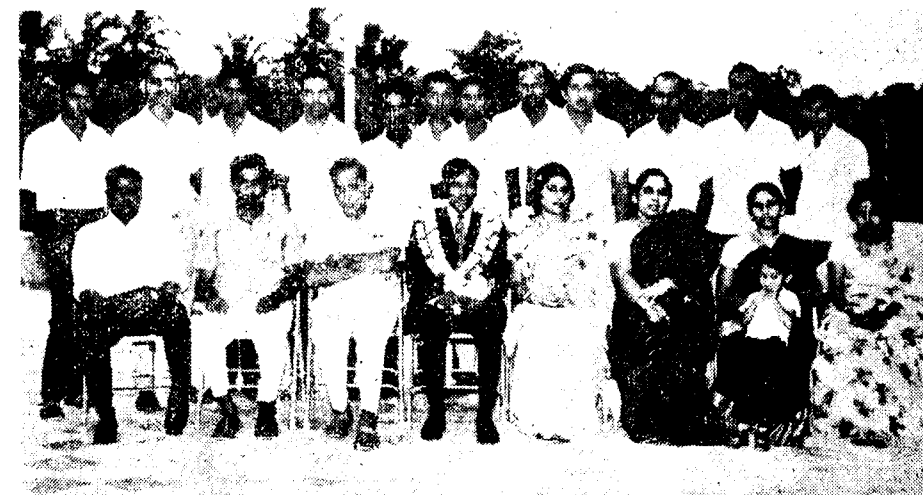
On the heels of the party given to the **Srinivasans**, the Sakthi-Sugarians at Coimbatore, had the rare pleasure of according a grand triple reception to three members of the staff and their newly married wives the **Rajas**, **Muthusamys** and **Periasamys**, on the pleasant evening of Thursday the 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

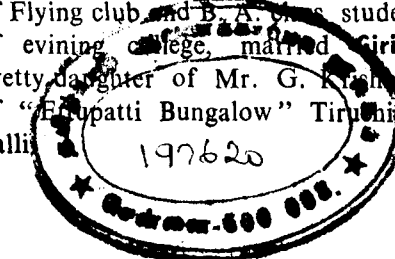
Weddings three...

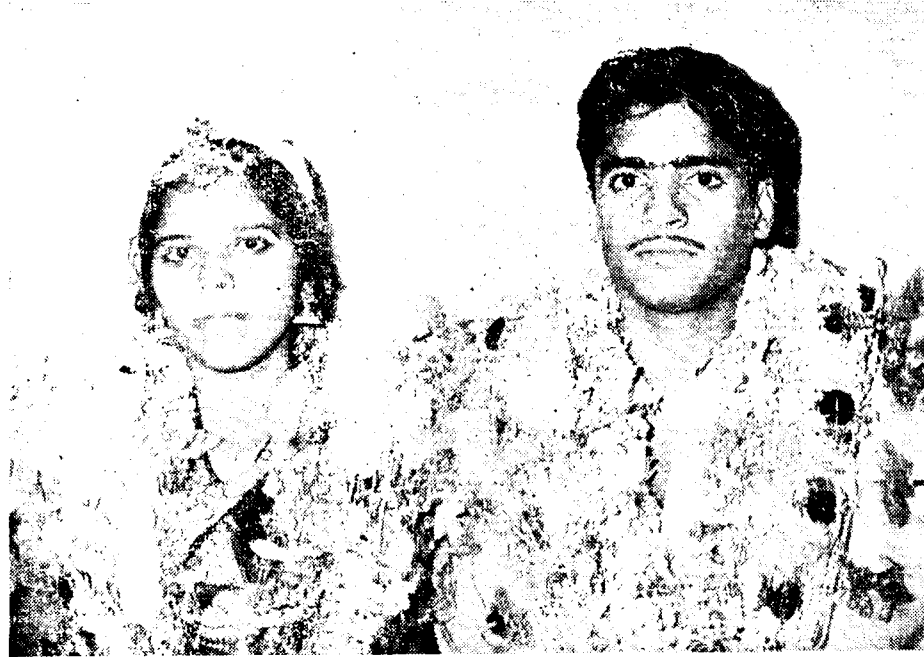
At Madurai, **T. M. Raja** staff member of Purchase section, pilot - trainee of Flying club and B. A. student of evening college, married **Girija**, pretty daughter of Mr. G. K. Raman of "Eupatti Bungalow" Tiruchirappalli.

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

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 Malayandipattam, 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-

— continued on page 22

Crowded isolation ...

~~~~~

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

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

## 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

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A rare inside view of our Factory at Sakthinagar.

— photo: Shanmugas.

## 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 crop is 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.

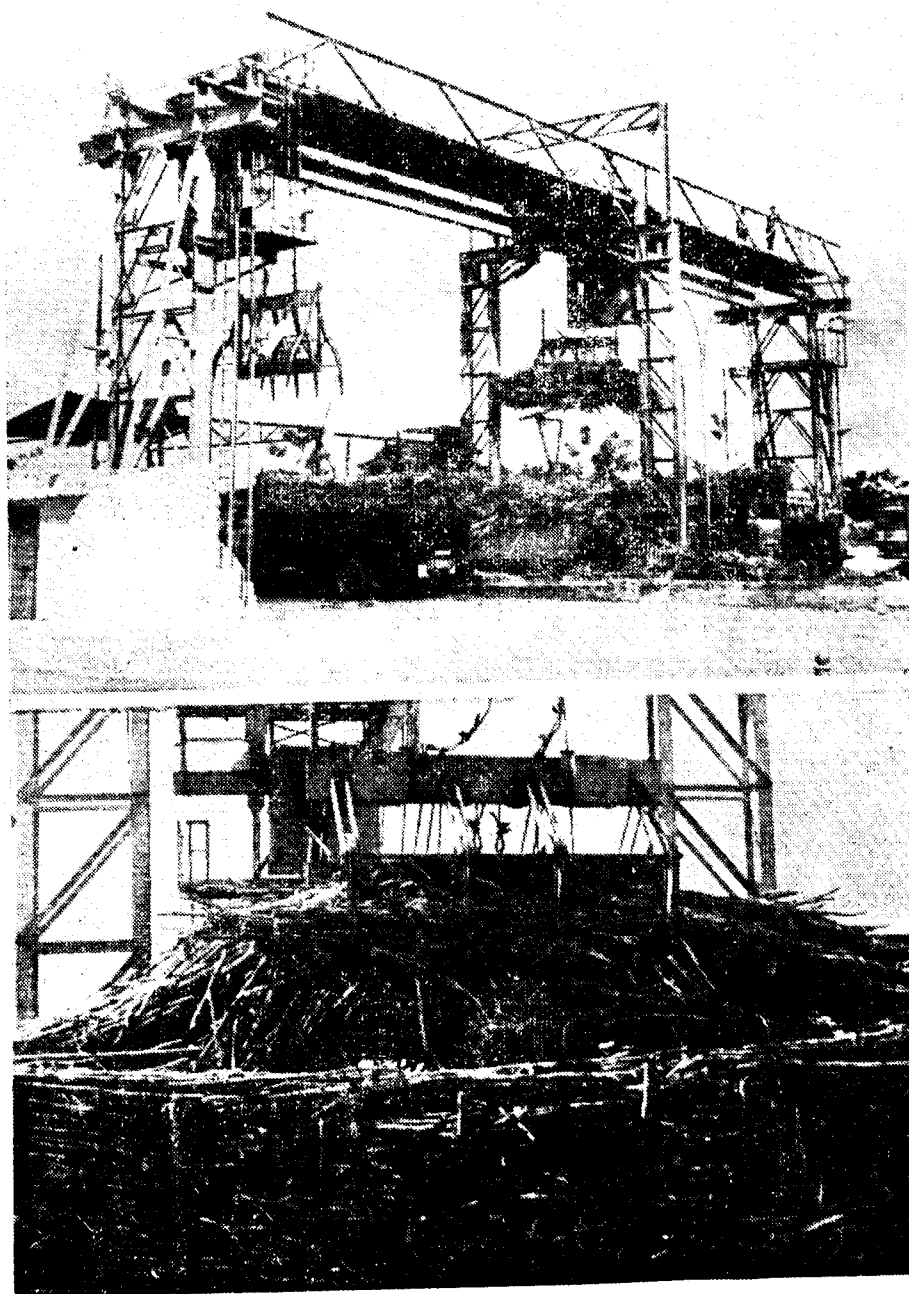
The total quantity of sugar that must be delivered to the United States is around 12,76,000 tons. Home consumption is estimated at 90,000 tons.

— 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

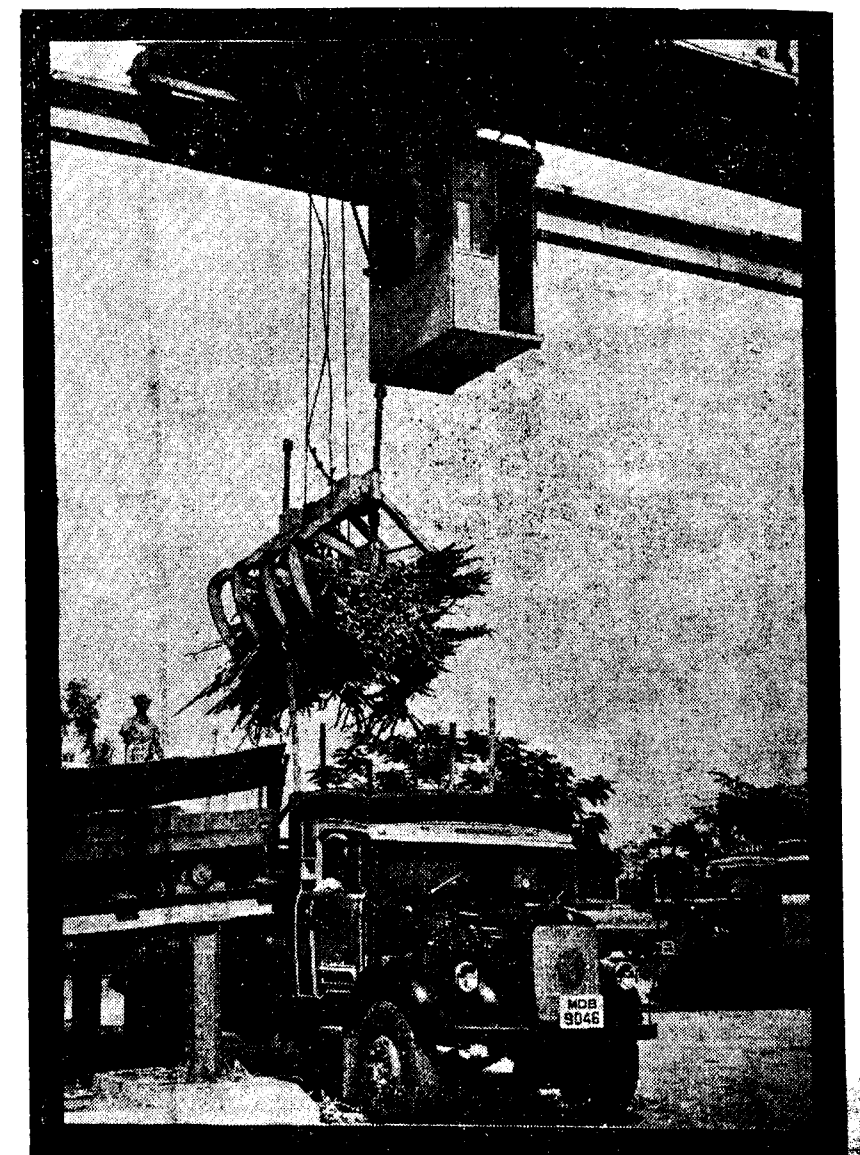
A new method of treating sugarcane waste developed in Britain will help to provide a cheap building material for developing countries.

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.

### 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...

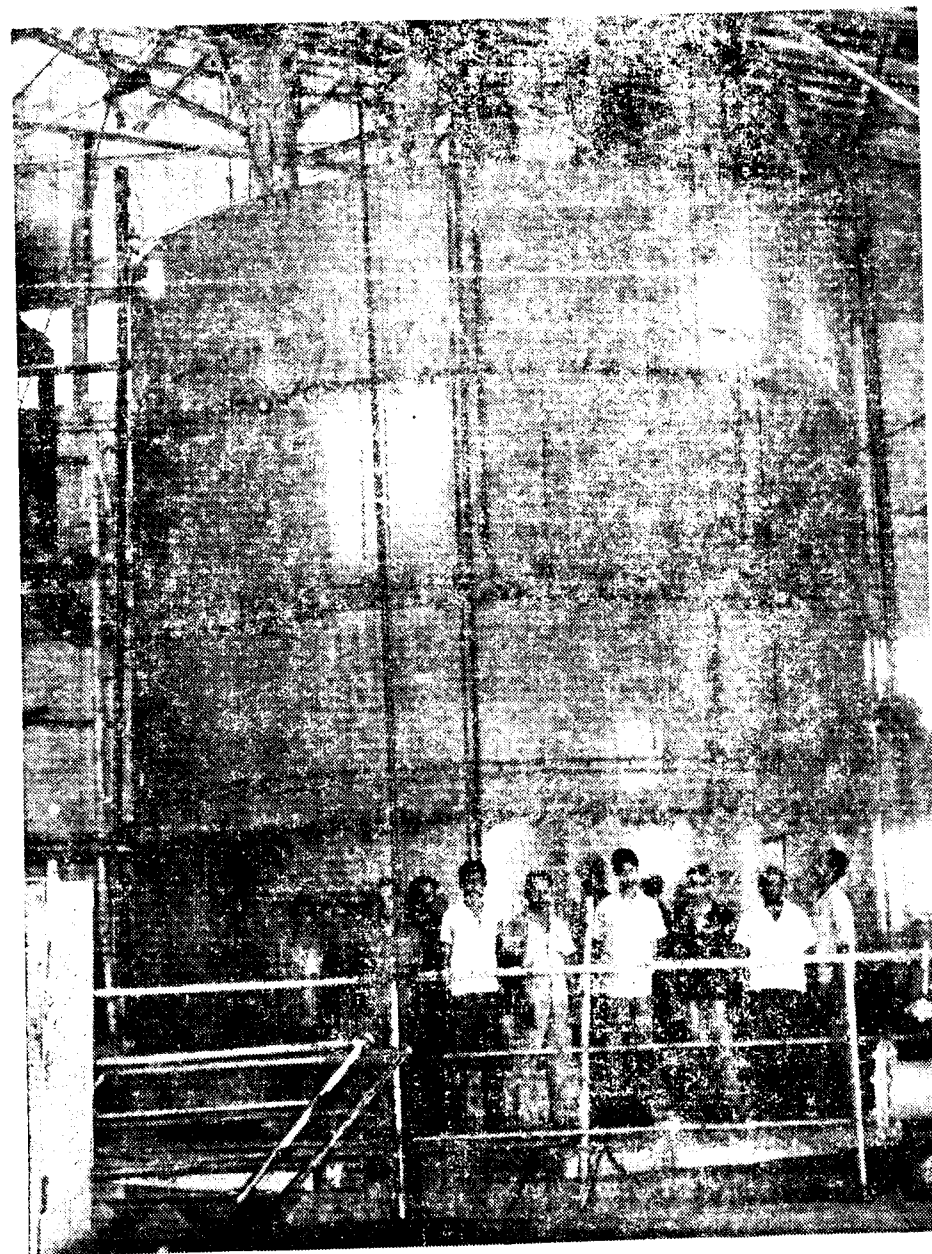
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the stabilising effect of propionic acid on bagasse.

### 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".



A Rabi-Dorr clarifier...

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

## 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

## 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.



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.

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

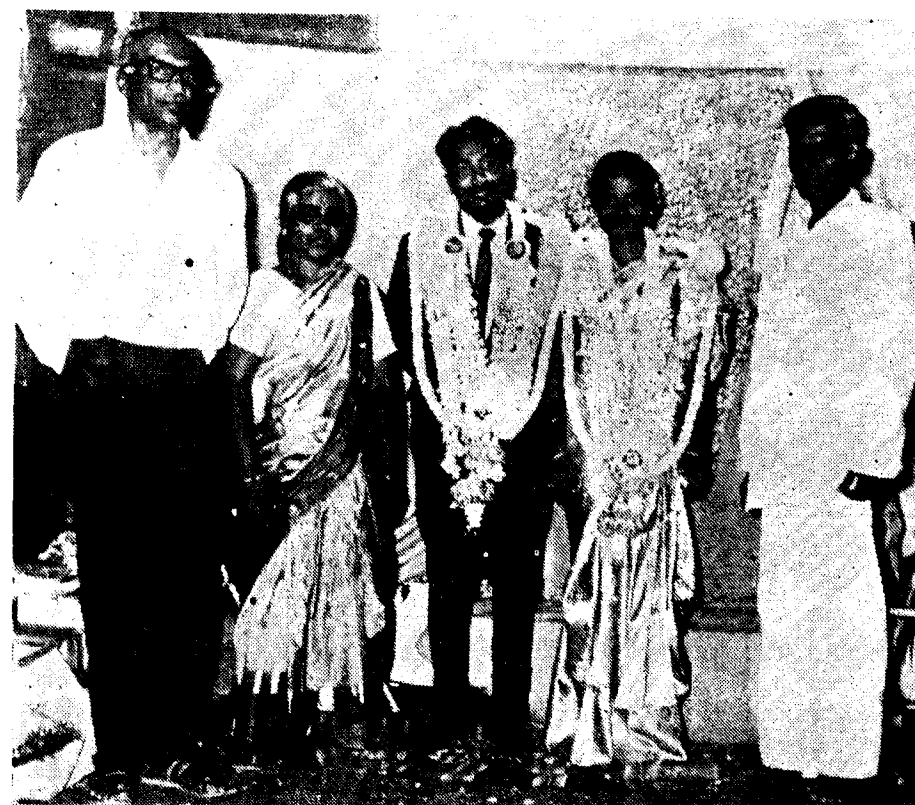
Mr. S. Sundara Reddiar of Umarreddiur, Bhavani celebrated the marriage of his son S Chengalvarayan with Indumathi daughter of Mr. K. R. Chinnusamy Reddiar of Kolathur at Palani on 17th June 1970.

### 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.



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 Vedomuthu. Athletic Coach Isaac Appadurai B. Com., N. I. S., of the Indian Navy from Bombay welcomed the gathering, while M. N. Sudhan Appadurai the popular young Journalist and advertising consultant (of Sudhan Publicity, Coimbatore) proposed the vote of thanks

## 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

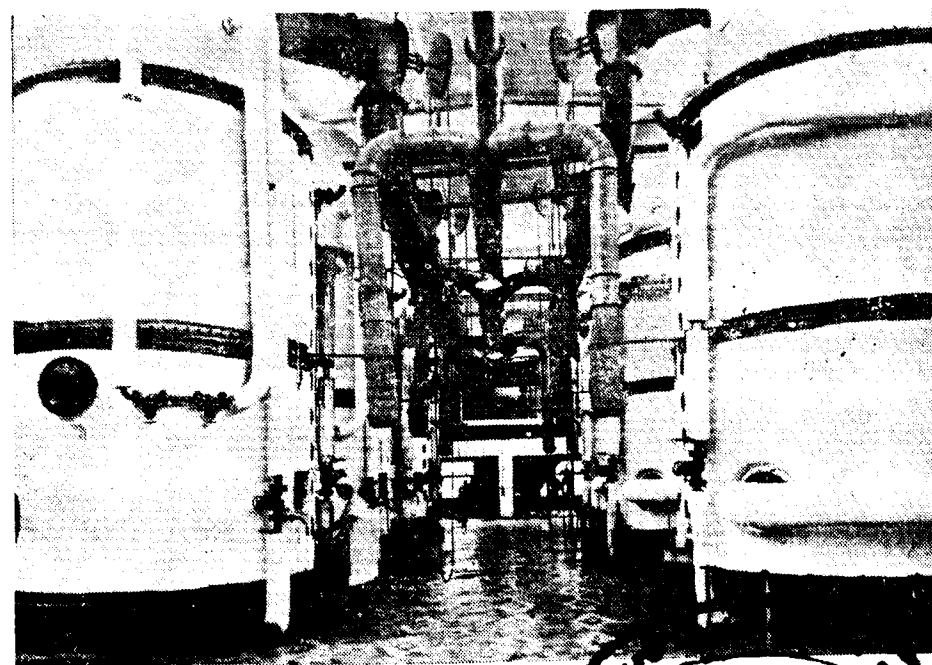
## Oh most HIGH!

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

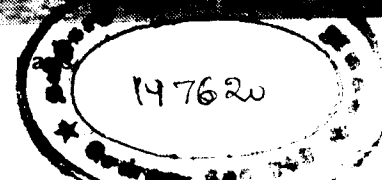
To shew forth Thy loving kindness in the morning, and Thy faithfulness every night.

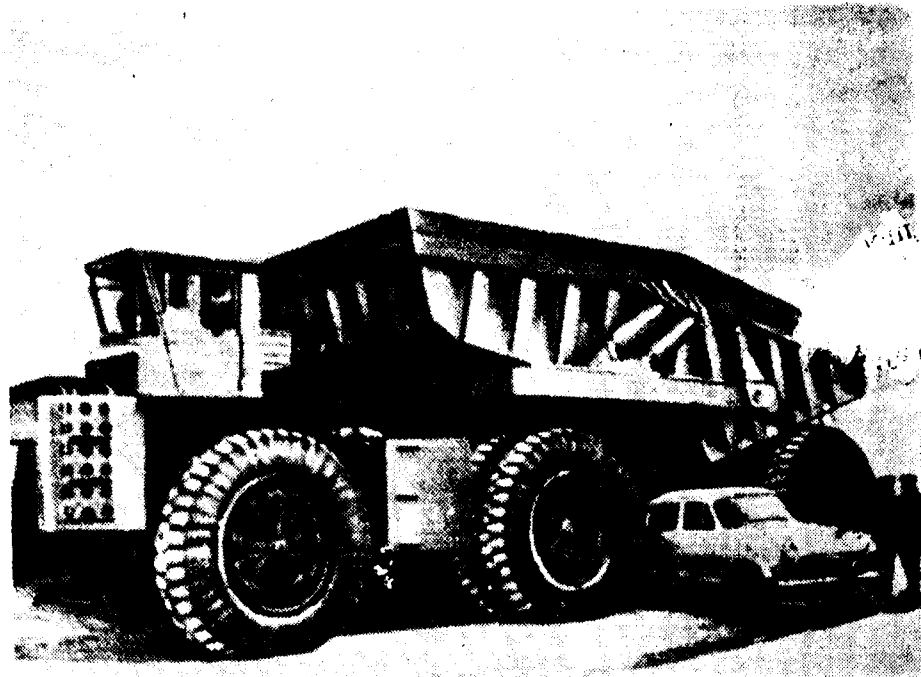
Israel } - David ben-Jesse  
B. C. 1040-970 } (poet & king)

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



Rows of Vacuum





The new Russian giant

The Russians have designed and produced a giant of an automobile—the Belaz 549 V - 52/55. 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 driver can control this vehicle as easily as, say, a Volga car. The new vehicle will be able to operate jointly with an excavator. The radius of the vehicle's turn is 9 metres, which is of great help for operation in mines.

## Births...

To **Vedanayaki 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 Farhath 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 **Bhadrunnisa 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