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Darling of the millions! Captaining the masses to their cherished destination!

— photo: Babs' Flash

As the new-year 1971 dawns ...

Standing on the threshold of a NEW YEAR, we bow in reverent obeisance to everloving GOD Almighty, with gratitude sincere and praises true for the abundant good and wonderful grace that we received at HIS hands in the past, ere we hasten to wish you all a very happy, peaceful and prosperous year, replete with sunshine and success!

— 'Sakthi Sugars'

The homeliest she ever enjoyed

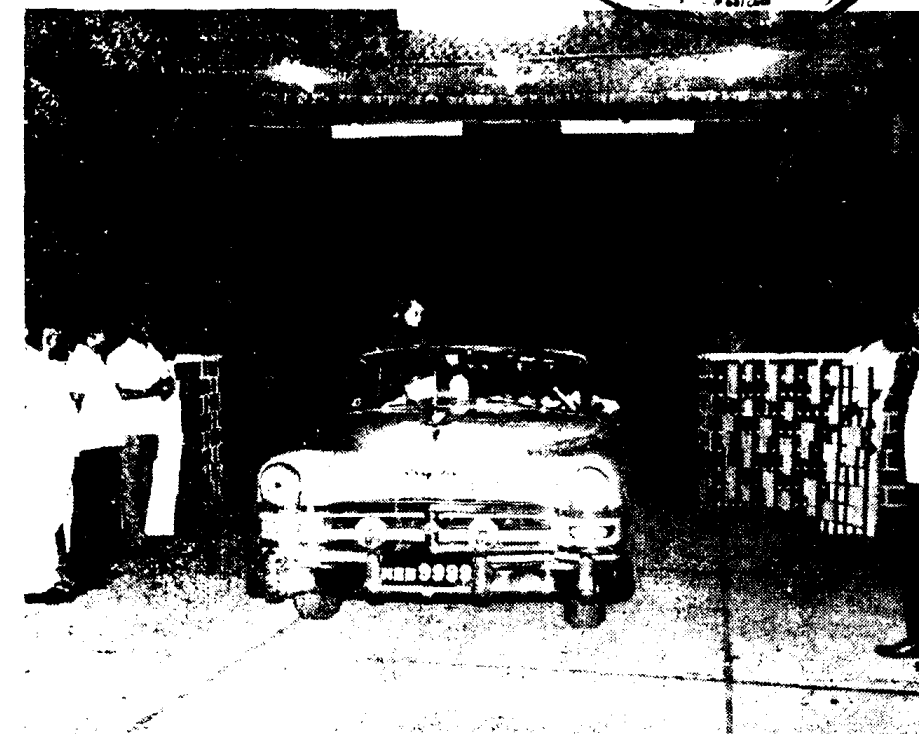
When we banqueted a beloved premier!

Indraji
responds to
invitation of the
Mahalingams

50 minutes in
Villa de P. K. D.

It was thirty minutes past ten, when the elegant yellow chrysler, carrying the Prime Minister of the Land, swept under the gay welcome arch of evergreens and colour lights, through the wide open gates, with the national Tricolour on the bonnet fluttering in the

— please see next page



"Vera incessu patuit dea" - Virgil



Oh! for a glimpse of our beloved Prime Minister!

Expectant crowds, composed mainly of youth, standing five deep to have a look at their Indraji. — photos: Lawrence

... awaiting arrival of and receiving a daughter of the Nehrus

— continued from page 3



Tense moments of waiting ... ?

Host Mahalingam with P. K. Doraisamy, General Manager of Anamallais Agencies and ARC.
— photo: P. Kannan



looking forward with elation ...

Mrs. Lakshmi Doraisamy and hostess Mariammal Mahalingam with garlands.



Saying it with a lemon ...

Chairman Mahalingam welcoming to his house the great daughter of the historic Nehrus.

— photo: Babs Flash



and a beautiful nosegay too ...

Husband N. M. looks on with happy satisfaction, as Prime Minister accepts bouquet of flowers from wife Mariammal.

— photo P. Kannan

gentle night breeze. It purred effortlessly along the concrete drive to draw up alongside the porch of "Anamallais Villa", standing serenely on the city's widest "hundred feet" road.

The full throated cheers and wild ovations from the crowds across the road, who had patiently awaited the arrival of their favourite leader, had heralded the approach of the premier's motorcade, and put the hosts on the alert!

Alighting with nonchalant grace from the open car, she literally sailed into the waiting groups of hosts and guests who had awaited her arrival with apparent eagerness.

Lemon & Lilies...

In typical TAMILIAN fashion, Host N. Mahalingam, chairman

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The banquet ...

— continued from page 4

of the Sakthi-Anaimallais group of enterprises, welcomed the illustrious lady-guest with a lemon fruit, while hostess **Mariammal Mahalingam** and Lakshmi Doraisamy hastened with beaming faces to place around the ivory-white neck of the visitor, fragrant garlands of roses and lilies. They were followed by a plump and comely little girl-miss Murugayyan.

The daughter of the great Nehrus was clad in a simple cotton saree of blue and green with a full sleeved blouse of the same material and colour. Acknowledging greetings from all sides with an ever present smile and deftly avoiding interpellations, she disappeared up the stairs of the mansion, evidently for a much needed toilet at the end of a hectic and tiring day, which included addressing five public meetings in two states, at Cochin, Ernakulam, Trivandrum, Madurai and Chidambaram park in Coimbatore.

Dinner at 10-45 P. M.

Reappearing after five minutes, she was led to the high table in the dinner pavilion by host Mahalingam, where she

Gifts to ladies

Men who wish their welfare, should always honour their womenfolk with ornaments, clothes and dainty food, at festivals and on holidays.



This way to the dining pavilion, please ...

Host taking illustrious guest to the dinner table. In the background are seen former Union Ministers K. S. Ramasamy, C. Subramaniam and Dr. Chandrasekar.

— photo: Shanmugas

was seated on the green dais, in the white linen spread table with Karuna Vanavarayar the only daughter of the hosts, son-in-law Advocate Krishnaraj Vanavarayar and Host Mahalingam seated on her right flank. Also seated on the high table were ex-ministers C. Subramaniam, K. S. Ramasamy and Dr. Chandrasekar.

A word of apology...

"I know you all must be very hungry. Held up in the public meeting, I could not help coming late"—observed apologetically the chief guest, on entering the dinner pavilion, accompanied by Chairman Mahalingam.

— continued on next page



... junior hostess and chief guest.

Indraji enjoys a wholesome Tamilian meal from tender plantain leaf using both spoon and fingers. Seated by her side is Karuna Vanavarayar, while Commercial Director V. M. Kailasam does a supervisory survey of the grand arrangements from a vantage point behind the chief guest's chair.

— Photo: P. Kannan

We banquet a P. M. ...

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Ere ascending the dais, she designed to go round the banquetting pavilion, with a disarming smile on her handsome face, greeting the assembled guests with joined palms! The gratified assemblage, watching with supreme admiration the gracile lady - premier moving between the lines, could not but subscribe to the famous lines of the Latin poet Virgil - "the true chieftainess was revealed by her gait."

Cosy pavilion:

The three walls of the grand "pandal" was covered with ever-green ferns and decorated with arom lilies and blue bells from

the Nilgiris, while the fourth side beside which the high-table was laid, sported a back drop drapery of red and green with portraits of Gandhiji and Nehru hung in the centre. On the opposite wall were portraits of the venerable ancestors of the host, parents P. Nachimuthu Gounder and Rukmani Ammal, and grand - parents Palani Gounder and Chellammal. Soft carnatic music was flowing in from record players.

Pongal repeated...

The reception "la grande" coming hard on the heels of Tamilnad's biggest annual festival the "pongal", was liberally a

repetition of the traditional pongal feast; and the menu was truly dravidian in all aspects. On the green leaves were served Jilabi, Masal-vadai, Curd vadai, Vegetable Avial, Pappadam, White - Pongal, Puri - potatoe, Dhall-rice, curd-bath and Rava payasam, rounded up with grapes, apple slices and orange pieces. Ovaltine, Horlicks and Coffee also were served as per the guest's preferences.

The Chief guest whose table was served by the ladies of the Host's family and the invitees who were very solicitously served by Student volunteers from N. G. M. College, Pollachi, did full justice to the excellent supper.

Earlier, when the invitees started streaming in from 8 p.m. onward they were served with hot Tomato Juice before they spread out in the decorated waiting-pavilion to lounge in the comfortable sofas and converse in ease.

They were there:

The diners included P. R. Ramakrishnan, President of the South Indian Sugar Mills Association and his spouse Rajeswari Ramakrishnan, Commercial - Director V. M. Kailasam Mrs. Marudapushpam Kailasam and Director Murugayyan of Sakthi Sugars, Educationists G. R. Damodaran of P. S. G. Group, T. S. Avinashilingam and Dr. Rajammal Devadas of Home Science Complex, Principal Alkondan and Principal Arumugam from Pollachi, Top

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Ninth Annual Generalbody Meeting

The ninth annual generalbody meeting of the shareholders of Sakthi Sugars Ltd., was held in the top floor hall of Hotel Alankar, Coimbatore on the evening of wednesday the 30th December 1970.

The Accounts and the Director's report for the year ended 30th June 1970, printed copies of which had already been sent to the shareholders were duly approved.

Appreciation

Shareholders T. G. H. Rao of Bangalore, G. Gurumurthi of Guruvareddiur and few others spoke eulogising the efficient working of the company in a year of handicaps. The declaration of dividends by the company in a year when several other companies in the south has failed to do so, came up for special appreciation.

The chairman, in his speech, (which is published in full elsewhere) referred to the record output of sugar and operating efficiency of the factory pointed out the crippling effect of excise duty, unhelpful cane-price policy of the government, the problem facing disposal of levy sugar, and appealed for thinking on newlines to ensure the healthy functioning of this major industry. He discussed elaborately the prospects for 1970-71 season.

Industrial Alcohol in October 1971

After outlining in brief the progress of the expansion and development schemes, he proceeded to state the

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Work for everybody ...

No man is born into the world whose work is not born with him. There is always work, and tools to work withal, for those who will; and blessed are the thrifty hands of toil.

- Lowell



Hospitality thy name is ... !

With graceful ardour and zeal junior hostesses Lakshmi Doraisamy and Soundaram Balasubramanian successfully persuaded Indraji to accept supplementary helpings of several items in the menu... !

— photo: P. Kannan

The banquet ...

— from previous page continued

Government officials including S. M. Diaz and Radhakrishnan Deputy I.G.s of Police, District Collector J. S. Bhango, Superintendent of Police Kandasamy, Divisional Engineer Venkatraman of Telegraphs, Judicial chiefs, Gonsalves of Incometax, Raju Subramanian, Jeya Alagappan & A. Alagappan, Shanmugam, S.A. Ramachandran, R.V.S. Marimuthu, Advocate Dorairaj Periasamy, Mariappan of Guru, Palanisamy of India & Trade

General Insurance, R.V. Swaminathan of Madurai and a host of others.

Departure at 11-20 p. m.

After the dinner, Prime Minister Indra Gandhi spent twenty minutes in the lounge-pavilion exchanging talk with ladies and obliging auto-graph hunters, while Press-Photo graphes had a full go.

At 11-20 p. m. sharp she bade good-bye to the hosts and assembled guests and departed in her motorcade, after kissing an affectionate farewell to her former governess Miss. Ann Ansholt, the 80 year old Danish lady who lives in retirement at Kotagiri at present.



Ladys' hour...? after dinner *tete-a-tete* in the shamiana

Seated in the sofa with Premier Indrajit is chief hostess Mariammal Mahalingam. Standing behind are (right to left): Mrs. Maruda - Pushpam Kailasam, Mrs. Karuna Vanavarayar, Mrs. Lakshmi Doraisamy and others.

photo: P. Kannan

We rejoice to convey on this happy day...

Our sincerest wishes, to **Mrs. & Mr. V. M. Kailasam** our beloved Commercial Director, for all happiness, prosperity, healthy longevity and peaceful bliss, on this joyous occasion of the **Inauguration** of their **New House** at Erode on 29th January 1971.

— Sakthi Sugars

BIRTHS



To **Mrs. Tilakam Kalyanasundaram**, wife of **Mr. S. K. Kalyanasundaram**, Administrative officer - designate, a bonnie boy in **Dr. Isaiah's** hospital, Dewan Bahadur Road Coimbatore-2, on Tuesday the 10th November 1970. The happy young father broke the joyous news to the members of the head office staff with the distribution of Toffee. The baby has since been named **Arul Karthikeyan**.

To **Mrs. Savithri Ganesan** wife of **Mr. K. P. Ganesan**, Labour officer Sakthi Sugars, a pretty baby girl on the 7th of January 1971 at Kuppusami Memorial Hospital, Coimbatore. The happy news of the addition to his family was made known to colleagues at Coimbatore, Erode and Sakthinagar by the proud young dad with the distribution of chocolates.

To **Mrs. Karnaki Mani** wife of **N. Mani** office boy, Coimbatore a baby boy on the 8th January at Meenakshi Municipal Hospital in Coimbatore. The good news was Communicated by the young father through the distribution of sugar candy and sweets at the Coimbatore Office.



STATE-MADE CRISIS?

PROBLEMS facing SUGAR INDUSTRY in the SOUTH

- **P. MARUDAI PILLAI** -

(Vice-President, South Indian Sugar Mills Association)

The sugar industry in the South is facing several problems and the factories in Tamil Nadu are almost in the verge of facing a big crisis for being classified as sick.

The reasons for this situation are not far to seek. In this article it is proposed to give the facts and details to enlighten the public so that they may know the real causes and the remedies that are necessarily in the hands of the Central Government which has been responsible for creating such a situation.

The production of sugar in the Country which was in 1966-67 only 21.5 lakh tonnes has gone up almost double in 1969-70 (the sugar year being 1st October to 30th September). In the year 1966-67 when the production was only 21.5 lakh tonnes, the Government decided to give incentive for higher production by allowing 40 per cent, of the sugar produced to be sold in the open market by the factories. In 1967-68 the production was 22.5 lakh tonnes and in 1968-69 the production touched 35.6 lakh tonnes.

The Government took over 60 per cent and 70 per cent respectively for the above two years, at a price based on a minimum cane price of Rs. 73-70 per tonne, linked to a recovery of 9.4 per cent whereas the factories were forced by the cane growers to pay for

the sugarcane a very high price in certain areas. The increased cost paid to sugarcane was, of course, made up by the sale of sugar at higher prices in the open market by the factories.

In view of this impetus given to the cane growers of getting fancy prices the acreage under cultivation went very high and in the year 1968-69 the production of sugar was 35.6 lakh tonnes. The same enthusiasm continued and the production for the year 1969-70 was 42.70 lakh tonnes. This unprecedented production of sugar has created in its turn several problems, specially to the factories in the South.

Out of the production of 35.6 lakh tonnes in 1968-69 after distributing sugar both in the free market and in the levy the carry-over was 13 lakh tonnes and at the close of the season for the year 1969-70 the carry-over stock was 22.5 lakh tonnes on an estimated cost of Rs. 270 crores. The plight of the industry in the circumstances, can very well be imagined.

The overall average of recovery in Tamil Nadu factories (9 in the private sector and 6 in the Co-operatives) is 7.8 per cent compared to a



author ...

recovery of 11 per cent in the Maharashtra. Based on this, and the cane price, paid for the year 1969-70, the cost break-up of sugar production is as in Table A in the South, specially in Tamil Nadu.

The above costing is based on an average crushing of 1200 tonnes per day and duration of 200 days and with a total crushing of 2,40,000 tonnes.

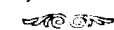
Depreciation for a factory installed about five years ago will work out to

— continued on next page

TABLE A

	Rs.	P.
Cost of sugarcane at Rs. 73-70 per tonne		
Per quintal of sugar	...	94 35
State Govt's Purchase Tax for 1 quintal of sugar at 7% per tonne of cane	...	6 60
State Govt's Cane Cess at Rs. 5 per tonne of cane	...	6 40
		107 35
Processing charges per quintal of sugar:		
Power, fuel, water & chemicals per quintal of sugar	...	2 00
Wages and salary	...	11 00
Packing materials, etc.	...	3 50
Insurance and repairs and maintenance	...	4 00
		20 50

Spent; Yet ...?



So of Cheerfulness or a good temper, the more it is spent, the more of it remains.

America, 1803-82 } — **Emerson** (Writer)



Newly - weds Kalyani — Palanisamy

The wedding of "Ilampooranan" Palanisamy young staff member of the Coimbatore Head Office with Kalyani charming daughter of Banker M. A. Sundaram was celebrated at the bride's place Udumalpet recently. The happy function was attended among others by Chairman N. Mahalingam, Deputy general-manager S. V. Balasubramanian and members of the Sakthi Sugars staff.

Problems of S. Indian Sugar Industry

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Rs. 9 per quintal of sugar produced based on a production of about 2.4 lakh tonnes a year. In addition to that from the information gathered from some of the factories the interest charges paid on the stocks of sugar and other borrowings in view of the large carry over stocks from the beginning of 1969-70 and due to higher production, it works out to Rs. 9 per quintal of sugar. Added up all these will give a total of Rs. 145-85. When this is the actual cost, the Government of India, based on some calculations and computations which are neither conforming to the Sen Commission's Recommendations nor to the Tariff Commissioner's recommendations nor taking realistic figures of costing and the interest charges that the factories have been obliged to pay, has fixed a levy price for 70 per cent of sugar to be delivered to the Government at Rs. 135-39 per quintal for

Grade E-30, with a reduction for lower grades. At the present rate of excise duty of 25 per cent on levy sugar, the excise duty works out to Rs. 33-85 per quintal and the total of levy sugar cost for a dealer is Rs. 169-24. For every quintal of sugar produced the Tamil Nadu Govt. gets a revenue of Rs. 13 (per quintal of sugar) and the Central Government Pockets Rs. 33-85 (per quintal of sugar) in addition to about 50 paise Excise Duty for every jute bag used for packing.

lessons

We learn our lessons not for life, but for the lecture room.

Rome,
4 B.C. – A.D. 65

- Seneca
(Philosopher)

And what is more, the Central Government has not left the Industry at that but has started squeezing from sugar more from 28th February 1970 by levying an additional excise duty of 12-1/2 per cent over and above the ordinary 25 per cent of Excise Duty imposed on the levy sugar and this 37-1/2 per cent, is levied at a tariff value fixed by the Government from time to time. The present tariff value is Rs. 130 and the excise duty works out to Rs. 48-75 per quintal of free market sugar. It is well known now that both the free market sugar and levy sugar are sold at the same price all over the Country. The difference that existed before 28th February budget has started to take a reverse market since the net price realised on free market sugar by the factory at present after paying an excise duty of Rs. 48-75 is only Rs. 120-50. This could be compared to the cost price of sugar which as detailed above is Rs. 146-85 per quintal on a recovery of 7.8 per cent and the loss is more if the recovery is still less. It is no wonder that all sugar factories, may be with a few exceptions, will report losses and this may amount to Rs. 4 crores after paying the sugar-cane growers an amount of Rs. 26 crores, Rs. 12 crores as excise duty and Rs. 4 crores by way of sugar-cane cess to the State Government exchequer. The estimated interest charges paid by the factories to the banks is about Rs. 2½ crores.

Huge Accumulation

The Tamil Nadu factories are carrying about 60 per cent of their last year's production as stocks whereas in Maharashtra the stocks are only about 40 per cent. If the reasons for this imbalanced stock conditions are examined it will lead to the conclusion that the monthly releases made by the Government of India is neither realistic nor scientific.

The recovery in Tamil Nadu being very low, the cost of production of sugar is much higher and therefore the zonal price fixed for Tamil Nadu

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Problems of South Indian Mills...

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is higher compared to factories in higher recovery areas. On account of this factor, lifting of levy sugar has been extremely poor in the case of Tamil Nadu factories, while in the case of factories in Maharashtra they have practically no unlifted levy sugar. Sugar on levy allotment in Maharashtra State costs Rs. 148 per quintal inclusive of the Excise Duty of Rs. 29-50 and the free market price realised after paying an Excise Duty of Rs. 48-75 is about Rs. 120. This price compared with the price of Rs. 169-24 in Tamil Nadu and Rs. 197-50 per quintal in Madhya Pradesh will lead to the conclusion that there will be no lapse in the lifting of sugar in Maharashtra when there have been lapses both in the free market quota and in the levy quota in the Southern States. What is more astonishing is when sugar price is cheaper by about 15 per cent in Maharashtra than that in Tamil Nadu allotments are made from Tamil Nadu factories to the States of Bengal, Madhya Pradesh and even to Maharashtra. Hence, the lapses and heavy accumulation of sugar in some States. In addition to this advantage of non-lapsing Maharashtra State also enjoys the sole monopoly of supplying the required quantity of sugar to the Export Pool, since they are able to under-quote and at competitive prices. Hence factories in places like Tamil Nadu have a serious handicap.

The fixation of a fair and equitable price for cane has assumed much greater importance this year than in the previous years in view of the fact that the factories in our State as well as in other States are carrying an unprecedented heavy carry over stocks of sugar. In the last two years even though the statutory minimum price was fixed at Rs. 73-70 per tonne linked to a recovery of 9.4 per cent or below and a premium of 53.6 paise per tonne had been fixed for every



Wedding bells in a Director's manor...

Director S. Senniappa gounder of Sakthi Sugars celebrated the wedding of his son **S. S. Muthuvelappan** with **Sushila**, the pretty daughter of P. K. Kuppusamy gounder of Gobi in Sitha Kalyana Mandapam, at a largely attended happy function.

additional 0.1 per cent, increase in sugar recovery over 9.4 per cent, the factories were actually paying a much higher basic price on account of the higher realisations they were getting from the sale of free market sugar as stated already. In the past one year the situation has completely changed. The factories situated in the low recovery areas, especially in Tamil Nadu, have found it extremely difficult to pay the cane growers even the statutory minimum price of Rs. 73-70.

The advantages enjoyed by the factories in the high recovery areas

Finer Gent . . . !

He would be the finer gentlemen that would leave the world untainted with falsehood or dissimulation, or wantonness or conceit.

121-180
Rome.

- Marcus Aurelius
(Emperor & Philosopher)

accrue mainly from the fact that their cost of raw material which forms 70 per cent of the cost of production of sugar is considerably lower than the cost of raw material of other units in the lower recovery areas like Tamil Nadu. Therefore, if all the factories in the country are to have equal opportunities in the disposal of the sugar produced, it is absolutely necessary to evolve a price structure for cane which would result in an equalisation of the cost of raw material. This could be ensured only by linking the statutory minimum cane price providing for a proportional premium to be paid to the cane grower for every 0.1 per cent of increase in recovery as an incentive to quality.

Recovery

The cane price for the year 1969-70 was Rs. 73-70 per tonne of cane linked to a recovery of 9.4 per cent and a fixed premium of 5.36 paise per quintal. Every increase of 0.1 per cent recovery over 9.4 per cent recovery

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Problems of Sugar Mills in the South

— continued from page 11

was provided. So far as the South is concerned, it was unrealistic since the recovery in all factories was much lower than 9.4 per cent. In fact during the past seven years this percentage has never been reached, as Table B will show:

TABLE B

	Recovery %
1963-64	8.74
1964-65	8.92
1965-66	8.46
1966-67	8.90
1967-68	8.83
1968-69	7.95
1969-70	7.80

Again the premium of 5.36 paise per quintal for the increase of every 0.1 per cent over 9.4 per cent in the sugar content is a fixed premium unrelated to the statutory minimum cane price of Rs. 73.70 per tonne for 9.4 per cent recovery. On the basis of Rs. 73-70 linked to 9.4 per cent reco-



With the District Heads ...

Collector J. S. Bhango, I. A. S. and Superintendent of police Kandasamy I. P. S. are seen greeting the Prime Minister on her arrival at Coimbatore air port.

— photo: P. Kannan

very, the proportionate premium to be paid for every 0.1 per cent of additional recovery would be 7.84 paise per quintal and not 5.36 paise as has been fixed in the last few years.

Actually, the Sen Commission had recommended a premium of 5.36 paise per quintal on the basis of a cane price of Rs. 48-20 per tonne linked to a recovery of 9 per cent and had stated 'this principle of proportionality in

fixing the premium should be followed, in any case, from 1966-67 ...'. The Sen Commission has already made out a very strong case in favour of linking the statutory minimum price with a lower recovery and providing for a proportional premium to be given to the cane grower to ensure quality consciousness among the cane growers as well as equalisation of the raw material cost in the manufacture of sugar for all the factories.

Minimum price

In the light of the above observations it is necessary that the minimum cane price for the year 1970-71 may be fixed at Rs. 73-70 per tonne linked to a recovery of 8.5 per cent and below instead of 9.4 per cent. This linking to a reduced level of recovery is necessary for the purpose of providing a quality based premium. This will also result in cane growers getting more than at present in most areas, which will provide the necessary incentive to sugar production. This is the unanimous view of the industry. For the purpose of calculation of recovery, the existing practice is to take the recovery during a prescribed period which means the average recovery obtained between December to March in our area. In view of the higher premium that the cane growers would get on account of the linking of the minimum price to a lower recovery and also on account of the fact that factories are compelled by force of the circumstances to crush longer than the prescribed period, sometimes even upto September, the over-all recovery for the whole sugar year should be taken into account for the purpose of fixation of the cane price.

In fixing the premium above 8.5 per cent recovery, the principle of proportionality should be accepted which would mean providing a premium for every increase of 0.1 per cent of recovery and the proportionate cost based on the linking of a price of Rs. 73-70 with a recovery of 8.5 per

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Problems of Sugar Mills ...

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cent. It would work out as follows:

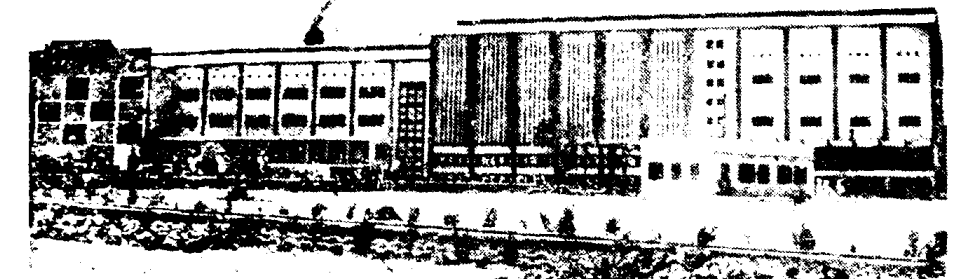
Rs 7-37	
8.5%	8.7 paise per quintal
or	as against the present
737 paise	rate of 5.36 paise per
85 points	quintal

If the principle of proportional premium is accepted, then the variations in sugar prices in different zones would be considerably narrowed down since the cost of raw material, which forms 70 per cent of the cost of production of sugar, would have been equalised. Table C will bear this out.

It may be noted that a grower delivering cane with a recovery of 8.5 per cent or less will get Rs. 73-70 as at present and a grower with 9.4 per cent recovery will get Rs. 86-70 per tonne, as against Rs. 73-70 only that he gets at present.

Accumulation

In the context of heavy accumulations of stocks of sugar all over the country, it is necessary to give equal opportunities to factories in all regions



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to participate in exports and the adoption of the above formula for fixation of cane price would greatly help to achieve this object

It is necessary to remove the highly excessive and discriminatory duty on free market sugar introduced in the Budget for 1970-71. If the above formula for sugar cane is adopted the Excise Duty available to the Central Budget will not get reduced since the States like Maharashtra which pay lesser Excise Duty at present will pay higher duty and the States paying higher duty will continue to do so.

The present stock in Tamil Nadu factories is estimated about 1.75 lakh tonnes out of a production of 3 lakh tonnes and valued about Rs. 20 crores. Sugar industry cannot continue to bear the strain of these financial difficulties and the burden of large interest charges on the stocks held by them of the levy quantity. Therefore, Government should keep up to their commitment and take over the stocks of sugar for building a buffer stock, leaving only about 20 per cent of last year's production to the sugar factories to be carried by

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TABLE C
Incidence of cane price in cost of sugar:

Present minimum price of Rs. 7-37 per quintal at a recovery of 9.4% and below with a premium of 5.36 paise for every 0.1% increase over 9.4%		Cane price of Rs. 7-37 per quintal for a recovery of 8.5% and lower and a premium of 8.67 paise for every 0.1% increase in recovery over 8.5%		
Recovery %	Cane price per quintal Rs.	Cost of cane per quintal of sugar Rs.	Cane price per quintal Rs.	Cost of cane per quintal of sugar Rs.
8.50	7.37	86.71	7.37	86.70
8.70	7.37	84.71	7.55	86.70
9.00	7.37	81.89	7.81	86.77
9.40	7.37	78.40	8.15	86.70
9.80	7.58	76.35	8.50	86.73
10.00	7.69	76.90	8.67	86.70
10.50	7.91	75.86	9.11	86.76
11.00	8.23	74.82	9.54	86.73



Childhood Memories ...

This is eighty years old Ann Arsholt, the Danish governess who looked after Indra in childhood, at "Anand Bhavan" the old Mansion of the Nehrus at Allahabad. Now she is spending her old age in quiet retirement, at Kotagiri in the Nilgiris.

— photo: P. Kannan



Sakthi Sugars bags coveted safety award ...

Industrial Safety Award of the State Government for accident prevention in sugar mills group was awarded to Sakthi Sugars for the year 1968. Two photos taken on the occasion of presentation are published. In the Top picture Hon. Minister N. V. Natarajan is seen in the centre with Labour Commissioner Kamalarathnam M.A., B.L. standing at the right extreme. In the bottom picture maintenance engineer Ramkumar is receiving the award from the minister, on behalf of our factory.



Problems of Sugar Mills...

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them as recommended by the Sen Commission.

The levy price should be fixed, taking into consideration the present cost of production and should not be based on hypothetical figures obtained a few years ago.

Releases should be controlled in such a way that no region or no factory anywhere has larger or lesser quantity than the overall average stocks carried by the factories in the country.

The present attitude of the Government has proved to be a gross under estimate of the situation. They should move from the theoretical concept to a practical action. Large increase in sugar production in Tamil Nadu in the past few years mainly due to the fillip given by the Government to the industry in the South on account of the natural advantage South India has had in the yield per acre will turn out to be paradoxical and disadvantage in the present context of the facts. In order to remove the imbalances of the nature mentioned, the Government has to adopt a more realistic approach with a view to retain the revenue of the Government, the benefits of the growers and remove the disparity in price from State to State and thus affecting millions of consumers in less fortunate states like Tamil Nadu.

diluted veracity...

When we describe our sensations of another's sorrows, either in friendly or ceremonious condolence, the customs of the world seldom admit of rigid veracity.

England } — Samuel Johnson
1709-84 } (Man of letters)

Reviewing a Sugar - Year :

Need for Rethinking, in the Indian Sugar Sphere

— N. MAHALINGAM, B. Sc., M. I. E.

(Chairman, Sakthi Sugars)

Record output of sugar

The operating efficiency of our sugar factory was maintained at a high level and with ample supplies of cane available in the growing areas around the factory, the quantity crushed at 4.60 lakh tonnes constituted a record in the history of the Company against 3.33 lakh tonnes which was in itself an earlier record. The crushing season was, therefore, again a long one being well over 10 months against 8½ months in 1968-69. This had to be done in order to crush all the quantities tendered by growers at the factory gates. In spite of prolonged crushing in hot months early in the year under review and the handling of a larger quantity of cane, the average recovery of sugar is marginally higher at 8.41 per cent against 8.40 per cent in the previous season, which is perhaps an exceptional experience for a factory in Tamil Nadu. In almost all factories there has been a significant decline in the percentage of recovery. You will be glad to know that for the period from November 28, 1969 to June 30, 1970 the recovery was actually higher at 8.92 per cent. This is because, your company is making strenuous efforts to improve the quality of cane by providing the necessary facilities and incentives to the ryots. As you may be aware, the

payment of premium has been revised at Rs. 5/- per tonne to those who cultivate high-yielding varieties of cane.

Crippling effect of excise duty

However, in spite of a record output and a satisfactory recovery, there has been a sharp decline in the trading profit to Rs. 10.31 lakhs from Rs. 31.10 lakhs for 1968-69 as there was a big drop in open market prices which ultimately stabilised at around levy sugar prices. Since a higher *ad valorem* duty of 37½ per cent on the periodically revised tariff values had to be paid on sugar sold in the open market, heavy losses had to be sustained in spite of the satisfactory performance of the factory and the trading profit recorded an abrupt decline as compared to the previous year. This explains why sales were practically unchanged at Rs. 4.98 crores (Rs. 4.95 crores) while the excise duty paid was as much as Rs. 101.50 lakhs against Rs. 72.19 lakhs. There was also a heavy accumulation of stocks notwithstanding larger sales and the value of these stocks at the end of the year rose to Rs. 2.88 crores from Rs. 1.66 crores. You will have some idea of the onerous incidence of this differential excise duty, if I tell you that as much as Rs. 14 lakhs had to be paid additionally as excise duty on free sugar. But for this heavy payment, the trading profit would have been better than for 1968-69 on an adjusted basis. It must, of course, be remembered that for four months in 1968-69 though this heavier excise duty was effective, it was possible to realise higher open market prices.

Efficient working

The small trading profit is necessarily inadequate to provide for depreciation charges of Rs. 15.23 lakhs against Rs. 13.74 lakhs and there was



Chairman N. M.

a net loss of Rs. 4.93 lakhs which has been adjusted against the general reserve after taking into account the credit balance of Rs. 8,996 brought in from the previous year. Even though there are no disposable profits, your

— continued on next page

neither you nor others

The wiseman should never speak a lie, which is injurious, whether for his own sake or for the sake of others; out of anger or fear. He should not also force others to speak a lie.

India } — Mahavira
6th century } (founder of Jainism)
B. C. }

we've forgotten

The beginning and the end of what is the matter with us in these days is, that we have forgotten God.

Scotland } — T. Carlyle
1795-1881 } (writer & historian)

Reviewing a Sugar Year ...

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Directors have recommended the payment of the usual preference dividend and a token dividend of 6 per cent, taxable, on the equity capital by transferring Rs. 6.10 lakhs from General Reserve to Dividend Reserve. This unusual step has been taken when all the companies in the Southern States, which have published so far their results for similar accounting period, have omitted dividends on equity shares and even on preference shares, because of a feeling that the prospects for the current year are likely to be better and it is also hoped that official policies may be less unhelpful. Your factory commenced crushing for the current season on November 1, 1970 and it is the intention to complete crushing of all quantities of cane before the end of the accounting period and make an effort to raise the recovery of sugar significantly. The results of initial operations indicate that this expectation may be fulfilled.

Unhelpful cane price policy

I am sure you will readily agree that the sad experience of the industry in a year of record production and sales is due to the unhelpful policy of the Government. There has been no readiness so far to effect suitable adjustments in the light of practical

for fulfilment...

All our plans depend for true and efficient fulfilment on character, a sense of true values, a firm adherence to the obligations of duty and a horror of dishonesty and meanness.

India } — C. Rajagopalachari
1878- } (former Governor-General)



**Passing away of
P. V. N....**

We regret to record the untimely passing away of P. V. Nallasivam, Chairman of Kadayam Panchayat Union and a former employee of Sakthi Sugars, on the 10th day of this month, at his 35th age.

In the condolence meeting held at Sakthi Sugars head office, special mention was made the initiative efficiency of and popularity that were remarkably evident in him during his five years with us.

We express our sincere and heartfelt condolences to the bereaved young wife Mrs. Ammani Nallasivam, baby son, father Vinayaka Mudaliar, Father-in-law M. S. Palaniappa Mudaliar and other dear and near ones left behind by him.

difficulties and the disabilities endured by sugar mills in general and by units in Tamil Nadu in particular, for no fault of their own. It is rather ironical that in spite of a spectacular achievement the industry should find it difficult to earn even reasonable profits. The lower recovery in Tamil Nadu is, of course, partly due to the unfavourable weather conditions witnessed in the region for a time. But the cane price policy is completely unsuited, in the altered circumstances, as under the most favourable conditions the recovery for the whole region cannot be more than 8.4 per cent while cane has to be purchased at a minimum price of Rs.

73.70 per tonne with a basic recovery of 9.4 per cent and below. It had been hoped that the Government would listen to the representations of sugar producers from areas where the recovery was below 9.4 per cent and refix the cane price in a manner which will not impose any special disability on those mills handling cane with a lower sucrose content.

The Government has unfortunately refused to realise the hardship caused to sugar units in Tamil Nadu, Bihar and Madhya Pradesh and the old minimum price has remained unchanged. The experience of mills in Tamil Nadu is ample evidence to show that the manufacture of sugar is not a rewarding proposition and many mills in the private and co-operative sectors may go out of production if the present conditions continued for another season. Your company is probably among the few in this region to avoid a cash loss and distribute a dividend on the equity capital, albeit token, out of reserves. But this process cannot be continued and with the need to pay a reasonable dividend after providing depreciation and generate also part of the resources required for expansion schemes, the level of earnings for our factory for 1968-'69 atleast should be considered normal. But there is no prospect of such reasonable working as high interest charges have to be borne on accumulated stocks and even on levy sugar a loss of over Rs. 5 per quintal has to be incurred. It is much more in respect of sugar for free sale. As the open market price is very nearly the same as that for levy sugar the incidence of differential *ad valorem* duty of 37½ per cent has enabled the mills to realise only a net price of Rs. 125/- per quintal exfactory leading to a loss of another Rs. 10/- per quintal. Any factory producing, therefore, 30,000 tonnes of sugar in a season will be obliged to suffer a loss of as much as Rs. 36 lakhs, after depreciation, on the assumption that there was no increase in costs on account of heavier

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Reviewing a sugar year ...

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interest charge and the whole of current production is marketed. This is not, however, the present position as the industry has actually on hand nearly 50 per cent of last season's output while many units in Tamil Nadu have 65 per cent of that season's output in their godowns, which means that the actual losses sustained have been much more.

Problem of disposal of levy sugar

This pathetic state of affairs can be remedied only if the cane price was fixed on the basis of a recovery of 8.5 per cent. Logically, there should be an adjustment in the premium for every increase in the sucrose content by 0.1 per cent. Whatever may be the actual minimum price decided upon, what matters most is the removal of the present anomaly in the shape of a penal element in the price which does not bring any return to the producer. If this procedure was adopted, Tamil Nadu sugar mills will not have the special handicap of sustaining a loss on levy as well as free sugar. The quotas for levy sugar have also no meaning if they are not compulsorily lifted by the States concerned. The latter are naturally unwilling to buy sugar on a costlier basis when it is in glut. There should be a formula for automatic conversion of levy sugar into free sugar when quotas are allowed to lapse. There should also be no difference in the duty paid on both quotas. There is no justification in continuing the present policy of partial decontrol as in conditions of plenty only total releases should be regulated. The mills should be allowed to evolve their own marketing arrangements and, as in the case of textile and other commodities, there should be a reasonable margin of profit for the retailer so that he can sell sugar in small lots or in packaged form.

Need for new thinking

Instead of thinking on new lines and ensuring the healthy functioning

of a major industry, the Government has been pursuing a policy of drift. Even though it was very nearly agreed by Government spokesmen that buffer stocks should be created for atleast one million tonnes, no decision has been taken on this question so far and mills are obliged to pay heavy interest charges which work out to as much as Rs. 4.40 per quintal. It is understandable that the Government is not in a position to find the requisite funds for maintaining these buffer stocks. But as the banking system has already financed these stocks what is all needed is a national segregation of the excess stocks of one million tonnes and the inclusion of an element in the levy price for interest charges, godown rent, supervision and other items, which are connected with the maintenance of buffer stocks. Alternatively, the Government can agree to give a rebate in the excise duty for this purpose which in the aggregate will not amount to more than Rs. 6 crores or Rs. 1.40 per quintal of total production in 1969-70. It will, of course, have to be ensured that there will be no further increase in stocks and the current season's production will have to be fully absorbed by the home market and through a stimulation of exports. Clearly, some early solution will have to be found for the ticklish problems. Otherwise, unexpected difficulties will arise and it may not be possible to maintain output at the desired level when new consumption trends are emerging and it is on the cards that by the next season internal demand would be of the order of 40 lakh tonnes, if not more.

Truth as guide

History should be guided by strict truth, and worthy actions require nothing more.

Rome
AD. 23-79 }

— Pliny



**New president of
DSFA**

37 year old Dharmasinh Morarji Popat has been elected as the new president of the Deccan Sugar Factories Association, Bombay.

Popat is a triple graduate of the Bombay University, a solicitor, by profession, partner in M/s. Mulla & Mulla & Craigie Blunt & Caroe, and Director of Godavari Sugar Mills Ltd. and certain other enterprises. He is also the Honorary Secretary of the Somaiya Vidya Vihar of Bombay.

Why mills are in arrears?

While the industry is crying for relief, Mr. A. P. Shinde, Union Minister of State for Food & Agriculture, has criticised sugar mills all over the country for delaying payments against cane purchases unduly and that arrears amount to as much as Rs. 21 crores. The sugar mills have also been told that the State Governments have been directed to recover these amounts from the former as arrears of land revenue where they had not been paid within 14 days from the date of supply of cane. No thought seems to have been bestowed on the question why sugar mills have not paid the dues to cane growers. This is only due to the heavy losses sustained on sugar sales in the

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They lent a hand to make a success ...

Here is the group of volunteers from Sakthi Sugars, who lent a helping hand at the reception accorded to the Prime Minister on the 18th of this month at the "Anamallais Bungalow". Seated with them in the chairs are (left to right) - S. V. Balasubramanian deputy G. M. Sakthi Sugars, P. K. Doraiswamy, General Manager, Anamallais Agencies, & ARC., Chairman N. Mahalingam, Chief of Sakthi - Anamallais group of enterprises and V. M. Kailasam, Commercial Director of Sakthi Sugars.

— photo: Babs Flash

Reviewing a Sugar-Year ...

—continued from previous page

past season and the huge amounts locked-up in accumulated sugar stocks. The lending institutions have not been providing full accommodation against sugar stocks in spite of the oft-repeated expression by the Government that the commercial banks had been asked to lend liberally against sugar. The absence of suitable revisions of lending limits and the incurring of losses have compelled many mills even to accept deposits at penal rates for holding sugar stocks. It is not, therefore, surprising that the sugar mills have been obliged to default on their payments to cane growers and also find it difficult to pay the dues against the cess levied by the State Governments.

It is, therefore, ironic that the threat of forcible collection of sugar cane dues owing by mills has been held

out when the Government should have enquired deeper into the industry's peculiar difficulties and removed its disabilities. The policy for the current crushing season has not been fully spelt out and beyond the affirmation that there will be no change in the cane price formula and the decision relating to a change in the quotas for levy sugar and for free sale, it has not been indicated whether there will be an upward revisions of prices for levy sugar or the proposal for creating buffer stocks will be implemented. Indeed, the increase in the quota for free sale to 40 per cent from 30 per cent of current production and a corresponding decrease in the quota for levy sugar to 60 per cent from 70 per cent will impose even a special disability on Tamil Nadu Sugar Mills. Rather inexplicably, no announ-

cement has been made so far about a reduction in the *ad valorem* excise duty on sugar for free sale and it would happen that the Government would be realising larger revenues through excise duties and increasing the losses of Sugar Mills. It is very likely that in the absence of a reduction in the Excise Duty and an increase in prices for levy sugar there will be drop in open market prices with heavier offerings, creating fresh complications. After the depressing performance of many sugar mills in 1969-70, there is no need for constantly drawing the attention of the Government to the pathetic state of affairs in the sugar industry. There is no justification at all for vacillation or piece-meal decisions as delays will only mean additional losses, particularly for those mills which have a recovery of less than 9.4 per cent.

While there is no case for levying a differential duty on sugar for free sale, the tariff value for levying the *ad valorem* duty on sugar for free sale is still being arbitrarily fixed and there is no prospect of improved working as old sugar will constitute more than 50 per cent of sales in the current season and losses will continue to be sustained.

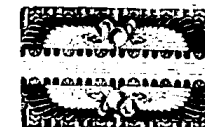
If the special difficulties experienced by mills in Tamil Nadu and elsewhere are not recognised, the Government may be forcing some big units to go temporarily out of business. This will be undesirable from the national angle as it will throw out of employment thousands of workers apart from denying opportunities for remunerative cultivation of cane. A slowing down of the pace of expansion of the sugar industry and an impairment of its efficiency to increase production when new consumption trends are emerging will only lead to a perpetuation of shortages in the coming years and a repetition of the happenings of 1966-67, under different circumstances.

Sad Plight of Tamil Nadu Units

No elaborate defence is needed to highlight the sad plight of sugar mills

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A field day for kids with aunty Indra ...!



The twenty minutes after the dinner ...



It is no exaggeration to say that the twenty good minutes that the Prime Minister of India spent in the premises of "Anamallais Bungalow" after the banquet, were literally arrogated to themselves by the little ones and the lady-folk. This incidentally helped to bring out and highlight the "affectionate aunty-hood" hidden behind the tough exterior of a politician!



Top picture: (Left to Right) P. K. Doraisamy, daughter Lata Doraisamy, Kumudini Periasamy, Mrs. Periasamy, Hon'ble Indra Gandhi, Rekha, Padmini Periasamy, Sheeladevi Kailasam, Alagu Mahesh Doraisamy, and Mrs. Karuna Vanavarayar, Madumathi Doraisamy (in the right extremity).

—photo: P. Kannan

Top right: Happy father N. M. introduces daughter Karuna Vanavarayar to Chief Guest.

Right middle: Lucky Lata Doraisamy bags an auto-graph from the prime minister.

Right below: So do little Alagu Mahesh and her friends.



— photos: Shanmugadoos

Reviewing A Sugar Year

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as almost without exception sugar mills in Tamil Nadu have not been successful in earning even depreciation charges while quite a number have suffered heavy losses. The results of five companies in the private sector published so far, covering the working of 1969-70 season, show that a loss of Rs. 39.57 lakhs, even before providing for depreciation charges, has been sustained against a gross profit of Rs. 214.54 lakhs for 1968-69. The net loss, after depreciation, works out to as much as Rs. 121.22 lakhs against a net profit of Rs. 136.49 lakhs. Huge debit balances have, therefore, been carried forward even after adjusting available reserves for covering part of the losses. Some units are engaged in the implementation of expansion schemes which had been undertaken before the crisis developed in the industry and have necessarily to complete these schemes as they cannot be left unimplemented half-way. The using of available resources for these projects and the raising of new loans have led to an increase in interest charges over and above those that have to be borne on accumulated stocks. The industry has also to bear in future the incidence of increase in wage bill as recommended by Second Wage Board. The economics of working of the units, which have suffered heavy losses due to lower recovery and which have also incurred heavy expenditure on new schemes, has been badly upset and if there was no substantial improvement in operating

results in 1970-71, many units may go to the wall.

Prospects for 1970-71 season

Regarding our factory the prospects for the current season from the technical angle are considered better, as with the efforts made to maximise crushing before the hot season arrives and the reports about an improvement in the quality of cane, a higher recovery may be achieved. However, except in a few cases like our factory, the average recovery may not be more than 8.4 per cent and this would mean that while there may be an improvement in earnings of Sakthi Sugars, which too may not be adequate for providing fully for depreciation charges and wiping out also the deficit of last year and pay at the same time a reasonable dividend on the equity capital, those having a recovery of only 8.5 per cent will not have any disposable profits left after depreciation. This line of reasoning will be accepted as correct if I point out to you that many sugar mills in Uttar Pradesh and Andhra Pradesh which have succeeded in achieving a recovery of only 8.75 per cent have reported even losses after providing for depreciation. No elaborate enquiry is, therefore, needed to show that the sugar industry is passing through a crisis and what is all required is a pragmatic approach and a realisation of the fact that this major industry in the private and co-operative sectors should be helped to grow on healthy lines on the basis of well-conceived long-term policies.

Progress of expansion scheme

The programme for expanding the capacity of the Appakudal factory to 2,000 tonnes daily is making satisfactory progress and plant and machinery are being installed as and when received. With the erection of the boiler and turbo-alternator by March next year, it is expected that larger quantities of cane can be handled in a shorter

period and the recovery of sugar considerably improved. A medium term loan has been obtained for Rs. 30 lakhs from the Punjab National Bank for completing the scheme and the total cost has come to Rs. 93 lakhs which has been found to the extent of Rs. 13 lakhs from internal resources. The estimates regarding the availability of internal resources have not been realised as the working results for 1969-70 have been much below expectations and those for 1970-71 also may not be satisfactory. It is expected that the crushing of 3.75 lakh tonnes can be completed before the end of May, 1971 with the help of the additional facilities that will become available after March next year. It may be recalled that a medium term loan has already been obtained from the Syndicate Bank for Rs. 50 lakhs for this project. Under normal conditions, the viability of working of your factory will considerably improve especially as arrangements are being made for ensuring adequate availability of cane and for improving also its quality. It is needless to say that your factory is modern in every respect and has mechanised arrangements for handling cane, transport of sugar bags from factory to godowns by way of belt conveyors and a wireless system for getting in touch with cane growers in order to avoid unnecessary delay and premature cutting.

Diversification of activities

You will be glad to know that negotiations are under way with the

— continued on next page

FEAR GOD

Be not wise in thine own eyes fear the LORD GOD and depart from evil. It shall be health to thy navel and marrow to thy bones.

Israel
B. C.
977 - 933 } — Solomon the wise
(King & wiseman)

Hold on to love

Keep hatred far from you
Let nothing tempt your mind
to violence;
Hold on to love.

Persia
6th
century B. C. } — Zarathushtra
(Zoroaster)



The Supply position of Sugar in 1970-71 will be about Sixty lakh Tonnes

At the current rate of production, the total output of sugar during 1970-71 season (October 1970 to September 1971) is expected to be 40 lakh tonnes. With the carry-over stock of about 20 lakh tonnes from the 1969-70 season, the total availability of sugar during 1970-71 is expected to be about 60 lakh tonnes.

Against this, the domestic consumption of sugar is estimated to be about 36 lakh tonnes and export requirement at about 4 lakh tonnes during 1970-71. Thus even with the slightly lower production of sugar during the current year, the carry over stock at the end of 1970-71 is expected to be 20 lakh tonnes.

FACTORIES CRUSH FULL SCALE!

In all the major sugarcane producing states, crushing operation of sugar factories are in full swing. The output of sugar during the period, 1st October to 22nd December 1970 of the current season was marginally lower at about 7.46 lakh tonnes, against about 7.81 tonnes during the corresponding period of the last year.

All the sugar factories are drawing adequate supplies of sugarcane, it is presumed, at the fixed rate.

During the year 1970-71 the acreage under sugarcane, has shrunk sharply by about 10 per cent.

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Reviewing a Sugar Year ...

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statutory financial corporations for raising resources for constructing a distillery with a capacity of 2 million gallons annually at a cost of Rs. 75 lakhs. It is proposed to mobilise this sum by issuing new equity shares for Rs. 25 lakhs and cumulative redeemable preference shares for Rs. 15 lakhs. The balance will be found in the form of a loan for Rs. 35 lakhs. There is a growing demand for industrial alcohol and there will be an assured outlet as the unit of Chemicals and Plastics India Ltd., which is located not far from your factory, will be more than doubling its capacity for producing polyvinyl chloride. The quantity of molasses required for distilling alcohol will be

available from the company's own sources to a large extent while the balance can be secured from other sugar factories in the same region. As there are only two distilleries now functioning in the State, there will be a surplus of molasses with additional output of sugar. The information now given to you is to indicate that your Directors are keen to diversify further activities and even embark on the manufacture of straw board from bagasse at a suitable time and make the best use of by-products.

It has, however, been considered advisable to promote a sister company, in which Sakthi Sugars will be substantially interested, for starting a new factory in Mysore State for which a letter of intent has been already received from the Government. As the long-term outlook for the industry is encouraging and there are certain inherent advantages in promoting a new company, your Directors are bestowing thought about how soon this scheme can assume concrete shape.

Labour Relations

I am indeed happy to note that we have received an excellent co-operation from the workers and staff in working efficiently and diligently keeping the factory without any major break-down through the very long season of more than 10 months of the crushing season

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INTERNATIONAL PORTHOLE



Outlook on World Sugar output

Crop estimates :

The total cane production in 1970-71 is estimated by experts at 4,27,10,000 tons as against 4,36,20,000 tons previously. Total sugar beet production at 2,98,65,000 tons as against 3,00,03,000. The Cuban crop is expected to come upto 60 lakh tons. Though this is much lower than last year's record crop of 85 lakh tons, this level is otherwise not surpassed since 1966-67.

Sugar production :

For the 1970-71 season, the total world production of centrifugal Sugar is estimated at 7,25,75,000 metric tons by E.D. & F. Man in its latest review of the sugar market. This compares with 7,36,23,000 tonnes produced in the last crop year and 6,91,39,000 tonnes in 1968-69.

Prices :

The company expects quite steady prices in 1971 within a range of £ 42 to 46.55 a ton c. i. f. United Kingdom, based on present freight rates. Its view is based on recent estimates that requirements from members of the International

Sugar Agreement, should be near hundred percent of basic quotas.

Uganda's desire to sell Sugar to the United States

Uganda which produces about 1,20,000 tons of sugar annually and is increasing its output, has an exportable surplus. A group of five United States Congressmen headed by Congressman William Poage of Texas, who were in Uganda at the end of last year, met agricultural experts in Kampala (Uganda) for discussions on Sugar production plans. Uganda, it is understood was exerting pressure on the United States for terminating purchases of South African Sugar and buying it instead from black African countries.

Sugar Output in Jamaica

Final production of the 1970 Jamaica Sugar crop totalled 3,68,337 tons according to a spokesman of the Jamaica Sugar Manufacturers Association. Total 1969 production was 3,60,174 tons.

Indian Sugar Bowl...

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RELEASE OF SUGAR QUOTA

The Union Government has issued orders for the release from sugar factories of 2.2 lakh tonnes of levy sugar and 1.3 lakh tonnes of sugar for free sale.

1970 SUGAR EXPORTS

Sugar exports during 1970 were over 3.18 lakh tonnes. The Indian Sugar Industry Export Corporation was able to complete shipments from the Bombay port as per schedule, except for 5,325 tonnes out of the U. K. order for 25,000 tonnes. The last shipment was made on 31st December.

Ceylon emerged as the biggest importer of Indian Sugar with 74,410 tonnes. The U. S came next with 68,878 tonnes. Other major importers were Canada and Malaysia with 59,072 tonnes and 49,908 tonnes respectively.

EFFORT TO EXPORT SUGAR FOR NON-HUMAN USE

The possibility of exporting sugar for non-human consumption, (which does not come under the purview of quota restrictions under the International Sugar Agreement) is being explored by India.

India has been assigned a basic export quota of about 2.38 lakh tonnes, under the International Sugar Agreement of 1968. This basic quantity is subject

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Not on the heart

If wrinkles must be written upon our brows, let them not be written upon the heart. The spirit should not grow old.

— James A. Garfield



...and the "Fourth Estate" - the PRESS too was there.

While Srinivasan, P. A. to the host solicitously moves between the rows looking to the needs of the diners, seated at the tables to his left are Divisional Engineer Macaulay David of Telephones, Editor Solomon Appadurai, Press Trust Krishnan, Police Superintendent Kandasamy, "Hindu" Padmanabhan and Sarada Prasad, Press attache to the Prime Minister. In the tables on the right are Press Photographers and Correspondents: (right to left) Laurence. Sudhan Appadurai ("Dina Malar", "Swadeshamithran" & C), Shanmugas, Peter ("Daily Thanthi"), Kutty David and Ameen ("Malai Murasu" daily.)

— Photo : P. KANNAN

Annual Meeting ...

— continued from page 7

proposal of the directors to diversify the activities of the company. The announcement that the company hoped to start production of Industrial Alcohol by about October of 1971 was received with much satisfaction by the shareholders.

Well attended meet

General Manager P. V. Viswanathan proposed the vote of thanks, after which the assembly adjourned for a pleasant repast and coffee.

Those present included a sizable number of shareholders, Commercial Director V. M. Kailasam, Technical Director N. Chandappa and Directors S. Senniappa Gounder, K. K. Ramasamy Gounder, A. Vellingiri, S. M. Srinivasan, P. N. Nanjappan and K. Saravanaraju. General Manager P. V. Viswanathan, Deputy General Manager S. V. Balasubramanian and auditor P. N. Raghavendra Rao also were present.

54th MEETING OF THE BOARD OF DIRECTORS

The fifty fourth session of the Board of Directors of Sakthi Sugars Limited, was held at No. 268 building in Kalingarayar Street, Coimbatore on Monday the 16th November.

The meeting was presided over by Chairman N. Mahalingam, B.Sc., M.I.E., Board Members present at the sitting were Directors V. M. Kailasam, R. Chinnasamy Naidu, K. K. Ramasamy Gounder, S. Senniappa Gounder, D. Periasamy Gounder, K. S. Murugaiyan, P. G. Karuthiruman, A. V. Giri, S. M. Srinivasan, K. Saravanaraju, N. K. Kaliappa, S. Palanisamy, E. S. Palanisamy, A. Venkatesiah and P. N. Nanjappan.

Several important subjects were discussed and decisions arrived at General Manager P. V. Viswanathan, Deputy General Manager S. V. Balasubramanian and the company's auditor P. N. Raghavendra Rao also were present.

Sugar Year ---

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and also crushing a record tonnage of 4.60 lakh tonnes of cane. This is a record for our factory and I hope the labour will continue to extend their unstinted co-operation during the future seasons also. There has been a perfect understanding between the labour and management on the various problems connected with labour and there had always been a peaceful settlement of all these by mutual negotiations.

I wish to place on record our appreciation of the good work turned out by the employees.

His Ways ...

God's ways may seem dark at times, but sooner or latter, they touch the shining hills of day.

— J. G. Whittier

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

**In a rather lucky click of the Camera ...**

The Prime Minister of the Nation in evident consultation with C. Subramaniam a former Minister of the union cabinet and a son of the Coimbatore soil.

Not so Nameless

The best portion of a good man's life is his little nameless unremembered acts of kindness and of love.

— Woodsworth

Indian Sugar Bowl ...

- continued from page 22

to adjustments and cuts under article 48 of the agreement. But in addition to the above quota, India is entitled to export to the United States and non-preferential quota totalling about 95,000 tonnes under special arrangements. India's export entitlement at present stands at 3.25 lakh tonnes.

Lending & borrowing

One of the sadder facts of life is that it's quite possible to lend a hand and borrow trouble at the same time,

— Francis O'Walsh

Suggestions from certain quarters that India should resign from the ISA (International Sugar Agreement) membership, will not help the country in any way since it was utilising the full export entitlement under the agreement. However, exports under barter agreements are not outside the quota permissible under the agreement and no such agreement is under consideration.

**TAMIL NADU TO GET
FOUR MORE SUGAR CO-OPS.**

In the ensuing three years' period four more sugar mills will be set up in the co-operative sphere in Tamilnadu at Coimbatore, Dharmapuri, Vellore and Tiruppathur. With the Commissioning of these four units, the production of sugar in the co-operative sector of the state will be doubled.

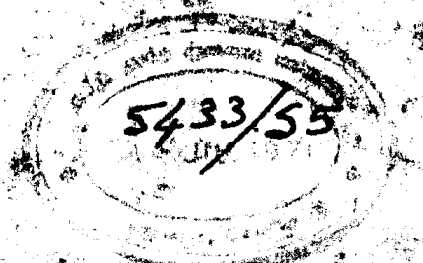
To begin with, the crushing capacity of each unit would be 1000 tonnes per day. The cost of each unit would come to Rs.2.5 crores and the entire machinery for sugar mills will be manufactured indigenously. It is also proposed to expand the production capacity of some of the existing units, simultaneously.

According to Director P. B. Krishnasami of the Tamilnadu Sugar Directorate, the existing six Sugar Mills in the Co-operative sector of the State account for 40 percent of the total annual sugar production of 2.4 lakh tonnes by all the 15 sugar mills in the State.

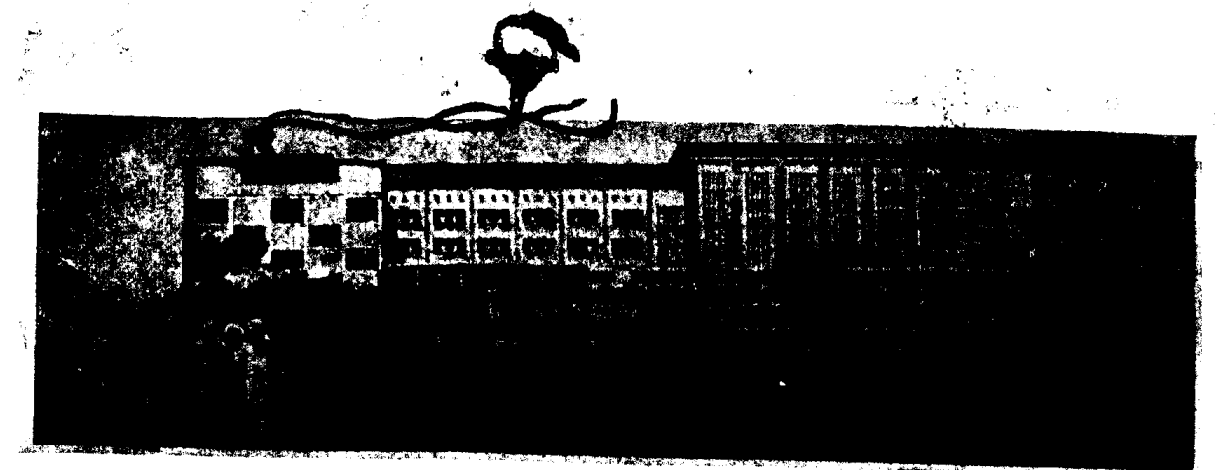


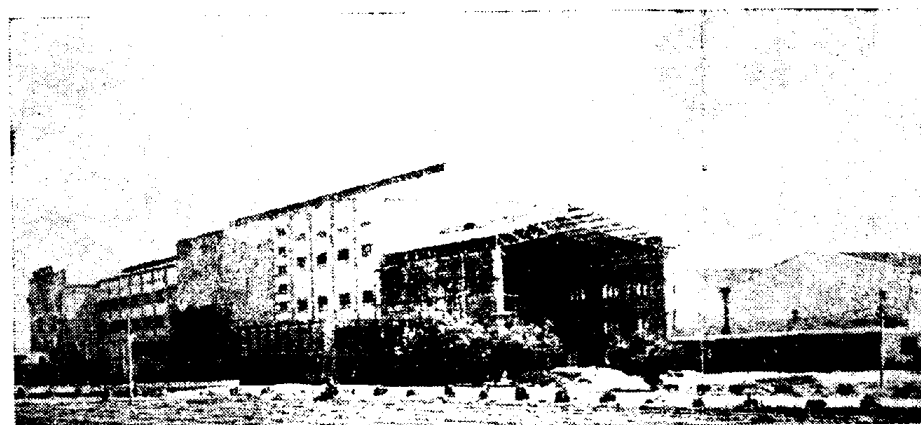
SAKTHI SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
VOL. III No. 3 ★ APRIL - MAY 1971



R.R. 990/55/77
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Vol. III, Issue 3 ★ April-May, 1971

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(Sd.) S. V. BALASUBRAMANIAN,

Signature of Publisher.

Date: 1-4-1971

BIRTHS...

To **Padmavathi Natarajan** wife of chemist S. Natarajan, a baby girl on 10th March 1971, at Dr. Miss P. Isiah's nursing home for women and children, Dewan Bahadur Road, Coimbatore-2. The young father broke the good news to the members of the Coimbatore head office with the distribution of sweets. The Natarajan couple, who celebrate the birth of their first born, were married on 19th February 1969.

To **Visalakshi Giddiah** wife of chemist S. N. Giddiah, a baby girl on 30th October 1970, at her parental home in Palghat. The joyous news of the arrival of his first born, since named **Sindhuja Vijayalakshmi**, was announced by the happy young father to friends and fellow-employees with the distribution of sweets. The Giddiahs were married on 7-9-1969.

To **Padma Krishnasamy** wife of junior Engineer Krishnasamy a baby boy on 17th February 1971 at a Madras nursing home. The happy event was celebrated by the father with the distribution of sweets.

To **Jayam Easwaran**, wife of office superintendent K. Easwaran of cane office, Sakthinagar, a baby girl on 20th December 1970 at the nursing home of Dr. Satyasundari in Gobi. The baby has been named '**Barani**'.

To **Uthami Angamuthu**, wife of factory automobile driver Angamuthu, a baby girl on 12th

— continued on last page

We rejoice to Congratulate

On TWIN choice to posts of public Responsibility

Talents, Integrity & Acumen of people's man Mahalingam Recognised by Centre & State

By the centre...

Earlier, the Union Government had appointed Mr. N. Mahalingam to the Directorship of the Housing and urban Development Finance Corporation

(P) Ltd., which is incharge of operating a revolving fund of Rs. 200 crores for the benefit of housing and urban development in the country.

— continued on next page

In the State...

We join the millions in Tamilnad and elsewhere who place a premium on efficiency, and public good, in welcoming the appointment to the commission of **Mr. N. Mahalingam** a graduate in Science, and a member of the Institute of Engineers, with an enviably rich experience in the fields of Industry, business, Transport, Education and legislation, in addition to Knowledge acquired through foreign travels and as head of the Sakthi-Anaimallais groups of enterprises.

While the Chief Minister of the State is the ex-officio chairman of the newly formed planning body, E. P. Royappa of the Indian Administrative Service, the former chief secretary to Govt. and ex-army officer with a distinguished record of war-service has been named as the vice chairman of the commission, the full time member being Dr. Bright Singh, well known authority on economic affairs and professor of Madurai University.

The former Director-General of the world body "UNESCO", Dr. Malcolm Adiseshayya who is now attached to a Coimbatore Educational Institution as honorary professor, Dr. Shanmugasundaram and Dr. B. Natarajan are part time members while P. Ramdas, I. A. S. acts as the secretary.



In recognition of merit and selfless service ...

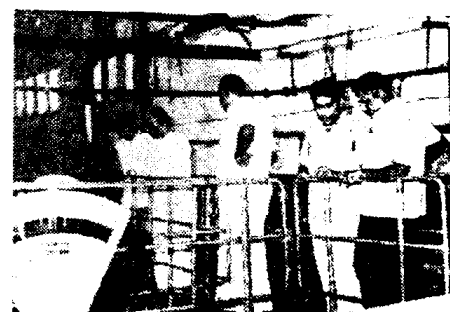
We rejoice...

— continued from previous page

The chairman of this Corporation which was founded in April 1970, is Industrial magnate Keshub Mahindra. The Body is managed by two full time Directors who look after its Technical and financial affairs and six other part-time Directors.

AROUND THE PLANT AT SAKTHINAGAR

The capacity of the steam Turbines in our factory at Sakthinagar has been considerably increased by the installation of the **Third Boiler** which was commissioned into operation a few weeks back, to supplement the two Boilers already at work. Between them the three Boilers will help to produce 1,40,000 lbs of steam which in turn could be utilised to generate 2500 kilo Watts of Electrical energy. This extra energy will help the mills, including the newly added **Sixth Mill** to crush more cane and prevent the occasional stoppage of Electricity and the consequent temporary stoppages at the factory. And thus do the production capacity of the factory go



Sixth Mill Commissioned ...

Those watching happily the successful working of the new mill at the factory (L to R) chief Engineer K. M. Periasamy, Chairman N. M. Rajagopal, Commercial Director V. M. Kandasami, Deputy General Manager S. V. Balasubramanian and civil Engineer P. Jegannathan.



Hon'ble Mr. Karunanidhi
Chairman, Planning Commission

up for the ultimate benefit of the consumers, Ryots, employees and Management.

CONGRATULATIONS:

Erstwhile labour welfare officer K. P. Ganesan, Master of Science of presidency college, Madras and Diploma Holder in Social Science has been recently promoted to the newly created post of Administrative Officer in the Factory. We offer to Baby Uma, Mrs. Savithri Ganesan and the new A. O., our hearty congratulations and best wishes, on this happy event.

NEW PAN

The working of the new PAN in our factory was inaugurated on the evening of 12th May 1971 by Deputy General Manager S. V. Balasubramanian. Those present at the auspicious function included chief Engineer K. M. Periasamy, chief chemist S. Srinivasan, Engineers, Chemists and other employees, to all whom were distributed sweets.

SPORTS FESTIVAL

The annual sports festival of our High School was celebrated with much enthusiasm. The competitions attracted not only girls and boys but also visitors.



Lucky corner winners on the
victory stand.

The "breaking of hanging pots" with folded eyes provided a lot of fun. Girl students J. Rajamani, D. Thanagam and C. Pethayee knocked off the prizes in this event.

In the "Lucky corner event" for visitors, the first, second and third prizes of Suitcase, Electric Torch and Thermos Flask were won respectively by Bhavani Panchayat Union chief N. K. K. Periasamy, Revenue Divisional officer Karuppiyah of Gobi and District Educational Officer Raho-thama Rao.



Firing of New Furnace

...by the Chairman, at a small function preceded the commissioning of Third Boiler.

After Eight Long Years!

Government withdraws Control over Sugar!

Retains right to regulate Releases from mills to trade, & to fix Minimum cane prices

The Industry and trade heaved an understandable sigh of relief as the eight year old control over production, prices and distribution of sugar was abolished by the Government of India, with effect from 25th May 1971.

The Government however reserved to itself the right to regulate the release of sugar from factories to wholesalers, to maintain reasonable and stable prices.

Similarly the Government will continue to exercise control over the minimum prices of sugarcane, to protect the interest of sugarcane growers.

The decision of the Government to decontrol sugar was announced in the Lok Sabha by the Hon'ble Minister for Food and Agriculture Mr. Fakrudin Ali Ahmed on 25th May.

The reason why...

The Minister said, the Government's decision to decontrol followed the substantial increase in production and large accumulation of stocks with the mills which could not be marketed easily because of the large availability of sugar to consumers at controlled prices.

He said some 21 lakh tonnes of sugar had accumulated with the mills. Even with the increase in consumption

from 26 lakh tonnes in 1968-69 to about 37 lakh tonnes, the mills would have marketable surplus of 19 lakh tonnes.

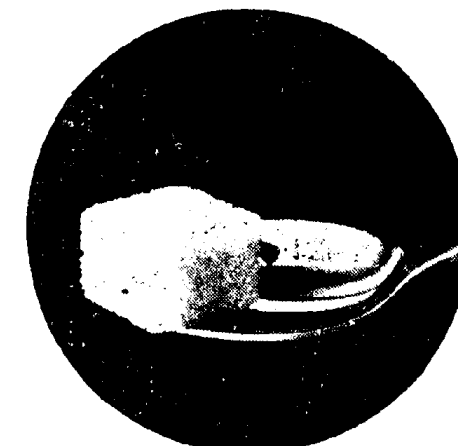
The prices of sugar in the open market had also been going down substantially since the 1969-70 sugar season and the prices realised by the factories (exclusive of excise duty) had been more or less at the level of the levy prices.

Mr. Ahmed said that factories in high cost zones had not been able to sell the released levy sugar on account of easy availability of free sale sugar and the reluctance of the deficit States to lift high priced levy sugar for distribution. This the Minister said, had resulted in accumulation of disproportionate stocks with factories in several zones and consequent financial difficulties.

There had been persistent demands from sugar industry for a revision of prices on the ground that there had been increase in the cost of production and holding of stocks. Many factories had recourse to litigation in recent months and had secured interim orders involving substantial increases in prices, which vary from factory to factory in the same zone, with the result that at present in several parts of the country the system of price control and distribution was under strain. The Government had, therefore, reviewed the entire sugar policy in the light of the changed circumstances and decided to decontrol sugar, Mr. Ahmed added.

Uniform Excise rate ..

Following complete decontrol, there will be one uniform rate of excise duty on all vacuum-pan sugar at 30



per cent ad valorem. The new rate of duty came into effect from midnight after 24th May.

So far, there were two effective rates of duty of 25 percent *ad valorem* for levy sugar and 37.5 per cent *ad valorem* for free sale sugar.

A Finance Ministry Press note points out that with the removal of all controls on price, distribution and movement of sugar, the distinction between levy and free sugar for excise duty purposes no longer exists.

For the purpose of assessment of excise duty, the current tariff value of Rs. 125 a quintal which was hitherto applicable to free sugar will now apply to all vacuum-pan sugar.

While re-fixing the duty at 30 per cent, the existing ratio between basic and additional duties of excise which is 4:1 has been maintained. In other words, the basic excise duty, will now be 24 per cent *ad valorem* and the additional excise duty in lieu of sales tax

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GO FORWARD

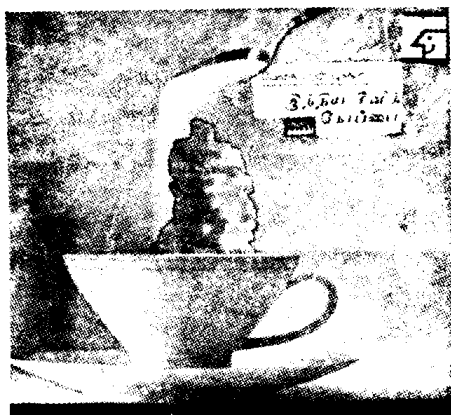
The man who rests on his laurels is wearing them in the wrong place.

— Harold Coffin

non-expectant

One of the most important lessons in life is to learn how to be kind and helpful without expecting a reward.

New Sugar policy lifts all controls ...



will be 6 per cent *ad valorem* making a total of 30 per cent *ad valorem*. The duty adjustment is purely a consequence of the decision to decontrol sugar and has no revenue significance the press note said.

The sugar mills in the Uttar Pradesh region which had gone to court to seek a price increase will find that the court orders had become infructuous. The courts had allowed an increase of 10 to 20 paise per kilo with the provision that the excess collected should be deposited in nationalised banks pending the Government's decision.

Not unfavourable to consumers ...

An official spokesman of the Union Agricultural Ministry told newsmen in Delhi that the sugar release quota for June had been fixed at 4.5 lakh tonnes.

The spokesman while clarifying the Government's sugar policy lifting all controls expressed the hope that by and large the consumers will not be adversely affected. He added that the consumers in some regions may benefit

making life

Life is what you make it, but you won't make much of it, if you are merely on the make.

as the removal of controls was bound to bring down the prices.

The spokesman said that though the prices of sugar would come down in surplus States they might slightly go up in the deficit areas. But on the whole the lifting of controls would go more in favour of the consumers.

He said to control the price line the new policy envisaged that the release of sugar from factories for sale to wholesalers would continue to be regulated. This would be an effective safeguard against price rises, he added.

Regarding the export position, he said, the Government intend to continue to subsidise the export of sugar for some more time.

Plea of Industry ...

Mr. V. S. Thiagarajan a sugar magnate of Tamil Nadu, in a statement wanted fixation of sugarcane prices as per the recommendations of the Sen Commission. (The commission had recommended that the minimum sugar cane price fixed should be linked to a lower recovery with a suitable premium fixed for high recovery which will be proportionate to the minimum price) Such a procedure, he said, would make the growers quality conscious, besides reducing the variations in sugar prices in different parts of the country.

He asked the Union Government to evolve a procedure which would ensure equitable releases every month, to facilitate a uniform percentage of the production being left with the factories as carry-over stocks, at the end of the sugar season. The Government should also take steps to build up a buffer stock of sugar as recommended by the Sen Commission

Maharashtra happy ...

Decontrol is likely to benefit industry particularly in Maharashtra. On an average, mills in Maharashtra are expected to realise slightly better prices than what they had been doing

— continued from previous page

recently. This is because the recovery in Maharashtra is good, while levy prices for Maharashtra were quite low.

Mr. Kakasaheb Wagh, Chairman of the Maharashtra Rajya Sahahari Sakar Karkhana Sangh welcomed the decision of the Union Government to remove all controls on Sugar. Mr. M. L. Apte, former president of Deccan Sugar Factories Association, while welcoming the new sugar policy wished that it would be followed on a long-term basis.

Caution in releases ...

Welcoming the Union Government's decisions to remove controls, Mr. P. S. Rajagopal, President of the National Federation of the Co-operative Sugar Factories suggested a judicious exercise of the control on monthly releases. He wanted the release mechanism to be used in such manner as to impart stability in the sugar prices at levels which may be remunerative for the industry to continue in business.

Births...

— continued from elsewhere

To Kannamma Sundaram, wife of Sundaram of godown section, a baby girl on 10th May '71, at her mother's place in Anthiyur. The young father celebrated the goodnews by the distribution of sweets. The mother and baby are doing fine.

LIFE TO LIVE

Don't let us work all our life to make a living, but let us work to live all our life.

— Jack Miner

54 Strong Team:

These Hon'ble Ladies & Gents at the Helm!

Indraji, Surendra Mohan

and rest of the Council of

Union Ministers at Delhi

Along with the redoubtable GOLDA MEIR of Israel and SRIMAVO BANDARANAYAKA of Sri Lanka (Ceylon), Premier INDIRA GANDHI of India, constitutes the Golden Trio of Ladies who guide the destinies of three ancient and historic lands of the East, which are very much in the current news, thanks especially to the Arab aggressions in the middle-east, the Cheguverist revolution of the Ceylonese youth, and the Pak deprivations in Bangala Desh with the inevitable mass influx of destitute refugees into India.

The spinster and the grandmother ...

While Golda is a confirmed spinster, the latter two are grandmothers on their own rights, with their no less famous husbands, the late Ceylonese premier Solomon Bandaranayaka and hard hitting late parliamentarian Feroze Gandhi respectively, having predeceased them.

In Rahul the first born of her Italian daughter-in-law Sonia and son Rajiv, Indraji could pride herself of a robust grandson who ever keeps her Ministerial Mansion at Safdarjang Road in Capital New Delhi lively, and

vivacious and the heart of a grandmother warm and affectionate. Second son Sanjiv who headed the electioneering team for his mother in the recent general election in Rae Bareilly is slowly but steadily looming in the political horizon. Whether he will make the grade of the historic Nehrus and his parents the Gandhis, it is too early now to hazard a guess!

Lass in Newara Eliya ...

The Indian Prime Minister who had her early education primarily at her parental mansions under European governesses like miss Anne Anshalt of Denmark now in retirement at Kotagiri in the Nilgiris, is academically a matriculate.

Nevertheless, the wide and varied opportunities she had for travelling with her globe-trotting parents to nearly every part of the world, provided her an early ability for keen insight into men and matters of the nations.

This Editor who at that time was vacationing in Lanka, recalls Indra's stay, years ago, in Newara Eliya the world famous luxury hill resort of Ceylon, with her parents, as a twelve year lass in strictly western frocks and shingled hair.

Environmental training ...

She could boast of a very rich heritage as a daughter of the Nehrus of "Anand Bhavan"; supplemented by environmental political training in the company of her late father Jawaharlal Nehru, the first Prime Minister of free India, and parliamentarian husband Feroze Gandhi.

From the presidential "Gadi" of the Indian National Congress which she



Guest of the Mahalingams...

Indraji at Coimbatore on the eve of the last Elections.

occupied for a time, she was privileged to observe at close quarters the dexterous handling of the party Machinery by no less persons than the late Govind Vallab Pant of U.P. and Kumarasami Kamaraj of Tamilnad, during the memorable era when the first communist government of Kerala was successfully "toppled" by the determined efforts of the Congress, on first July 1959.

Apprenticeship under Lal Bahadur ...

As Minister for Information and Broadcasting for a year and a half, — continued on page 17

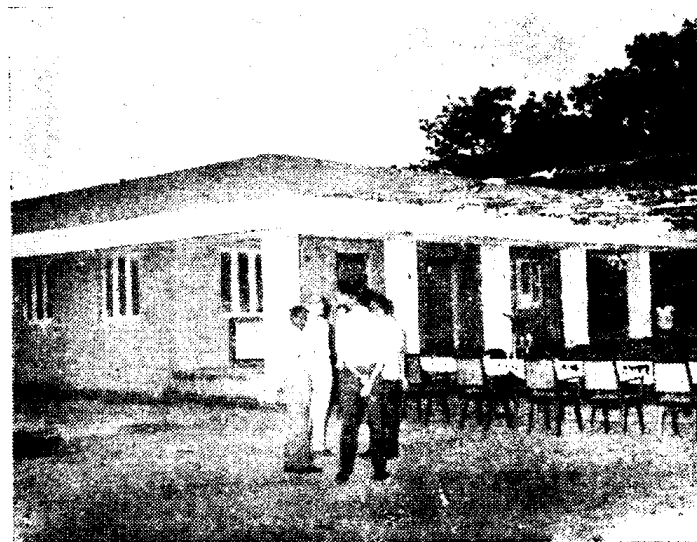


Childhood's Memories ...

Premier Gandhi with her former European Governess Anne Anshalt, when they met in the dinner at "Anamallais Villa" Coimbatore in January this year.

IN FOND MEMORY OF A NOBLE MOTHER

RUKMANI ammal LADIES' ANNEX in OFFICERS CLUB



for the ladies of Coimbatore ...

The Rupees Twenty eight thousand new buildings, with spacious hall and attached conveniences, presented by chairman Mahalingam to the officers club in Chidambaram Park, Coimbatore, for the use of their ladies' wing.



awaiting the chief guests ...

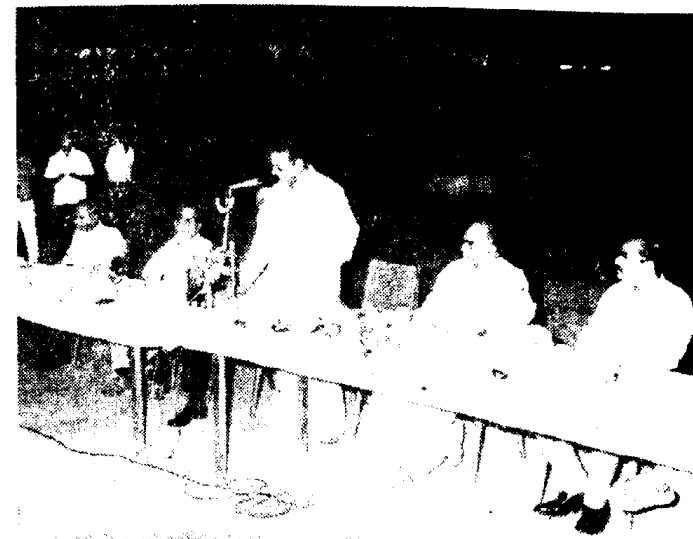
(L to R) Insuranceman V. S. Palanisamy, Deputy General Manager S. V. Balasubramanian of Sakthi Sugars, Restaurateur G. Mariappan of "Hotel Guru", Commercial Director V. M. Kailasam, R.D.O. AbdulAzeez, S. Kandasamy P. A. to the collector.



Welcome fragrant and sweet ...

Donor N. Mahalingam is received at the decorated entrance with perfumed sandal paste by K. K. Muthusamy of Sakthi Sugars and fragrant spray of Rose Water by Avinashi Ramasamy of "Seithi Madal".

— photos continued on page 16 infra.



Presentation of Keys ...

At the pleasant function on the evening of 9th May, preceded by a "buffet", District Judge S. Srinivasan president of the club, received the Keys of the gift building from Donor Mahalingam seated on his right, while to his left are District Revenue Officer Subramaniam and General Manager P. V. Viswanathan of Sakthi Sugars.

ALL INDIA 1968 - 69

Sugarcane Crop Competition: Maharashtra, M. P., retain trophies

In the All India Regional Sugar cane crop competitions Maharashtra and Madhya Pradesh states retained the trophies, for the year 1968-69 in continuation.

Southern region:

Sivadas Bapura Awatade of Maharashtra obtained 417.54 tonnes of sugarcane per hectare in the "Adsali" crop in the Southern region. Sankar Rao Dada Mulay of the same state won the first prize in the "Eksali" crop in the region obtaining an yield of 362.95 tonnes per hectare.

In the short duration crop, Rawaji Bhimaji waghchoure and in the Ratoon crop Laxman Devaji Nibe, both of Maharashtra got the first prizes by recording yields of 298.34 and 316.99 tonnes of cane per hectare respectively.

Northern region:

Indra Singh of Magrore village in Gwalior district of Madhya Pradesh secured 218.20 tonnes of sugarcane per hectare for the short duration crop in the northern region, and won the Raza Buland running silver shield. The first prize for the "Eksali" crop in the northern region went to Messrs. Chehri Farm in U. P. who recorded 190.54 tonnes of cane per hectare.

for one and all

What the best and wisest parent wants for his own child, the community should want for all its children.

— John Dewey

The running silver shields for the states recording the highest average yield of cane per hectare in all the competition plots harvested were retained by Maharashtra and Madhya Pradesh.

Output of Sugarcane and sugar may fall

Although the all India second estimate of area under sugarcane during 1970-71 has shown a marginal increase compared to the previous year sugarcane production may be some

Salted by tears

Salted by tears;
filled with water
fetched from the Kaveri;
Distressed they dangle
The mud pots
Without rice

English rendering } — Kannadasan
"Tappal" } (Tamil Poet)

what less, owing to unjovourable factors for the growth of the crop. As a result sugar production, after touching a new peak of 42.6 lakhs tonnes during 1969-70, is expected to fall to 40 lakh tonnes. However trade and industry sources put it around 37 lakh tonnes during the current season.



Robust crop from "Sakthi Seeds"

This standing crop of C. S. H. - 1 sorghum (cholam) in a field at Oddanchatram village, was raised from quality seeds produced by the seeds department of Sakthi Sugars. Mr. K. Muthusamy, B.Sc., (Ag.), seen standing in the midst of the rich yield with apparent satisfaction, is the seeds certification officer, of the State Government.



Six on a spree, to see places sixty...



Failed not to see at peechi dam Statue - "Kerala Belle"



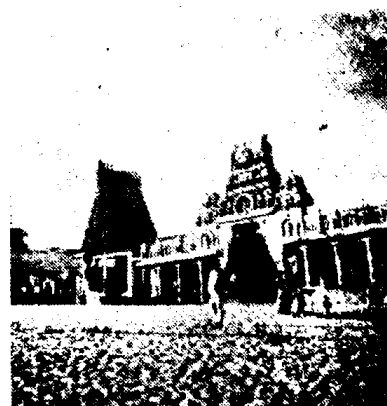
— Photos by: "Tourists Club",
of Sakthi Sugars



Splash in the warm waves...

Stack pile art of
Gandhi Memorial at Cape.

Staring at Structural awes ... ?

Sandy shores and towers
of Tiruchendur

Failed to fly, but drove off.....

The ambitious plans of six young members of Sakthi Sugars head office, to systematically re-discover the vast expanses of India by air, failed to click, as enough finances could not be accumulated by monthly savings, to operate the project. But they were not thwarted.

Instead they took to the road. Taking advantage of the Tamil New Year holidays, they toured as a club, two states, visiting no less than ten places of interest, including Historic Madurai, Seaport Tuticorin, Cape Comorin the venue where the three seas meet and picturesque Trivandrum.

The young tourists were V. P. Periasamy, R. Sivasubramaniam, P. Balakrishnan, P. S. Kandasamy, R. Balasubramaniam and C. S. Krishnan.

— "Tappal"



Students Harvest Cane in Sugarland, Cuba!

Acute Shortage of Labourers

In the important sugar province of Camaguey in Cuba, ten thousand students were mobilised for the harvest of sugarcane, when they ended their terms in the educational institutions. A similar number were made available from the armed forces. A further 7,000 were recruited from the province itself.

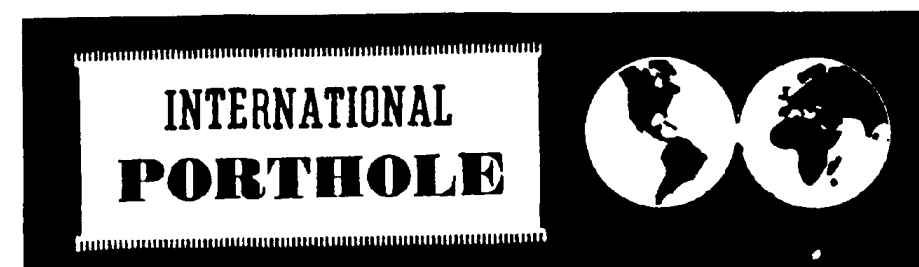
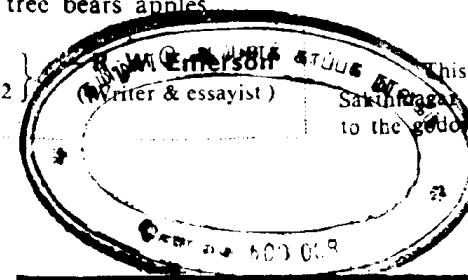
In spite of strenuous efforts at mechanisation, Cuba is still facing shortages of labour to bring in the current sugar harvest. Nevertheless, the Cuban authorities, who have said they do not want to have to call away large numbers of workers from key industries, as they did in 1969-70, have now reported that the 1971 harvest would be brought in with 60,000 fewer cutters than last year. This would obviate some of the dislocation caused last year by the drafting of massive numbers of workers from other sectors.

In addition to mechanisation, the Cubans are adopting techniques for encouragement to outstanding workers and disciplinary measures towards those regarded as "slackers". Cuban premier Dr. Castro pointed out recently the lack of social facilities for workers in the cane fields. He called for better housing for the Volunteer Workers.

Born believers

We are born believing.
A man bears belief,
as a tree bears apples.

America
1803-1882



Estimates of World sugar output

The foreign agricultural service of the United States Department of Agriculture has assessed the 1970-71 sugar production at 71.82 million tonnes.

But according to the monthly publication of the Indian Sugar Mills Association, the world production of sugar during the 1970-71 season will be around 73.25 million tonnes. This will be 0.5 million tonnes less than the

production in the previous season. Of this total estimated production cane sugar will account for 42.98 million tonnes (raw value), and beet sugar 30.27 million tonnes. Cane sugar production is estimated to go down by 0.7 million tonnes, while beet sugar output will rise by 0.2 million tonnes.

According to second estimate by sugar statistician F. O. Licht, World Sugar Production for 1970-71 is put at 72.977 million metric tonnes raw value. World cane output is put at 42.547 million tonnes and beet production at 30.43 million tonnes.

— continued next page



Yet another step in modernisation...

This conveyor equipment has recently been installed in our Industrial complex at Sakthi Sugars to facilitate speedy and bulk transport of sugar bags, from production point to the godowns for piling in stacks, pending release for distribution.

International Porthole

- continued from page 11



Wedding bells in a Director's manor ...

Standing in front of the marriage-dais are newly-wedded R. Vasantha, B. Sc., a niece of our Technical Director N. Chandappa and daughter of shareholder N. Ramu Gowder of Mettupalayam, and Dr. C. Padmanabhan, M. B. B. S., son of C. H. Chikkiah Gowder of Adsolai, whose wedding was celebrated with much eclat recently, in March.

❖ Licht predicts decrease in World Sugar Stocks

Sugar statistician F. O. Licht, has predicted a sharp fall in world sugar stocks at the end of the 1970-71 season in August. He has put final stocks at the end of August 1971 at 18.282 million tonnes compared with stocks of 20.929 million tonnes at the end of August 1970. This forecast cannates that the sugar stocks will be down to some 23 percent of the estimated consumption, allowing for the normal growth in demand. Approximately 25 percent of consumption is considered to be the normal requirement of sugar stocks. Consumption is shown as rising to 75.361 million tonnes against 72.483 million tonnes last season.

❖ China in Nepalese and Pak. Sugar Industry

China and Pakistan have signed an agreement for setting up a sugar mill at Naudero, a place situated 12 miles from Larkana town. The protocol was signed between a visiting Chinese sugar mill survey mission and the West Pakistan Industrial Development Corporation. This proposed sugar factory in the public sector with Chinese technical and economic Co-operation will have a daily crushing capacity of 1500 tons. Pakistanese sources claim that the proposed sugar mill will provide direct and indirect employment to about 3,000 persons, ensure industrial development in the area, and save the Larkana district from being waterlogged. If this proposal materialises, this will be Pakistan's first sugar mill in the public sector.

Communist China is planning to import Nepalese sugar into Tibet at a price, hundred per cent higher than the prevailing world market rate, according to a news item in a Katmandu Nepalese Daily. The National Trading Ltd., a

- continued on next page

International Porthole:

- continued from page 12

Nepal Government undertaking, is sending 3000 tonnes of sugar to Tibet. In return Tibet will give wool, raw materials for road construction and Industries.

Bulgaria also will buy Nepalese sugar at a price higher than the world rates. Peking (China) has offered to buy sugar of £ 95 tonne and Bulgaria £ 48 per tonne as against the world market price of £ 44 per tonne.

❖ Britain gets contract of W. African sugar project

Ivory Coast is a Republic of West Africa and a member of French community, its capital being Abidjan. The British concern LONRHO, recently has won the "management contract" for a £ 14 million sugar project in the North East of Ivory Coast, in the face of fierce French Competition.

The project is intended to make the Ivory Coast self-sufficient in sugar, in a few years time. This would hammer another nail into the coffin of the OCAM sugar agreement under which most of the French-speaking West African states are trying to rationalise their sugar industries on a regional basis. Mauritania, (another West African Republic of the French community) left the agreement last year.

❖ Another gain for U. K. in African Sugar Industry

Britain has won a £ 2.5 million contract to supply TANZANIA with its first major sugar refining plant.

LEFT SHADOW?

Time flies over us, but leaves its shadow behind.

America } — N. Hawthorne
1804 - 64 } (Novelist)



To Victory bright, they led the people ...

Riding on the crest of hitherto unequalled popular support, Hon'ble Mrs. Indra Priyadarsini Gandhi and Hon. Mr. Muthuvel Karunanidhi led their respective political parties to landslide successes and power, through the general elections to become respectively the Premier of the land, and chief Minister of Tamilnadu State, on their own rights. With her husband is seen Mrs. Dhayalu Karunanidhi. Hearty congratulation and Best Wishes!

— "SAKTHI SUGARS"

Export credits to finance the deal were arranged in London early in March 1971, when the Tanzanian High Commissioner Mr. Philemon Paul Muro, signed a £ 2 million plus loan with Williams and Glyn's Bank.

This Tanzanian contract is to be carried out, by main contractors Booker McConnell. They will also supervise the construction and commissioning of the cane sugar factory, which is to be

- continued next page

International porthole...

— continued from page 13

located at Mtibwa in Tanzania, with a crushing capacity of 1500 metric tons of cane Daily, and will produce direct consumption white sugar.

This agreement is the first ECGD (Export Credits Guarantee Department of U.K.) backed buyer credit facility for Tanzania. Repayment of the U.K. supplied elements of the contract will be over 10 years, while local costs will be over five years.

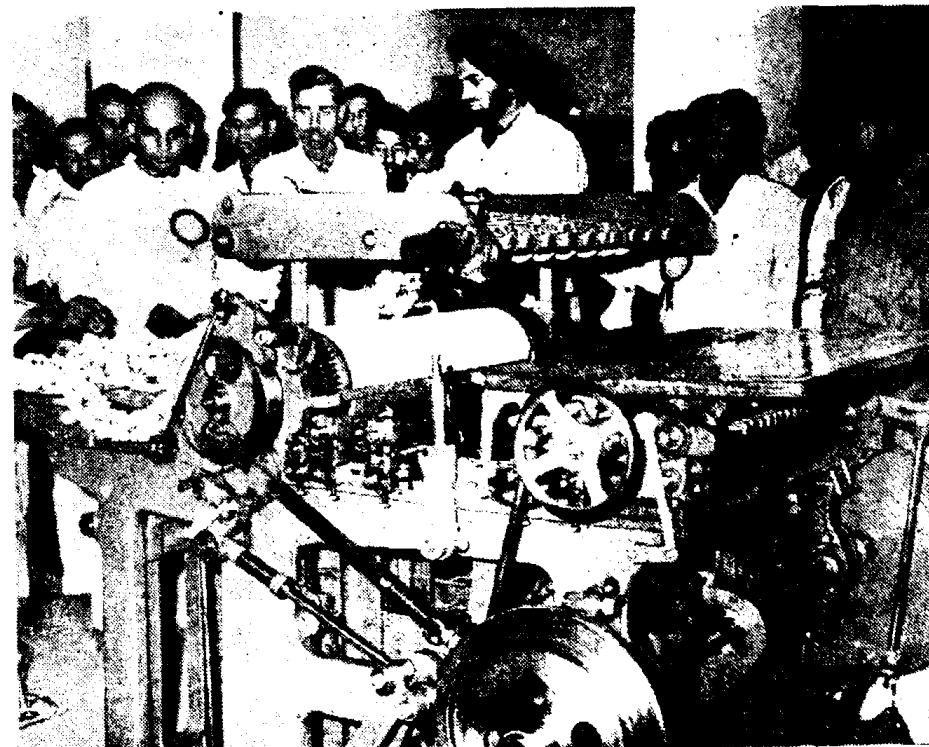
✦ Increase anticipated in Caribbean sugar output

According to the production estimates published recently in Barbados

by the West Indies Sugar Association, Commonwealth Caribbean Countries are expected to produce 1,266,200 tons (compared with last year's disappointing 1,084,216 tons, the lowest for ten years). Thus the 1971 production may be almost 200,000 tons sugar more than that of last year.

Every territory Antigua, Barbados, Guyana, Jamaica, St. Kitts and Trinidad has estimated a considerable increase over the 1970 crop.

With 183,000 tons required for local consumption, this would leave 1,083,100 tons for export.



One more feather in Coimbatore's cap...!

Switching on for work, the first "Cylinder Printing Press" manufactured for the market, by the Industrial Section of the Printers of our Magazines "Sugar News" and "Seithi Madal", J. S. Bhango of the Indian Administrative Service congratulated Managing Director S. Mani of Kalaimani Printing Industries (P) Ltd., (26/65, Raja Street, Coimbatore-1) on the high standard and efficiency maintained in the production.

Our Chairman N. Mahalingam who presided over the function observed that Coimbatore which till now was famous for its Textiles and pumpsets, has now added a feather to its cap, by producing quality Printing Machinery and providing reliable services in that field. Manager K. Palanisamy welcomed the gathering.

photo: P. Kannan

✦ World stock of sugar as per U. S. estimates

World stocks of sugar at the beginning of the 1970-71 season stood at 13,732,000 short tons raw value against 13,324,000 tons held at the beginning of the 1969-70 season, according to an estimate of the United States Agricultural Department.

Asia has shown the most significant increase in sugar stocks owing largely to India's accumulation of excessive stocks rising to 2,507,000 tons at the start of 1970-71 against 1,540,000 tons at the start of 1969-70.

Lower stock levels have been registered in North and South America and in the Caribbean area, while moderate gains have occurred in Europe, Africa and Asia.

The U. S. Department of Agriculture estimated world production of centrifugal sugar in 1970-71 at 78 million short tons and placed consumption at about 80 million tons. Although carry-over stocks may be reduced this year there will be sufficient sugar to meet world requirement's it observed.

The Department's estimates are based on stocks in 46 selected countries that produce 60 percent of world sugar output. The report made the following estimates for the beginning of 1970-71 stocks compared with the beginning of 1969-70.

	Tonnes	Tonnes
North America & Caribbean ...	23,23,000	28,17,000
South America...	18,87,000	24,31,000
Europe ...	48,71,000	45,87,000

— continued on next page

For all ages

....

Brave men and
Worthy Patriots,
dear to God, and
famous to all ages.

England } — John Milton
1608 - 74 } (Poet)

International Porthole...

— continued from page 14

	Tonnes	Tonnes
Africa ...	2,11,000	1,25,000
Asia ...	40,70,000	31,44,000
Australia ...	3,70,000	2,20,000

✦ U. S. Sugar and African Apartheid

The United Nations' special Committee on Apartheid has urged the United States, to drop its sugar import quota to South Africa on grounds that the quota supports the race segregation policy of S. Africa.

The 16 nation U. N. Committee on Apartheid has sent to the U. S. chief delegate a letter which said — "Approval by U. S. Congress of a provision allowing the importation of Sugar from South Africa at preferred rates would mean a subsidy of several million dollars to the sugar interests in that country. Such subsidy, in the Committee's opinion, would reinforce the policies of apartheid practised by the South African regime, and would have a detrimental effect on the World-wide anti-apartheid struggle, to which your government has pledged support."

✦ High level Automation Units for Red Countries

Sugar plants, constructed by Polish specialists, distinguished by a high level of mechanisation and automation of the technological processes, including full mechanization of loading-discharging processes and remote control of the production processes, have been purchased by Red Countries, — the Republic of China (3 plants), Czechoslovakia, and Soviet Russia which has so far purchased 16 complete sugar refineries each processing between 2.5 to 3 thousand tons of sugar beet per 24 hours. Other countries who purchased sugar units or accepted from



State award for tendering suggestions ...

Seven employees of our Sakthi Sugars Factory were the proud joint-winners of a State Government Cash Award of Rs. 500/- for submitting useful suggestions for Industrial Safety. The winners (standing L to R.) P. Jegannathan, V. Deivasigamony, R. Samuel, T. K. Radhakrishnan, P. Padmanabhan, A. Ponnusamy and (seated left extreme) Mechanical Supervisor S. Kandaraaj, are seen in the picture, with Chief Engineer K. M. Periasamy and Administrative Officer K. P. Ganesan.

Poland offers to modernize plants in foreign countries by providing technical documentation and suitable equipment, are Iran (with 7 sugar plants) Spain, Greece, and several countries in Asia and Africa.

In the last 15 years Poland has become an important exporter of complete industrial plants. During this period, the Polish foreign trade enterprise "CEKOP" has concluded contracts for the construction of 38 sugar refineries in 13 countries. Out of that number 35 units are already working, their average output being over one million tons of high quality sugar a year.

✦ British entry into EEC and Commonwealth interests

While British Prime Minister Edward Heath welcomed as "break throughs" the latest developments in common market negotiations for British entry as full member of the European

— continued on page 17

A good guy is he!

SUGAR in FOOD

Sugar is only 18 calories per teaspoon, but
It's all energy.
It isn't a bad body
As some would try to
make it out to be.

The sugar in an ice-cream bar,
Soft drink or toffee
Shortly before lunch or dinner
Transforms quick into Energy!

And that energy could be
Just the energy you would need
To say a "no" to extra
helpings at meals
and the resultant indispositions.

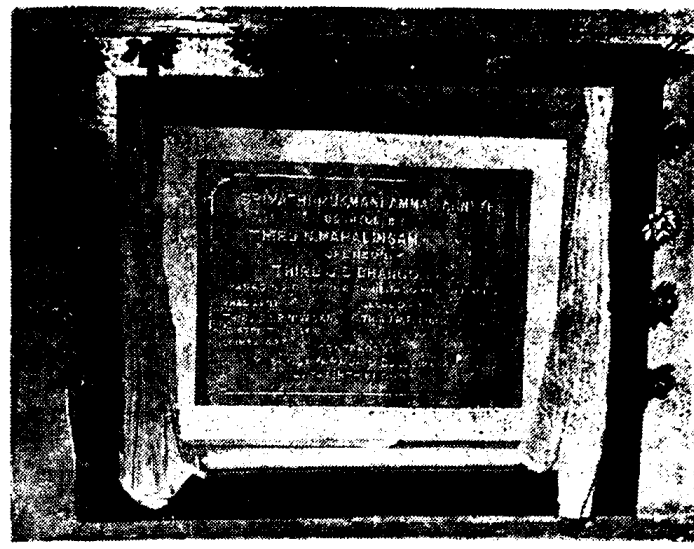
— "Tappal"

Pictures of 9th May Function ...

— continued from page 8



When the electric button on the table was deftly pressed by Water Board's Managing Director J. S. Bhango...



...the silk screens covering the stone Tablet on the wall, slid back to reveal for view the gilded inscriptions thereon.



Buffet Party ...

Left top: Helping themselves at the Buffet are Coimbatore's eye specialist Dr. P. P. Balakrishnan, Pollachi's Raju Subramaniam, press cameraman E. V. Ramasamy and others.

Right top: Popular District Revenue officer R. Subramaniam is garlanded by commercial Director V. M. Kailasam.

Right bottom: Enjoying the pleasant party are (L to R) Dr. P. K. Mathew, S. P. Samuel of praga, P. B. K. Menon, colonel Mullick and Dr. A. Rajagopal.

Left bottom: and in the ladies corner were "clicked" by our camera man, (L to R) Baby sundari, Mrs. Karthiyayini, Mrs. Murali, Mrs. Venkatachalam, Dr. Mrs. Kunjukutti Menon, Mrs. Dharmy Samuel, and Mrs. M. C. Dorai.

— photos: Shanmugas



Silhouettes of Surendra Mohan & Indraji...

— continued from page 7
occupying the fourth rank in the Ministry of late lamented Premier Lal Bahadur, she did her "apprenticeship" in cabinet work, before becoming the Prime Minister of the land on 24th January 1966, which position she continues to hold with remarkable grit.

Among her recent adroit achievements in the spheres of politics and governance could be listed, the able performance in getting her candidate for the presidency of India romp home comfortably in the teeth of opposition from senior colleagues of party's high command, the exceptionally skillful handling of her party's election campaign recently to obtain

International Porthole ...

— continued from page 15

Economic Community, the opposition Labour members in parliament asserted that the reported provisional agreements reached at Brussels were in fact "sell-outs" betraying the interests of the Commonwealth.

In a radio Broadcast, Lord Campbell, Chairman of the Commonwealth Sugar Exporters Group said he was appalled by the formula worked out between Britain and Common Market countries. As sugar was the life blood of the 14 developing countries of the 31 nations. Commonwealth, he did not see how they could accept the Brussels proposals.

Labour M. P., Fed Peart a former Minister of Agriculture, characterised the Brussels negotiations on sugar as a British Climb down, which would dismay India, Fiji, the Carribbean and some African Countries.

Prime Minister Edward Heath replied that the assurances received by British negotiators were firm ones and would be carried out, if Britain became a full member of the European Economic Community.

absolute majority in the parliament, and the Nationalisation of the big Banks and General Insurance.

The fabulous Kumaramangalams ...

It is a quaint fact, that all the Tamilian colleagues of Indraji in her Ministerial Council, are from the legal profession and hail from the same area in Tamilnad State — "Kongunad" (Coimbatore - Salem)!

There is the efficient, good natured and bespectacled cabinet Minister, Barrister Surendra Mohan Kumaramangalam, M. P. a former Advocate General of Madras, elected to the Lok Sabha from "greater-Tamilagam" viz Pondichery. Reports from Delhi show that his quick repartees and studied replies have become a great attraction in the House, as much as the quickened space of his department's working. It is said that in recent weeks many an officer of his Department had been surprised by Minister Kumaramangalam walking into the privileged preserves of his room, to obtain informations or to hasten the disposal of files, mercilessly cutting aside the proverbial red tapes!

The proletarian touch...

The Kumaramangalams—Minister Mohan, genial Bengalee wife Kalyani and children Rengarajan and Lalitha, continue to live in the comparatively smaller residence at Safdarjang enclave of Delhi, allotted to him originally as chairman of the IAC, discarding the posh ministerial residence since offered to him! Their elder daughter Uma with her youthful Bengalee spouse, is currently a student at Lumumba University in Soviet Russia.

The fact that the Kumaramangalams continue to use a people's car, in preference to the luxury limousine offered to him for use, befitting the rank of a cabinet minister, lends a proletarian touch to his movements in the Metropolis.



Budget & Finance...
Yeshwant Rao Chavan,

Chip of the old block

Surendramohan Kumaramangalam who rose to prominence as a Trade unionist, Journalist, politician and



External Affairs ...
Swaran Singh

lawyer, is the son of that great man late Dr. P. Subbarayan, well known former chief Minister of Madras State, cabinet Minister of India and Governor of Bombay and Lady Radhabai Subbarayan famous in her days as an

— continued next page

Portfolios and status of the Fifty Four...

— continued from previous page



Social Welfare...
K. S. Ramasamy

enthraling speaker, charming conversationalist and a classical beauty.

With pride and joy this Editor recalls the occasion when a book authored by him was released for publication in 1961 by the revered father of the minister, who at that time was a member of the Central Cabinet headed by Nehru.

The other two Tamils

Hon. Mr. Chidambaram Subramaniam who has since been provided with a berth in the Cabinet by Indraj from 24th April with the planning portfolio, is yet to get "confirmed" in his post, through election to the Lok Sabha or the upper house "Rajya Sabha", before the efflux of the scheduled period of six months.

Pleasant spoken Hon'ble Deputy Minister Kugalur S. Ramasamy is

Keeping a Secret

If you wish to preserve your secret, wrap it up in frankness.

— Alexandar Smith

the third Tamilian in the ministerial ranks, with a different portfolio this time.

Quartette of Ladies and Semi-Century of men ...

The present central ministry headed by Indra Gandhi as sworn in on the 18th of March 1971 numbered only 36. Subsequent augmentation with C.S. on 24th April and supplementation with Eighteen on 2nd May followed by the deputation of K. K. Shaw as Governor of Tamilnadu, has brought the present strength to 54.

Of these, the quartette of ladies is formed by the Hon. ministers Mrs. Nandini Sathpathy of Bihar, Dr. Mrs. Sarojini Mahishi of Mysore, Mrs. Sushila Rohtagai of U. P. and the lady premier.

PORTFOLIOS & STATUS OF 54

The following is the list of the 54 member Council of Central Ministers as per their ranks, with the portfolios assigned to them.

Cabinet Rank :

1. Mrs. Indra Gandhi, (born 19-11-1917)-Prime Minister Minister of Atomic Energy, Home Affairs, Information and Broadcasting.
2. Fakhruddin Ali Ahmed, B.A. (Cantab.), Bar-at-Law. [age 66] — Agriculture.
3. Y. B. Chavan, B.A., LL.B., [age 58] — Finance.
4. Jagjivan Ram, B.Sc., [age 63] — Defence.
5. Swaran Singh, M. Sc., LL. B., [age 63] — External affairs.
6. K. Hanumanthaiya, B.A., LL.B. [age 63] — Railways.
7. Karan Singh, M. A., Ph.D., [age 40] — Tourism and Civil Aviation.
8. Raj Bahadur, [age 57] — Parliamentary affairs, Shipping and Transport.

9. Moinul Haq Chaudhuri, M.A., LL.B., [age 49] — Industrial Development.
10. Sidhartha Sankar Ray, B.A., Bar-at-Law, [age 50, grand son of C.R. Das] — Education, Social Welfare and Culture.



... Agriculture
Annasaheb Shinde

11. H. R. Ghokhale, B.A., LL.B., [age 54] — Law and Justice.
12. S. Mohan Kumaramangalam, Bar-at-law, Steel and Mines.
13. C. Subramaniam, B.A., B.L., [age 61] — Planning, Science and Technology.

Consequences only

There are in nature neither rewards nor punishments. There are consequences.

— R. G. Ingersoll

Central Ministers Fifty and Four ...

— continued from page 18

14. Uma Shankar Dikshit, [age 70] — Works and Housing.

Ministers of State :

15. Dr. K. L. Rao, — Irrigation and Power.
16. L. N. Mishra, — Foreign Trade.
17. R. K. Khadihar, — Labour and Rehabilitation.
18. K. V. Raghunath Reddy, — Company affairs.
19. D. R. Chavan, — Supply.
20. P. C. Sethi, — Petroleum and Chemicals.
21. H. N. Bahuguna, — Communications.
22. I. K. Gujral, — Works and Housing.
23. Sher Singh, — Agriculture.
24. Nitiraj Singh Chaudhuri, — Law and Justice.
25. Om Mehta, — Parliamentary affairs, Shipping and Transport.
26. Ram Niwas Mirdha, — Home affairs and Personnel.
27. K. C. Pant, — Home affairs etc.
28. Mrs. Nandini Satpathy, Information & Broadcasting.
29. V. C. Shukla, — Defence Production.
30. Annasaheb P. Shinde, — Agriculture.
31. K. R. Ganesh, — Finance.
32. Shah Nawaz Khan, — Steel and Mines.
33. D. P. Chattopadhyaya, — Health and Family Planning.
34. Ghanshyam Oza, Industrial Development.
35. Mohan Dharla, [age 46] — Planning.
36. Dr. Mrs. Sarojini Mahishi, — Tourism and Civil Aviation.

Deputy Ministers :

37. A. K. Kisku, — Health and Family Planning.
38. Jagannath Pahadia, — Agriculture.
39. Mohd. Safi Qureshi, — Railways.
40. K. S. Ramasamy, B.A., B.L., — Social Welfare.
41. Sidheshwar Prasad, — Industrial Development.
42. Surendra Pal Singh, — External Affairs.
43. B. Shankaranand, — Parliamentary affairs.
44. Kedarnath Singh, — Parliamentary affairs.
45. Bedabrata Barua, — Company affairs.
46. D. P. Yadav, — Education & Social Welfare.
47. Balgovind Verma, — Labour and Rehabilitation.
48. Dalbir Singh, — Petroleum and Chemicals.
49. Baijnath Kurcel, — Irrigation and Power.
50. Dharmavir Singh, — Information & Broadcasting.
51. Kartik Oraon, — Communications.



... Defence
Jegajivan Ram



... Planning
C. Subramaniam



Irrigation & Power ...
Dr. K. L. Rao

52. A. C. George, — Foreign Trade.
53. Mrs. Sushila Rohtagi, — Finance.
54. F. H. Mohsin, — Home affairs.

செய்தி மடல்

(மாத இதழ்)

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

நிர்வாகி "செய்தி மடல்"

72, சென்ருத்த வீதி

ராமநாத், கோவை-9.

REVITALISATION OF THE SUGAR INDUSTRY

S. Nakkiran

(Lecturer in Co-operation, College of Rural Higher Education, Coimbatore-19)

In a country where agriculture is considered the kingpin of the economy, industries and the export, naturally come under the circle of this vast sector. Numerous industries have been started using the agricultural produce as raw materials. Sugar industry is one of them. This is the second largest industry next to textiles. Nearly 200 factories have been organised and they employed above 2 lakhs workers directly.

At present the sugar industry is caught up in the turmoil of certain accumulated troubles. They are in fact facing a challenge for survival. Due consideration must be given for the rejuvenation of this industry by all the persons involved; whether they are farmers, the government, workers or consumers. The revitalisation of this industry is necessary for the following reasons.

1. To gear up the activities of this industry to give fillip to the production.
2. To utilize huge amounts of capital invested in this sector.
3. To earn a fair amount of foreign exchange to balance our payment position and
4. To maintain a decent standard of living of the farmers who are cultivating this crop.

Problems of the industry:

No industry can run without facing problems. But the sugar industry has its own peculiar problems. It is facing the riddle both from the producers and the consumers. This dilemma is faced only in a few industries like the sugar factories.

The first problem faced is the procuring of costlier raw material. Surprising increases were there in the cane price during the past years. In 1953-54 the minimum price per tonne

of cane was Rs. 38-80. It was Rs. 73-70 during 1967-68. The price is not fixed on the basis of the laws of demand and supply. The government has recommended minimum prices of Rs. 100 per tonne which the factories have to pay even at the cost of loss. A conference of the Andhra Sugar Cane growers held at Vijayawada demanded that the minimum cane price shall fixed at Rs. 125 per tonne for the 1968-69 season. It has also been observed that sugar mills in Maharashtra made reasonable profits after paying a high price as Rs. 2-09 and not less than Rs. 150 per tonne meeting transport charges too. This argument is not acceptable due to the fact that the payment of wages and meeting other costs will vary from state to state.

The second problem faced by the sugar industry is the absence of the continuous availability of the cane and under-utilization of the capacity. Both the above factors are reflected in the high production cost of sugar. The loyalty of the farmers in selling or cultivating cane has been tested during the crisis period and has been proved a failure. In certain cases the farmers diverted the cane for gur or khandasari production. The stage has also been reached where the farmers think that sugarcane is no longer a profitable crop and therefore shifted over to paddy, cotton and other crops. Enquiries made by the 'Hindu' in Tanjore District showed that in a majority of the cases, cane cultivation had been adopted to avoid labour problem. By and large a number of farmers hold the view that two paddy crop were equal to one sugar cane crop. Connected with the problem of the supply of cane is the problem of low juice content of the cane. A spokes-man of the National Federation of the Sugar Co-operatives pointed out that the area

under sugar cane had steadily increased but neither the yield of cane per acre nor the sugar content had shown any appreciable rise in spite of the fact that schemes for development of sugar cane were in force for decades. Due to these reasons sugar factories are starving for raw cane with a quality. The peculiarity of this industry is that it has to be closed for more than 5 months for cleaning. So they have to earn profits working during a limited period bearing the costs round the year. This is really a Herculean task. An important factor in bringing down the cost of production is the size of the factory. Most of the factories in India have crushing capacities of only 1000-1200 T/Day as against the economical size of 2000 T/Day.

Another important problem faced by the sugar industry is the mounting stocks and the difficulty of marketing the sugar. By the end of April last year they (stocks) stood at 30.92 lakh tonnes and by the end of April this year these may amount to 36 lakh tonnes. Per capita sugar consumption in India is quite low compared to other countries. An average Indian consumed only 36 grams sugar per day in 1954-56 and 49 gms in 1963-65. But an average Australian daily consumption for the above periods was 147 gms and 144 gms and the average Americans consumption was 126 gms and

— continued on next page

Freedom to err

Freedom is not worth having, if it does not cannot freedom to err.

India 1869 - 1948 } — **M. K. Gandhi**
(Mahatmaji)

Wedding
Bells Peal



In Sakthi
Firmament

Leelavathi - Balagopal

Physical Training Instructor V. C. Muthusamy celebrated wedding of his son **V. M. Balagopal** a member of our Main office staff at Sakthinagar, with **P. Leelavathi** daughter of Mr. V. K. Palanisami gounder of Erode, in a grand function at Gobi's Seeta Kalyana Mandapam, on Friday the 7th May, which was attended in large numbers by friends, relations and well wishes including commercial Director V. M. Kailasam, Deputy General-Manager S. V. Balasubramanian, chief

Engineer Periasamy, Cane Superintendent K. S. Thirumalaisamy and Administrative Officer K. P. Ganesan. The couple were the recipients of presents and greetings.

Radha - Jayaprakash

The marriage of cane-office assistant **Jeyaprakash** with, **Radha** of calicut, took place on Friday the 7th May '71 at Guruvayur temple and was attended by relations and friends including a good number from Sakthi Sugars.

Revitalisation of the Sugar Industry ...

— continued from page 20

130 gms. We are facing severe competition from other countries in the foreign market. The present level of exports is very low compared to the total quota of 3.5 lakh tonnes allotted to India under the International Sugar Agreement. The chances of India exporting sizable quantities of sugar will be slender as long as the cost of production continues to be high.

One of the major causes that contributed to the increased production cost is said to be the burden of interest charges on the money borrowed for holding stocks. The total advances outstanding as on July 1969 was Rs. 135-50 crores as against Rs. 90.81 in 1968 and Rs. 57.77 crores in 1967.

In addition to the above problems the sugar factories are facing the problems of labour, high taxes, lack of storage facilities, shortage of capital and foreign exchange etc.

Solutions:

The problems of the sugar industry must be solved in order to safe-guard the interest of the economy. In solving the problems the views of the farmers and the consumers also should be taken into account. Following are the suggestions to solve the problems of the sugar industry.

1. Research activities must be geared to increase the sugar content of the cane.
2. Proper communication must be maintained between the farmers and the factories.
3. A tax concession for this industry to tide over these difficulties.
4. A long term sugar policy on the part of the government.
5. Subsidiary industries like paper, paint and wax factories can be started to use wastes of the sugar factories. This can offset the losses incurred by the main factory.



NEWLY WEDS...

Dhanalakshmi—Devarajan

Cane Inspector S. C. Devarajan of Sakthi Sugars entered the portals of happy wedded life on 10th of March '71 at Erode, when he married at a largely attended solemn function, Dhanalakshmi, sister of Mr. K. Thangaraj of Erode.

Rajarajeswari - Sridharan

Mr. M. Tholasiram Raju of Madurai celebrated the marriage of his daughter **Rajarajeswari**, (sister of T. M. Raja of Coimbatore Head office) with **Sridharan** son of Mr. P. Venkatakrishnan of Virudhu Nagar, on 12th April 71, at Madurai. Friends and relations were present in good numbers.

Malathi - Achuthan

Jeep driver **K. Achuthan** of Sakthi Sugars entered the portals of married life with his bride **K. Malathi** daughter of Mr. Govindan Nair of Moloor. The wedding was celebrated at Pattambi Guruvayur Temple in Kerala, on the 23rd of April. Friends and relations including employees of Sakthi Sugars were present.

— Continued on next page

MEASURING

A man's greatness can be measured by his enemy.

— **Donon PIATT**



Request for take over of U. P. Sugar Mills rejected by P. M.

Prime Minister Indra Gandhi is reported to have turned down the request for the nationalisation of Sugar mills in Uttar Pradesh, according to a news item in an Allahabad Daily.

Instead, the U.P. Chief Minister, it is reported, has been asked to solve the difficulties, now facing the sugar industry, in the light of what the respective governments of TAMIL NADU and Maharashtra have done in their States vis-a-vis this Industry.

Political pressure, however, is being brought upon the 'new congress' Chief Minister to redeem the pledge, he gave his partymen on assumption of office, to give top priority to the nationalisation of sugar industry.

The question of nationalisation of sugar industry has been put in cold-storage firstly on the ground that the state is facing a severe financial crisis and secondly, because of the greatly depreciated machineries of the existing Sugar Mills. The state will not take a study of the working of sugar mills in Tamil Nadu and Maharashtra, where the industry is running at a profit.

It is reported in the columns of a Bombay Daily that the 'new congress' Chief Minister Kamalapati Tripathi is at present not bothered about the nationalisation of the sugar industry, but is more interested in getting the farmer paid his cane dues.

► "BANKS WON'T STOP AID TO SUGAR"

— Y. B. Chavan

In a written reply to a question in Rajya Sabha, Finance Minister Y. B. Chavan said that the banks would continue to meet the genuine requirements of the Sugar Industry. The bank credit for sugar industry at peak level might go up to Rs. 275 crores in the current season as against Rs. 254 crores at peak level in the last season, he said.

Replying on the credit squeeze Chavan said representations had been received by the Reserve Bank from the Sugar Industry. He added that in order to ensure that the needs of credit for productive activity in any sector, large, medium or small does not suffer as a result of the restrictions on the availability of refinance, Reserve Bank has stressed the need for purposeful

credit planning and for intensifying efforts for deposit mobilisation.

► EXPORT OF SUGAR PLANT FROM INDIA TO AFRICA

The first consignment of sugar plant machinery manufactured by Walchandnagar Industries, Poona was shipped to the African country of Uganda from Bombay's Alexander Docks at the end of April 1971. This is part of the Company's Rupees Eight crore package deal with the Government of Uganda, for setting up a sugar plant on turn - key basis.

WEDDINGS...

— continued from page 21

Lakshmi - Parameswaran

Mrs. and Mr. A. V. Narayana Aiyer of Sakthi Sugars seeds department Coimbatore celebrated at a solemn function in the early hours of Thursday the 6th May in Perumbavur, Kerala, the wedding of their beloved daughter A. N. Lakshmi with P. S. Parameswaran Tool-room employee of I. T. I., Bangalore and son of Mr. P. N. Subramania Aiyer of palghat. Friends and relations were present at the happy function in large numbers. The newly weds were the recipients of greetings and presents.

Covers for Twenty:

Press bids adieu to Popular District-Head!

The red paved corridor-expanse on the second floor of Coimbatore's Seetharam Lodge was the venue of an unusual but pleasant and homely farewell party. Covers were laid for twenty when the members of the city's press entertained popular Collector Jeeth Singh Bhango, to a coffee party on the eve of his departure from the district to take up official assignment as Managing Director of the newly created Water and Drainage Board of Tamil Nadu State.

Toasts ...

Proposing the toast of the chief guest, Editor Solomon Appadurai of "Sugar News" and "Seithi Madal", recalled a poignant incident when Collector Bhango manfully and calmly discharged his responsibility to lead four honourable Ministers to safety and returned to do his duty by the common man, during a crisis on a dark night, in utter disregard of his personal safety in the face of a driving hail storm!

Observing that the crisis brought out the calibre of the man, the editor welcomed the appointment of such a man of proved physical and mental calibre to tackle the long standing and unsolved water problems of the state, which required a practical, determined and bold approach with dedicated initiative.

Press Reporter-Photographer E.V. Ramasamy of Nava India Daily eulogized the services of the Collector during his three years term of office in the district and appealed to him to settle down, after retirement, in Coimbatore, with whose people the Collector had identified himself though his ancestors had hailed from the Punjab. While Veteran P. N. Sundarasamy of "Financial Express" wanted the Managing Director designate of the Water Board

to do his best for the speedy solution of Coimbatore's drinking water problem, Anantasubba Rao of "The Mail" and "Dinamani" pleaded that pressmen should get their bit of autonomy.

In a brief and impressive reply Collector Bhango recalled the happy moments during his monthly press-conferences which according to him were the only oases where he could relax in the midst of his strenuous official duties. Talking in a humorous vein he expressed a desire to choose Coimbatore as his place of residence after retire-



... Over a cup of fruit-salad

Senior pressmen C. H. Krishnan of the P.T.I., V. Padmanabhan of "The Hindu" with guest Bhango and Editor Solomon Appadurai of "SUGAR NEWS" & "SEITHI MADAL".

ment, provided the "influential press" could assure him of a five cent land to build a cosy house.

Menu and the men ...

The evening's menu included sweet milk basanthi, potato-pattani Bonda, fried cashew-nuts, hot coffee followed by a cool glass of fruit-salad and the inevitable beeda!

Those present at the pleasant function, beside chief guest Bhango and



Jeeth Singh Bhango, M. A., I. A. S.

the three speakers were, -M. N. Sudhan Appadurai, correspondent of "Swadesa Mithran", "Dina Malar" and "Murasoli", (and Suchan Publicity) Manager, C. H. Krishnan and C. G. Raman of the Press Trust of India, staff correspondent V. Padmanabhan and R. Venugopal of "The Hindu", Peter and Nainar of the "Daily Thanthi", Ameen of "Malai Murasu" P. S. Gopal of "Indian Express", S. S. Kuppuraj of "City News", B. Narasimhan, of "Nava India" and correspondent Kunjukrishna Kurup of "Mathru Bhoomi" Daily.

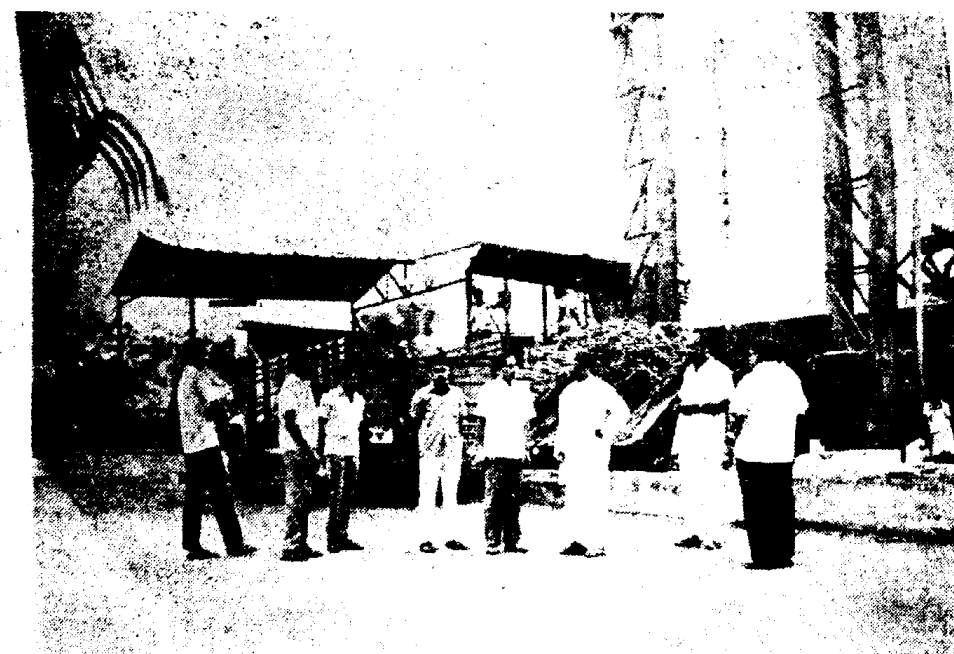


Teach me, Oh LORD!

Teach me to do THY will, for thou art my GOD. Thy spirit is good; lead me into the land of uprightness.

— David ben-Jesse
(Poet & King)

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



On the spot discussions at the cane yard?

Here he is, chairman Mahalingam walking through the factory campus during a recent inspection visit. L to R: Electrical Engineer N. Somasundaram, chief chemist S. Srinivasan, Officer-Trainee K. Kalyanasundaram, Deputy General Manager S. V. Balasubramanian, Chief Engineer K. M. Periaswamy, chairman N. M., Commercial Director V. M. Kailasam and civil Engineer P. Jegannathan. — photo: K. K. Menon

Consumption might go up While production might fall

Internal consumption of sugar this year might go up to 37 lakh tonnes if the present rate of consumption is maintained.

Sugar production which reached a new peak of 42.6 lakh tonnes in 1969-70, is expected to fall this year to 40 lakh tonnes and the carry-over stocks this year might slightly go down as compared to the 21 lakh tonnes at the beginning of the current crushing season.

These figures were given by Mr. K. P. Mathrani, Union Food Secretary and Chairman of the Development Council for Sugar Industry, at a meeting of the council held in New Delhi.

Mr. Mathrani said that the total quantity of sugar likely to be exported this year "stands at about 3.7 lakh tonnes" and there was a likelihood of

India getting further allocations to make up for possible shortfalls by other exporting countries.

In view of the losses entailed in exports on account of the high cost of Indian sugar as compared to international prices, Mr. Mathrani added, a long-term policy for export of sugar should be evolved.

► Sugar lifting from goods Train

News is received from Akola in Maharashtra that the police intercepted a truck carrying sugar bags near Kanheri following a wagon-breaking incident near Barshitakli railway station when 70 sugar bags were reported to have been lifted from a goods train.

The train, plying on the Hingoli-Khandwa metre-gauge line, was carrying a consignment of 150 bags of sugar from Andhra Pradesh to Indore.

55th Meeting of the Board of Directors

The fifty fifth session of the Board of Directors of Sakthi Sugars Limited, was held at building No. 268, Kalingarayar Street, Coimbatore on Thursday the 18th March.

The Meeting was presided over by Chairman N. Mahalingam, B. Sc., M. I. E. Board Members present at the sitting were Directors V. M. Kailasam, R. Chinnasamy Naidu, K. K. Ramaswamy Gounder, S. Senniappa Gounder, K. S. Murugaian, P. G. Karuthiruman, A. Velliangiri, S. M. Srinivasan, N. K. Kaliappa, E. S. Palaniswamy and P. N. Nanjappan.

Several important subjects were discussed and decisions arrived at. General Manager P. V. Viswanathan, Deputy General Manager S. V. Balasubramanian and the company's auditor P. N. Raghavendra Rao also were present.

Births...

— continued from page 2

January 1971, at the factory hospital in Sakthinagar. This welcome news was communicated to the Editorial department of "Sugar News" with a baby packet of chocolates.

To Rukmani Nallasamy, wife of Lab-in-charge Nallasamy a baby boy on 3rd May 1971, in Kuppusamy Naidu memorial hospital, Coimbatore. The baby and mother are doing well. Distribution of parry's toffee announced the new arrival in the house of Nallasamys.

WINGS & FOOT

Misfortunes come on wings and depart on foot.

— H. G. BOHN

SS
SAKTHI

SUGAR NEWS

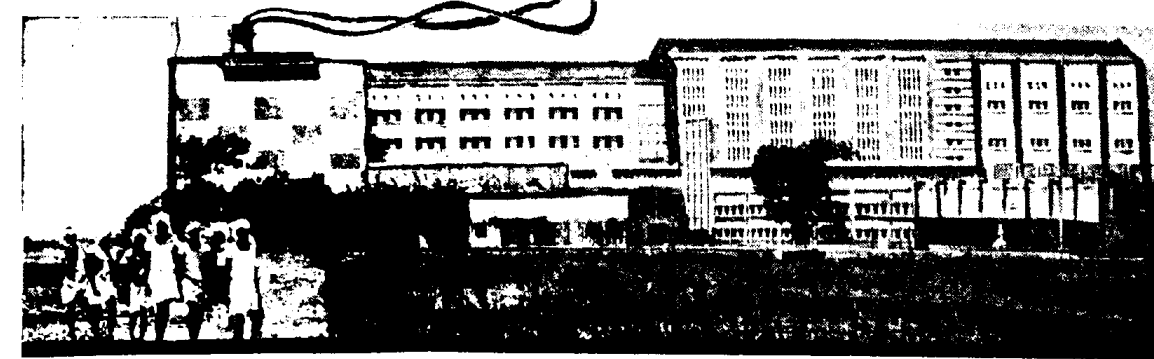
QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE

VOL. III No. 4

JULY 1971



R.P. 153/15-171
P



BIRTHS...

Grand-daughter to Chief Minister of Tamilnad

To Selvi Selvam (daughter of Mrs. Dhayalu and hon'ble



Mr. Muthuvel Karunanidhi)
wife of journalist Murasoli

Selvam, a baby girl on 11th July 1971 at Dr. Mrs. Florence Maduranayagam's maternity home in Mambalam, Madras. The grand parents the Karunanidhis, called on their new born grand child in the maternity hospital and were delighted to see the young mother and her first-born doing fine.

The Karunanidhis have elder grandchildren through their "actor" son M. K. Muthu.

Grandson to Editor

To Vimala B. Appadurai, wife of Benjamin B. Appadurai, L.M.E. (Sandwich) of M. A. L. Co. Ltd., Mettur Dam (Son of our Editor), by the grace of God, a baby boy on Thursday the 10th June, at "Comfy" maternity Home (Huzur Road, Coimbatore-18) of Dr. Miss. P. Isiah, M.D., M.R.C.O.G.

Baby Rajalakshmi

To Girija Raja wife of T. M. Raja, assistant, purchase department, Sakthi Sugar's Head office, a baby girl, on 8th June, in Madurai. The happy young father, who announced the

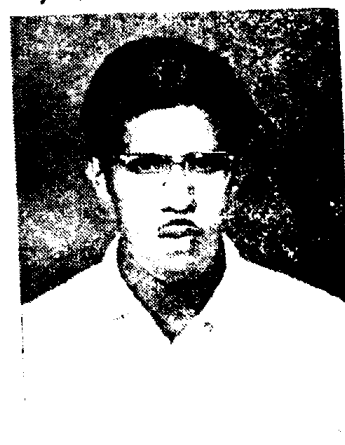
arrival of his first born with the distribution of sweets to fellow members of the staff, informs us that the baby has since been named "Rajalakshmi".



Peal of Wedding Bells

A LEGISLATOR WEDS! LEELAVATHI - NATARAJAN

The Wedding of Legislator E. M. Natarajan, B.A., B.L., M.L.A., who



is representing Anthiyur constituency in our Factory area for the second term in succession at the Tamilnad Legislative Assembly, with Leelavathi, daughter of late congressman E. K. Ramasamy Gounder, was solemnised at a well attended function, during the early hours of Wednesday the 30th June, in Gobi's artistic hall of marriages - "Sita Kalyana Mandapam".

The joyous celebrations were attended among others by Sakthi Sugar's Commercial Director V. M. Kailasam, District Collector H. B. N. Shetty, Police Superintendent K. Kandasamy, Municipal Chairman Kandasamy of Tiruppur and our Editor.

Several colleagues of the bridegroom in the State Legislatures were also present, in the persons of

— continued next page

Wedding Bells ...

— continued from page 2

M. Ramanathan M. L. C., Dr. S. M. Palaniappan of Gobi, V. K. Ramasaran of Bhavanisagar, S. K. Subramaniam of Sathyamangalam, M. Subramaniam of Erode, L. Doraisamy of Tiruppur, M. Palanisamy of Vellakoil and R. Manickavasagam of Thondamuthur.

Messages of greetings congratulating the couple on the happy event in their lives were received from 170 persons including Central Minister Hon'ble Mohan Kumaramangalam and Chief Minister Muthuvel Karunanidhi.

State Ministers, Hon'ble R. Nedunchezian who presented the groom with a Gold ring, Hon'ble K. Anbalagan, Hon'ble M. Kannappan and Parliament Member P. Saminathan spoke at the function.

OUR CORRESPONDENT WEDS!

KANNAMMA - "TIPPER"

Our Smart correspondent at Sakthinagar factory campus "Tipper" Subramanian popularly and endearingly known by his former appellation, married Kannamma daughter of Mr. N. Ponnusamy of Tillainagar Salem on Monday the 5th July in a joyous function at Kumaragiri marriage hall in Salem.

Please accept our Hearty congratulations and best wishes, newly-weds! "Tipper couple"!!

— continued on page 23

Finally brethren

Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things.

1st century } — Paul of Tarsus
A. D. } (Scholar & Traveller)



Inter State Goodwill...

Caught by the camera in convivial conversation, are Kerala's Minister for Home and Education Hon'ble C. H. Mohamed Koya and Tamilnad's planning commission member N. Mahalingam, Chief of Sakthi-Anamallais group of enterprises.

The happy occasion was a colourful function presided over by the latter, in which the former declared open the imposing, spacious and streamlined "Koya Buildings", the newly constructed premises of "Auto and Machinery Equipment Company", a front line house in auto upholstery business, specialising as interior decorators and furnishers for cars and allied vehicles.

The modern and technically well-equipped Works of the concern, housed in this - their own buildings in Jail Road Coimbatore, was inaugurated by Tamilnad's Minister for Tourism and Housing, Hon'ble K. Rajaram. Coimbatore's popular Municipal Chairman A. A. Sukkur and legislator S. A. Rajamanickam, M.L.C. felicitated P. V. Hassan (picture at page 22) the proprietor, on the steady and marked growth of the business during the last two decades, thanks to the hard work, efficient executions and courteous prompt service vouched for by him. His brother late Mr. Koya was the founder of the concern.

—photo: P. Kannan

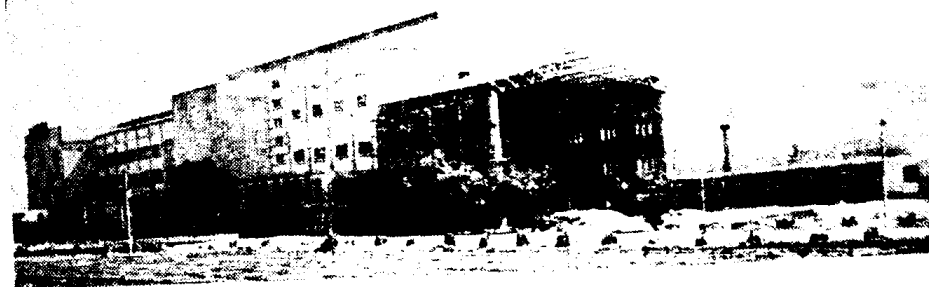
56th Meeting of the Board of Directors

The fifty sixth session of the Board of Directors of Sakthi Sugars Limited, was held at No. 268 building in Kalingarayar Street, Ram Nagar, Coimbatore on Friday the 21st May.

The meeting was presided over by Chairman N. Mahalingam, B.Sc., M. I. E. Board members present at the

sitting were Directors, V.M. Kailasam, R. Chinnasamy Naidu, S. Senniappa-Gounder, D. Periaswamy Gounder, P. G. Karuthiruman, K. K. Ramaswamy Gounder, K. S. Murugaiyan, S. M. Srinivasan, E. S. Palaniswamy, P. N. Nanjappan and A. Venkatesiah.

Several important subjects were discussed and decisions arrived at. General Manager P. V. Viswanathan Deputy General Manager S. V. Balasubramanian & the Company's auditor P.N. Ragavendra Rao also were present.



SUGAR NEWS



BANSI DHAR ELECTED PRESIDENT OF ISMA

Mr. BANSI DHAR has been elected president of the Indian Sugar Mills Association for 1971-72. Mr. M. L. Apte has been elected Vice-president of the Association.

The head office of the ISMA will hereafter function mainly from New Delhi and not from Calcutta. However a skeleton staff will be maintained at the Calcutta Office.

The address of the New Delhi Office of ISMA is—

Indian Sugar Mills Association,
A-7, NDSE Co-operative Colony
South Extension, part I
Ring Road, New Delhi-49.

1970-71 SUGAR PRODUCTION IN INDIA 38 LAKH TONNES?

During 1970-71 (i.e., during the period 1st October 1970 to 30th September 1971) the sugar production in the country is expected to be around 38 lakh tonnes. This information was furnished by the minister of State for Agriculture Prof. Sher Singh, in the Rajya Sabha on 12th June, in a written answer to Mr. M. K. Mehta.

The minister said the monthly releases of Sugar for sale by factories which averaged 3.78 lakh tonnes in 1970-71 prior to decontrol, was stepped up to 4.5 lakh tonnes in May 1971 after decontrol.

Replying to a question of Mr. Panda in the Lok Sabha, Minister Sher Singh said that the production of sugar during the previous sugar-year 1969-70 was 42.6 lakh tonnes and that there was a carry over of about 21 lakh tonnes from the 1969-70 season.

EXPORT OF INDIAN SUGAR

India Exported 3.18 lakh tonnes of Sugar in the 1970 Calendar Year, according to information furnished to the Lok Sabha on 11th June, by Mr. Sher Singh minister of state for Agri-

culture. India's export quota under the international sugar Agreement, 1968 was about 3.50 lakh tonnes he said. India would be sending out the same quantity this year also of which about 1.6 lakh tonnes had already been exported.

According to Agriculture ministry Sources in New Delhi, India hopes to achieve a substantial increase in the export of Sugar over the present level of 3.5 lakh tonnes, as there are favourable indications, following negotiations with some of the major buyers of sugar. The Government's hope of a rise in exports is also reflected in the budgetary allocations to cover the subsidy for meeting the loss on export of Sugar. Against the revised estimate of Rs. 8.60 crores, the budget provides for Rs. 10 crores for subsidy.

— continued next page

MAN'S HAPPINESS

A man's happiness is to do a man's true work.

— Marcus Aurelius
(Roman Emperor & writer in Greek)

Indian Sugar Bowl...

— continued from page 4

One of the major buyers of Sugar the United States has been approached to raise its import quota. India, which in 1970 sold 80,508 tonnes to the U. S. is believed to have offered to sell 1,50,000 tonnes this year. A team representing the sugar industry visited the U. S. in April this year. Though it got no firm assurance from the U. S. that it would buy 1,50,000 tonnes of sugar, there were indications that the quota might be raised.

Import of Sugar into the U. S. is regulated under the U. S. Sugar Act as amended from time to time. Although India supplied 1,71,000 tonnes in 1961 on a non-quota basis, it was given a statutory quota for the first time the following year after the diplomatic break between the United States and Cuba. However, since 1965 the allocation has suffered a sharp cut back.

WEIGHT BASIS URGED FOR EXCISE ON SUGAR

The National Federation of Co-operative Sugar Factories, has expressed the view that it would have been better if the government, instead of retaining the system of fixation of excise duty on 'ad valorem' basis, had fixed it at a fixed rate on weight basis. "This will be simpler & eliminate the exercise involved in fixation of tariff value every month and would also help in removing the atmosphere of uncertainty among the producers as well as the consumer".

CRY FOR NATIONALISATION OF SUGAR INDUSTRY COOLING OFF...?

The demand for nationalisation of the sugar industry is now in low key according to informed circles. Instead opinion is gradually veering round to suggestion that the Sugar Corporation should extend its activities to undertake the responsibility of helping sick mills to be run as economic units.

There is a perceptible cooling off in the approach of the Uttar Pradesh



Things to admire...? eye and plenty!!

Among the recent stream of visitors to our modernised sugar factory at Sakthi-nagar were (Left to right) Mrs. Dutt, Mrs. Rajeswari Ramakrishnan, B. A., Managing Director of Jeypore Sugars and Prasad Dutt, Managing Director of K. C. P. Ltd. They were accompanied by P. R. Ramakrishnan M. Sc., President, South Indian Sugar Mills Association and Managing Director of MALCO Ltd.

— Photo: K. K. Menon

government towards the question of take-over of Sugar mills. The Government of Maharashtra, where the Co-operative sector is strong and efficient is even less enthusiastic about nationalisation.

The Union Government is in no hurry to make its intention on the subject known. It is awaiting the Sugar Nationalisation Committee's report before giving any serious thought to the issue. The Committee, headed by D. N. Sinha, a former chief Justice of the Calcutta High Court was expected to submit its report by the end of August. Its term has been extended till October and the provision in the latest Union budget for expenses of the committee does not suggest any further extension.

MINISTER THREATENS CLAMP DOWN OF CONTROLS!

Mr. Fakhruddin Ali Ahmad who inaugurated the 38th annual general meeting of the Indian Sugar Mills Association at New Delhi, held out a warning to the Sugar Industry, that he would not hesitate to clamp down controls again if it worked solely with the

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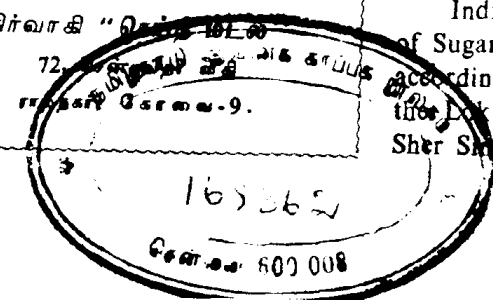
Life to Live

Don't let us work all our life to make a living, but let us work to live all our life.

— Jack Minor

செய்தி மலர்
(மாத இதழ்)
ஒழுங்காகத் தபால் மூலம் பெற
விரும்புவோர் முகவரியுடன்
ஆண்டு சந்தா ரூ. ஒன்று (ரூ. 1)
அனுப்பி வைக்கவும்.

பிரவாகி "செய்தி மலர்"
72, சென்னை 9.
சென்னை-9.





Indian Sugar Bowl...

— continued from previous page

profit motive and against the interests of cane growers and consumers. He said that the Government would endeavour to maintain a reasonable price for Sugar in the market through monthly release of quotas but the success of the effort would depend on the Co-operation of the industry.

Quite curiously, the warning came within weeks of the government decontrolling the price and distribution of sugar, faced as it was with the alternative of buying a substantial quantity, since the industry could not sell the accumulated stocks.



Visitors to Sakthinagar ...

The Custodian of Indian Bank was one of the recent visitors to the Factory. Left to Right are Chief Chemist Srinivasan, Manager of Indian Bank's Erode Branch K. R. Senthilnathan, Cane Superintendent K. S. Thirumalaisamy, Commercial Director V. M. Kailasam, General Manager P. V. Viswanathan, Bank Custodian G. Lakshminarayanan, M.A., C.A., I.I.B., and Chief Engineer K. M. Periasamy.

— photo: K. K. Menon

S. K. SOMAIYA PLEADS FOR LONG-TERM SUGAR POLICY

The outgoing President of the Indian Sugar Mills Association called for a long term stable Sugar policy, following decontrol. While addressing the 38th annual general meeting of the Association in New Delhi on 10th June, he expressed the hope that decontrol would not turn out to be a "short-term expediency" but would be pursued as a "long-term policy", for any policy could at best prove efficacious over a period of time and only a long-term stable Sugar policy could be in the ultimate interest of all concerned. In his view it would be necessary for the Government to initiate necessary follow-up measures to impart the much needed stability to the Sugar economy.

These measures would include judicious exercise of monthly Sugar releases, reduction of the margins charged by Banks from 30 to 14 per cent, remission of excise rebate and cane freight; maintenance of gur prices at economic levels through price support to avoid wide fluctuations in cane acreage and reversal to specific duty from 'ad valorem' basis.

Mr. Somaiya also suggested that a provision should be made for discount in cane price for fall in recovery below the base recovery at the rate of 6.6 p., subject however to a floor recovery of eight percent.

SUGAR PRODUCTION TARGET DURING 4th PLAN PERIOD

During the Fourth plan period, the Government has provided a production target of 47 lakh tonnes and a capacity of 43.65 lakh tonnes. Licences have also been issued for new capacity. In fact the Government has already exceeded the capacity target by one lakh tonnes, making a total of 49.65 lakh tonnes.

The Government has also relaxed further the licensing provisions under which no licence will be required so long as the capital investment did not exceed Rs. One crore. However, Mr. S. K. Somaiya feared that in the case of Sugar, the relaxation might tend to distort the planned growth and development of the industry as envisaged by the planners. He explained that within the investment of Rs. One Crore, a "grossly uneconomic" unit could be established. Some units were already on the anvil under the relaxation.

Sugar Mills in Tamilnad will not be nationalised

Industries Minister Hon'ble Mr. S. Madhavan informed the state legislative Assembly on 22nd June, that there was no proposal under the Government's consideration to nationalise Sugar Mills in Tamilnad. He said that the decontrol of sugar had afforded some relief to the sugar industry. He however regretted that the Union Government had not evolved a clear cut policy for the complete recovery of the Industry.

He opined that the "salvation" of the sugar industry lay in the formulation of a price policy conducive to

— continued on page 21

Silhouette of a Statesman :

Savant, artist and Politician in fort st. George and salons of Paris

"Tappal"

If the "Readers write" page of the journal is an index, Editor Khuswant Singh, presiding over the country's biggest and most popular pictorial periodical, the "Illustrated Weekly of India" is a controversial figure indeed. A piece of literature which recently drew a sheaf of prompt letters from the vigilant readers, aiming bouquets and brickbats, on his "turbaned head", was an English-rendering published on the fiction pages of the magazine.

The Controversial Story!

The story, it must be conceded, provided interesting and entertaining reading even in a translated version, though rationally novel and humorously satirical, bordering on the sensuous and erotic. The author of the original Tamil story was Muthuvel Karunanidhi — the present Hon'ble Chief Minister of Tamil Nadu, popularly known by the endearing and colourful appellation "Kalaigal". This Tamil honorific denoted a man of letters and fine arts — a literatus and artist rolled into one!

Ten months ago this much discussed short story "Confessions of a Dustbin", gave the non-Tamil reader, the first glimpse of the facile pen of Tamilnad's young Chief Minister, looming large just then in the Indian horizon as an astute, shrewd and resourceful politician, who rather unobtrusively succeeded the popular — "Anna the wise" as the undisputed head of the Tamilnad Council of Ministers.

Youngest and Eighth...

Thus he became the youngest and Eighth Chief Minister of the southern state of Tamilnad, ("the lesser" Dravidanad) in Free India. Hon'ble Karunanidhi completed his 47th year

Man in the news



In Paris during the 3rd World Tamil Meet with the present speaker K. Mathialagan and educationist K. Venkita Subramanian.

"Kesari" (the "lion of Andhra") barrister Tankutur Prakasam. That noble soul, as the first Chief Minister in free India of the composite state

— continued next page



First Chief Minister to visit Sakthi Sugars Industrial complex

Left to right: Hon'ble Mr. M. Karunanidhi, Director A. V. Giri and Chairman N. Mahalingam.

Karunanidhi the man...

— continued from previous page

of Madras, including Tamilnad, Andhra and parts of Kerala, made history on the eve of Christmas 1946, by granting one month's Bonus to all government servants of the state at the request of the Madras Secretariat Association led by its young president M. Sargunam, who recently retired

as a deputy secretary to government. This Editor had the privilege of being present at those memorable negotiations, when the "Andhra Kesari" made this unique gesture to give instant relief to the staff and menials in the government offices, from the economic after effects of the Second



Author, playwright, poet and orator

World War. Later on, at the representation of the state N. G. G. O. association led by its young orator—president the late lamented Jagadeesha Iyer, Hon'ble Prakasam arranged to grant a very substantial increase in the pay scales of the government servants.

Grand old man Prakasam will ever be remembered, (even after dry laws are repealed) as the statesman who with indomitable courage, embarked upon "Total prohibition" in the composite state in 3 stages beginning from 1-10-1946. Eventually state went totally dry on 2-10-1948.

The Other SIX

Then came the late Mr. Omandur Ramasamy, from the agricultural fields of South Arcot, followed by that majestic and genial gentleman from Rajapalayam, Mr. Kumarasamy Raja who later on occupied the gubernatorial Chair in Orissa.

Chakravarthi Rajagopalachari, B. A., B. L., "Rajaji" of common parlance and "Marcus Aurelius" of modern times, who as nonagerian is at present living in partial retirement from public life, devoting his time mainly to writing, was the fourth person to ascend the chair in Fort St. George. He brought to the office an enviably unequalled experience, — as a Chief Minister of the Madras State on a previous occasion (1937-39) during British times, Member of Interim Indian Government, Governor of Bengal, Governor-General of the Country and as union Minister! No wonder his stay in office, though short (1952-54) was a standing example of clean and efficient administration.

— continued next page

Doctor's Nose!

© 1971

Joy, temperance and repose,
slam the door on the doctor's
nose.

America
1807-82

—Longfellow
(Poet)

மு. கருணாநிதி
முதலமைச்சர்



அரசு தலைமைச் செயலகம்
தமிழ்நாடு
சென்னை-9

Then came the man of the masses, Kumarasamy Kamaraj, whose ten years of stable governance, is bound to be remembered for the free education vouchsafed to children till completion of high school, the midday free-meal scheme to elementary school pupils, and the creation of a healthy economic atmosphere that paved the way for growth, as manifested in industrial estates, Factories, large scale electrification of rural areas Parambikulam—Aliyar irrigation scheme and the like.

Mr. Meenjur Bakhtavatsalam who succeeded him in 1963 had the significant record of having been in all the previous Ministries with unbroken continuity. But the monsoons did not deal favourably with him and the food grain distribution machinery left much to be desired. So, when the food crisis resulted in night long queues before ration shops all over the state, it did not augur well for his party in the next elections.

A New Party:

A new party led by the silver tongued orator "Anna the wise" was swept into power in the next 1967 general elections. Anna-Canjeepuram Natarajan Annadurai, became the seventh Chief Minister of the State. The grandiose and pomp of the "Second World Tamil Conference" held at Madras during his regime, the statues to literary savants like First century Valluvar and lady Avvai and recent western scholars like Dr. Robert Caldwell and Dr. G. U. Pope who paved the way for a literary renaissance in Tamil, that adorn the Madras Marina, are standing monuments to his vision and capacity for organisation. But a dire malady snatched him away from the scene of popular activities on the 3rd day of February 1969.

Muthuvel Karunanidhi: accomplishments in the offing!!

Because of proximity in time and space, it is neither fair nor possible to give an unbiased assessment of the achievements in office of Hon'ble

அன் னா டுரை, உணர்ச்சி. உயர்வு
உயர்வுக்கு பின். அந்நாடு
பெரியவை அந்த பின்பு பெரிய
பெரிய 2 மீட்டர் அன்னை பார்த்து
அன்னை,
பெரிய
11.2.69

In his own hand...

This letter to us in TAMIL is a specimen of his Characteristic Calligraphy and promptness in Correspondence.

Mr. Karunanidhi, who assumed the reins of governmental power in March 1969 at Fort St. George, as the eighth Chief Minister of the state.

Yet the extension of free education scheme to pre-university classes in colleges, bringing Salem steel plant within reach, and winning the recent general Election with an unheard of majority are accomplishments of no mean repute, in addition to the award of substantial increase in pay scales to governmental staff! The reclamation of the Coouam waterway, which is well under way, could only be compared in its magnitude to the legendary cleansing of stables by Hercules! Add

to these the concrete fact that, thanks to a strong and imaginative policy in the distribution of grains the "food-scarcities" have become things of by gone years!

All these could not but augur that greater achievements by the young Chief Minister could be optimistically expected for the good of the state, thanks to his sagacious and quick decisions and strong arm.

Artiste & literatus

Born of lower middle-class parentage in the little village of Thirukkuvalai in Tanjore district, Karunanidhi never completed his high school education,

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Appreciation for Services rendered to public...

Rs. half-lakh purse, collected by admirers, is handed over to legislator S. A. Rajamanickam M. L. C., at Coimbatore, by a grateful Chief Minister.

The Eighth Chief Minister ...

— continued from previous page

evidently because he was drawn into the vortex of the "Dravidian" Movement of Periyar E. V. Ramasamy and Arignar Anna, rather too early in life.

It is said that at school he used to bring out a manuscript magazine which proved to be the seed for "**Murasoli**" the views and party angle Daily since founded by him and now edited by his nephew Murasoli Maran, M. P. Mr. Karunanidhi has written quite a good number of short stories, a few novels including "FRIDAY", ("Velli-Kilzhamai") "GALLOWS-platform" ("Thookku medai"), dramas like the "PAPER FLOWER" ("Kakitha Poo") and popular screen plays and stories for over thirty cinemas like "**Poom**"

Go forward

The man who rests on his laurels is wearing them in the wrong place.

—Harold Coffin

Puhar” and “Parasakthi”. For a time he was editing the Tamil magazine “Mutharam” also, meaning “String of Pearls”.

In Paris

He declared open the **Third World Tamil Meet** in paris. It may be mentioned here that the **first** World Tamil Meet held in Malaya, was the brain-child of the great Tamil Scholar from Tuticorin **Father Thaninayagam**, head of the Department of **TAMIL** in Malaysia University, who also organised it efficiently diligently and successfully.

On the platform and in the legislature halls Mr. Karunanidhi is an able debater and orator. It was by dint of hard work, indefatigable efforts and industry that he forged to the front as a successful party executive, writer, author, Journalist, orator, popular leader and minister until the onerous office of Chief Minister (in the line of the great T. Prakasam) was conferred on him by the people of the State.

**Grateful remembrance of
an affectionate friend**

Though much is spoken of his steel arm and tenacity of purpose, this Editor cannot but vouch that there is a definite soft and lingering corner in his heart for trusted friends, especially of yester-years and bygone rainy days. While handing over a purse, collected by wellwishes, to legislator S. A. Rajamanickam at Coimbatore some months ago, he mentioned with much affection and emotion that years ago when Mrs. Karunanidhi and himself then an ordinary political worker, were residents in a suburb of Coimbatore, they depended on the daily rice "dole" brought to them by Mr. Rajamanickam, to keep the hearth fire burning! How many men in Top grooves would care to remember such incidents and acknowledge them in public with gratitude?

The family at Gopalapuram...

Not preferring to move into a posh official residence, the **Karunanidhis** continue to live in their unostentatious own house in the Gopalapuram area of Madras. Their "actor" son M. K. Muthu - the eldest, lives nearby in the same street with his young wife and two sons. Having made a mark as a stage actor, he has recently been signed to the role of a hero in a forthcoming film. Nephew Murasoli Maran, M. A. M. P., son of Mr. Karunanidhi's elder sister lives with his family in the neighbourhood.

It is said that the Chief Minister's one grievance is, that his parents for whom he retains great reverence, did not live long to see their son in his hey-day. It might be remembered

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more wretched

He who commits injustice
is even more wretched than he
who suffers it.

Greece —Plato
427–348 B.C. (Philosopher)

Two on a tour...

THREE SCORE AND THREE DAYS OF TRANS-CONTINENTAL RAMBLES

“Anaimallais Villa”, the cosy and beautiful baby-mansion standing serenely on Coimbatore’s widest avenue—the Hundred feet road, will long be remembered as the venue of the homely dinner-party at which the MAHALINGAMS entertained Mrs. **Indra Gandhi**, the Prime Minister of the land, on the eve of the last general Elections.

The townsfolk will remember the permanent residents of the place the DORAISAMYS, as the donors of two colourful wee parks on the centre of the avenue for the benefit of the public. P. K. Doraisamy, who lives in the Villa with wife Lakshmi and daughters Lata, Madhu Mathi and little Alagu Magesh, is the popular General Manager of the firms - the Anaimallais Agencies and the Anaimallais Retreading Co., two constituents of the

well known Sakthi - Anaimallais group of enterprises.

International meet...

We are glad to report that young Doraisamy of our above sister concerns accompanied by wife Lakshmi, left for Europe early last month to take part in an International business meet.

On the overcrowded platform of Coimbatore's Railway Junction, they were seen off, by a host of friends, relations, office staff and workers, including District Superintendent of police K. Kandasamy, Mrs. Pushpa Kandasamy, Sakthi Sugar's commercial Director V. M. Kailasam, Mrs. Marudapushpam Kailasam and Pollachi's former civic chief P. K. Sethuramasamy.

They were literally inundated with lovely galands of fragrant lillies, roses

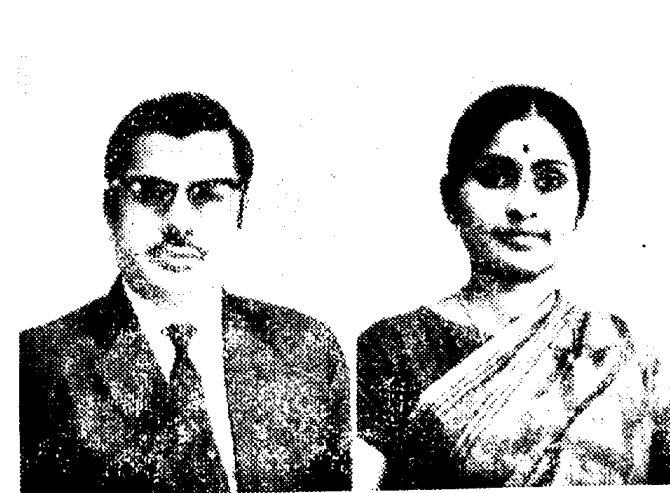


with a warm hug...

Travel bound Doraisamy is taking leave of friend Jeeth Singh Bhango, Managing Director of the State Water Board.

and Jasmines from well wishers like journalist Sudhan Appadurai, manager Murugesh and Ramakrishnan of Agencies, and Murugesh Jr., of ARC.

Next day at Madras, when they
drove to Meenambakkam aerodrome
— continued on page 13



Rambling we go ...

P. K. Doraisamy, the popular head of our sister concerns, Anaimallais Agencies and Anaimallais Retreading Co., accompanied by Mrs. Lakshmi Doraisamy, left Coimbatore in June on a trans-hemispheric travel. Just now they are legging it somewhere in the Pacific States.



floral felicitations...

Here on the railway platform while P. V. Ramanathan, the venerated General Manager of Sakini Sugar, deigned to garland him with affection abundant, N. Srinivasan, the "genial-bee" Secretary of our chairman is beaming with smile of appreciation.

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Two on a tour

The DORAISAMYS in the PREAMBLE to a TRAVELOGUE



At the Madras air port

photos: Shanmugadas

PICTURES:

Left: Part of the crowd of well wishers who thronged the air port to say *au revoir*. In the picture are Chairman N. Mahalingam, P. K. Doraisamy, N. S. Seshadri, N. V. Kamalesan and others.

Bottom Left: Standing from left to right are Commercial Director V. M. Kailasam, P.K. Doraisamy, Lakshmi Doraisamy, Mrs. Marudapushpam Kailasam with children Madhumathi and Alagu Mahesh.

Bottom right: Seated on the dais in the farewell function arranged by Anamallais Agencies and ARC are Murugesh Jr., Murugesh Sr., General Manager P. K. Doraisamy and Dy. Gnl. Manager S. V. Alagappan.



On the Railway Platform in Coimbatore



In the function got up by staff ...

Two on a Tour...

— continued from page 11

from their hotel, there was an equally large gathering, to wish them *bene vale*.

Minister Kumaramangalam

In the airport, chairman N. Mahalingam introduced, business Executive Doraisamy to Popular Union Minister Mohan Kumaramangalam who was there to take the same flight to Delhi. Mrs. Mariammal Mahalingam with her daughter Mrs. Karuna Vanavarayar and son-in-law Advocate Krishnaraj. Vanavarayar was there to wish them a safe and pleasant journey. There were also Commissioner K.J.M. Shetty of the State Transport, with Mrs. Sabita Shetty and children (pics. at pages 21 and 24), Managing Director Jeet singh Bhango of the Tamilnad Water Board, Director N. Hari Baskar of Agriculture Department, Sakthi Sugar's Accounts Officers N. S. Seshadri, N. V. Kamalesan and others. Mrs. Soundram Balasubramanian and S. V. Balasubramanian, Deputy General-Manager of Sakthi Sugars boarded the same plane to accompany the globe-trotters in their first leg of air travel from Madras to New Delhi.

All India trophy

In the Central European Federal republic of Switzerland Excutive Doraisamy is scheduled to take part in an international commercial meet organised under the auspices of Ford-Escortes. It may be mentioned here, that Ana-



P. K. D. Couple with Mrs. Pushpa Kandasamy, and K. Kandasamy District Superintendent of Police.



Parting indeed is a touching moment...

Mrs. Mariammal Mahalingam and Mrs. Lakshmi Doraisamy.

mallais Agencies, recently knocked off the trophy offered for effecting maximum sale of Escortes products in India. The Agencies which proudly occupied the first place in the all India Sales Competition has thriving branches at Tiruchirapalli, Madurai, and Tirunelveli in addition to the head office at Coimbatore. Prior to his departure for the International business conference, the workers, staff and officers of all the four establishments of Anamallais Agencies entertained General Manager P. K. Doraisamy at a farewell party, when Deputy General Manager S. V. Alagappan also was present.

— continued page 15



The Doraisamys with the Vanavarayars Jr.

Production Falls in PAK Sugar Industry

INTERNATIONAL PORTHOLE



► Pakistan bans Export of Sugar

According to a top-level economic coordination committee set up by the Government to study sugar production, Pakistan has produced 1.01 lakh tonnes less sugar during the current year compared to last year.

Pakistan has banned export of sugar in order to maintain a stock of around 70,000 tons to meet shortage and to stabilise prices during the 1971-72 financial year.

► British sugar Surcharge up

According to a report in the "Financial Times" of London, the United Kingdom Sugar surcharge was raised from £10 to £14 per ton from 10th June '71. The increase was made in view of the recent reduction in the world price of raw sugar, it is learned from an announcement of the British Ministry of Agriculture.

► International sugar pact

The working group of the I. S. O., (International Sugar Organisation) set up to undertake a preliminary study of the mid-term review of the International Sugar Agreement will

recommend only minor changes in the agreement, to the forthcoming meeting of the sugar council in November this year, it is understood. These changes are likely to take the form of additional rules to the agreement.

► C. W. Sugar Nations seek E E C Safeguards.

The Commonwealth Sugar producing countries, whose economies will be jeopardised by Britain's entry into the common market, have urged on the Chief British negotiator Mr. Geoffrey Rippon, that he should insist on firm safeguards for their exports from the E. E. C. They were dismayed at the lack of quantitative guarantees from the market in the formula accepted by Mr. Rippon in the negotiations with the E.E.C. in Brussels in May 71.

A special meeting, attended by the prime Ministers and Ministers of Countries concerned, including Mauritius, Fiji, Barbados, Jamaica and Guyana, was called by Mr. Rippon. He also wished to explain the implication of the sugar formula which is a promise by the E. E. C. to "take to heart" the need to protect the interests of developing countries who are vulnerably dependent on the basic product as is the case of the main Commonwealth sugar producers. This would mean that the exports under the Commonwealth Sugar Agreement will be unaffected till the agreement expires in 1974 and thereafter. The sugar producers will have to take on trust the E.E.C. promise. Their complaint to Mr. Rippon was that unless the promise was translated in to quantitative

assurances, their sugar industries would not survive the uncertainty.

► Commonwealth Sugar Agreement.....

is the main economic prop for the stability of the Caribbean countries, Mauritius and Fiji, who are enabled under it, to export allotted quotas of sugar at guaranteed prices (which at present are above world prices) to Britain.

Altogether there are 14 countries involved including India and Australia, the Indian quota being 25,000 tonnes. However the E. E. C. assurance to protect the interest of developing commonwealth sugar producers does not extend to India or Australia. Indian Sugar Cane farmers and factories will be affected by the loss of the present 25,000 tonnes export quota to the United Kingdom. They have little chance of retaining even a part of it when the agreement ends.

However until 1974, even after Britain joins the European common Market, India like other sugar producing countries would be able to send the same guaranteed quantities of sugar to Britain, as now.

► Jamaica to cut output

The Sugar Manufacturers Association in Kingston, has forecast a new 20,000 ton cut in Jamaican Sugar Production. Final production estimates by the Association have been reduced by 50,000 tons since the

— continued on page 15

THUS THEY DIE

All political parties die at last, after swallowing their own lies.

England 1667-1735 — J. Arbuthnot
(Physician & writer)

Matter of Ages

A word spoken in reason, at the right moment, is the matter of ages.

Scotland 1795-1881 — T. Carlyle
(Historian & writer)

U. P. SUGAR INDUSTRY

Sugar mills take-over may lead to fall in production

The take-over of the 12 "sick" sugar mills by the U. P. Government may lead to a fall in production and cause hardship to sugarcane-growers.

The ordinance which enabled the Government to take over the mills laid down that arrears of all kinds would be paid out of the compensation amount of Rs. 3.26 crores due to them.

This is not sufficient even to pay off the arrears of Rs. 5.89 crores due to the growers from the 12 mills for the sugarcane bought from them.

The total amount payable by these mills to the growers and as arrears of purchase tax to the Government is Rs. 10.2 crores. With the take-over, the Government will have to pay Rs. 10

lakhs as compensation for the sugar that was in the process of manufacture, bagasse and molasses.

In addition Rs. 1.20 crores are needed for paying labour engaged in the off-season repair and overhauling of machinery.

An amount of Rs. 3 crores is needed for the renovation and modernisation of the sick mills.

To be fair to the growers, the Government will have to pay off their arrears promptly. If the payment is deferred, the growers will be alienated.

It is alleged that no principle has been followed in fixing the quantum of compensation to different mills. In some cases the compensation is less than the book value; in some others it is more.

The Allahabad High Court has stayed the acquisition of three mills. Protracted litigation is expected.

In the resultant atmosphere of uncertainty, the U.P. Government, whose

— continued next page

International porthole...

— continued from page 14

December estimate, bringing the final forecast output to 4,00,000 tons. Sugar Industry sources state that at £ 55 per ton as an average price the decline in production will cost the industry nearly £ 3 million.

► U. S. increases sugar quota allotment to India

India got an additional sugar quota of 3,024 short tons, in an increase of 2,00,000 tons in the United States sugar quota announced for 1971.

Officials of the United States Agriculture Department said, the quota boost meant a total of 1,30,000 tons for U. S. domestic production and a 70,000 ton boost for foreign suppliers. The increase in quota raised the amount of sugar required for the year to 11.1 million tons.



Tabart de fleurs for press chief M. L. A.

This indeed is a rare photo of a hon'ble Minister helping a pressman to put on a coat! a rare tunic made with exquisite skill, of fragrant Lily Flowers with a colourful border of roses!! The Occasion was a pleasant function got up by the Editor and staff of the popular Daily MALAI MURASU, at President Hall, Coimbatore, to felicitate their Director "Ayya" K. P. Kandasamy M.L.A. on his election to the Tamilnad legislative Assembly from Satankulam constituency.

The festivities were presided over by Minister Hon'ble M. Kannappan and over 15 legislators ascended the decorated rostrum to pay panegyrising tributes to the chief guest who was also presented with a gold lace shawl by the hon. Minister.

The Celebrations which extended late till 11-30 p. m. were rounded off with a sumptuous dinner and an excellent performance of orchestral music by a local group.



When the Chief Minister Lunched at Sakthinagar ...

Seated at the head table (from right to left) are K. A. Mathialagan the present Speaker of Tamilnad assembly, Host Chairman N. Mahalingam, Chief Guest Hon'ble Minister M. Karunanidhi and others, during the visit in April 1969.

— photo Shanmugas

The Karunanidhis of Gopalapuram and Thirukkuvalai ...

— continued from page 10

that one of the corporation divisions in Madras City was named after his mother, not long ago, as Anjugam nagar. His father was Muthuvelar. They were a lower middle class family in their native village of Thirukkuvalai in Tanjore District.

Lady Dhayalu Karunanidhi

When his first wife Mrs. Padma-vathi Ammal who shared his ups and downs in early life passed away leaving behind Muthu as an eight day old child, "Kalaigai" married a second time.

Mrs. Dhayalu Karunanidhi, the slender and graceful wife of the Chief Minister is an unassuming lady. Very occasionally does she make her appearance in public functions. When he went to England and Europe last year, she accompanied him.

Of their other children Alagiri, Stalin, Tamilarasu are students in college and schools, while Mrs. Tamil Selvi (wife of Murasoli Selvam) is a young mother. Tamilnads' Chief

Minister is a grand father on his own right to two grandsons and a grand daughter.

Esteemed and foresighted

His healthy regard for the PRESS has endeared him to them and earned their respect.

The recent formation of a State Planning Body constituted of experienced and informed members like our Chairman N. Mahalingam, marks him out as a man of foresight with an eye on the future of the state. The glowing tributes recently paid by Chief Ministers Brammananda Reddy of Andhra State and Farook Maraiar of Pondicherry at the Birthday celebrations in Madras last month, indicate the esteem and love with which Karunanidhi is held by fellow statesmen of the land.

Diplomat Mu. Ka.

Though known to the world as an uncompromising antagonist in public life who gives or asks no

quarter, there is another little known side of Mr. Karunanidhi that he is an adroit diplomat too!

Here is a case in point. Would any one with lesser consummate diplomacy, meet by arrangement two of his most formidable political opponents, like him? Last week he met Mr. K. Kamaraj, M. P. in the residence of a "Common friend" and later he received Rajaji at his own house on the 20th of this month! Evidently something big and common to all, is seriously at stake!!

We greet you chief with wishes warm, on happy birthday

Ere we end, let me not forget to record with gratitude the good-will and cordial relationship that he endeavours to maintain with the public always and everywhere.

The happy good nature and good taste that he displayed and his witty sayings at the lunch table, during his visit to our factory at Sakthinagar on the 7th Day of April 1969, is often recalled with much pleasure by us all.

So, though a bit late in the day, SAKTHI SUGARS wishes the beloved Chief Minister, many many happy returns of his joyous Birthday attended by health, prosperity and peace. *

Birth...



To Zaithun Begum wife of S. Md. Abdul Khader of Coimbatore head office, a bonnie girl on the evening of Monday the 19th July at her parental home in Coimbatore. The baby and mother are doing fine.

U. P. Sugar Industry...

— continued from page 15

financial position is not very sound, may not invest money in remodelling the 12 mills and replacing their worn-out machinery.

Indian Sugar export to U. K. may not be affected

It is difficult to quantify the exact loss in India's export trade as a result of Britain joining the European Economic Community.

Many imponderables are involved. Partly because of this, the references to India in the British White Paper on the EEC are cryptic. The problems of the Commonwealth are identified as those of sugar and New Zealand's dairy exports.

The only paragraph about India states that the EEC will be ready after enlargement to examine its trade problems, including the question of Indian exports of sugar.

The reference to Indian sugar will mystify and India will no doubt seek a clarification. But when read with the general assurance about safeguarding Commonwealth sugar exports, it can be taken to mean that India's sugar exports to the U. K. (Rs. 2.2 crores a year in value) will not be adversely affected.

● Fall in Cashew Export Trade.

Export of cashew kernels from India during the first six months of this year amounted to 24,448 tonnes valued at Rs. 24.55 crores, as against 28,432 tonnes valued at Rs. 28.78 crores during the same period last year.

According to the Cashew Export Promotion Council, the fall in exports was due mainly to the lower off take by the USSR.

Exports of cashewnut shall liquid during January-June 1971 was also lower at 2,719 tonnes valued at Rs. 31 lakhs as against 3,922 tonnes valued at Rs. 44 lakhs in the previous year.

Imports of raw cashewnuts from East Africa during this period were 83,258 tonnes valued at Rs. 13.70



Our Doctor celebrates daughter's wedding

Squatting on the spousal dais with joy writ large on their young faces are bridal couple Usha and Dr. Sreevalsan. The bride is the beloved daughter of our Medical Officer at Coimbatore. Standing behind the couple with happy satisfaction reflected on their faces are the brides parents Mrs. Sharada Rajagopalan, Dr. A. Rajagopalan, M. B. S. and the groom's parents Mr. and Mrs. Balakrishna Kurup with their other two sons.

crores as against 1,23,788 tonnes valued at Rs. 21.53 crores during the same period in the previous year.

● Crash plan for raising cumbu

The government of Tamil Nadu has sanctioned implementation of crash programme for cultivation of cumbu H. B. 3 high-yielding variety under rain-fed conditions over 5 lakhs acres in the state during 1971-72.

In view of the good performance even under adverse conditions, disease to tolerance and grain quality fetching higher price, government had decided to extend the area four times that of last.

Additional production of five lakhs acres would amount to one lakh tonnes of cumbu valued at about Rs. 6 crores.

— continued next page

From the Desk:



Scribbled Scroll

- of the EDITOR

Once again Sakthi Sugars Factory at Sakthinagar has bagged the coveted award for Industrial safety in its class.

Of the two **National Safety Awards** received, one is for outstanding performance in Industrial safety by achieving lowest frequency rate during the year 1969. The other one is for significant performance in Industrial safety by accomplishing longest Accident free-period during the same year. Each of the two awards carry with them **Cash Prizes** of 2,500/- along with a **Rolling Shield**.

At a pleasant function held in Madras on the 17th of this month, Union Minister Hon'ble **R. K. Khadilkar** (Labour, Employment and Rehabilitation) distributed the awards. On behalf of Sakthi Sugars, Chief Engineer **K. M. Periasamy** received the rolling shield and awards.

At Sakthinagar Complex...

An all pervasive air of satisfaction and busy activity was visibly present,

when the heavy gates on the northern wall of the compound opened to admit the Editor into Sakthinagar on the forenoon of 30th June.

Driving into the campus straight from the wedding of a state legislator, it was indeed very pleasant to hear, from Departmental heads, Chief Engineer **K. M. Periasamy** and Chief Chemist **S. Srinivasan**, that they were quite happy over the good performance of the factory and field sections. They were looking forward with much hope and optimism to the ensuing season. The successful season, and excellent run, they attributed, to the unstinted help extended by the management and willing co-operation and co-ordinated efficient work of all the staff and workers.

That being so, one cannot help saying - "All glory to **GOD** for blessing our concern and its work once again".

The new godown & cane roads

In the morning, the civil Engineering section under civil Engineer



Receiving the award and trophy...

— from Central Minister Hon'ble **R. K. Khadilkar** is our Chief Engineer **K. M. Periasamy**.



BIRTHDAY GREETINGS ...

— to Hon'ble **Mr. V. R. Nedunchezian**, M. A. the beloved Education Minister of the State, on happy completion of his 51st year on 11-7-1971, and best wishes for many happy return of the Day!

Jegannathan, had just inaugurated the work on the construction of a giant 300 x 75 sugar godown, on the northern side of the existing three godowns. The proposed structure, is needed to accommodate and stock sugar bags and to cope with the growing increase in the Factory's output. The building will have the latest facilities and will be provided with waterproof roofing and damp proof flooring.

Crash plan for raising Cumbu...

— continued from page 17

In Coimbatore region 1 lakh acres Tirunelveli 1.25 lakh acres, Madurai, 1 lakh acres, Trichy 1.65 lakh acres, Madras region 0.10 lakh acres will be brought under **H. B. 3** high-yielding cumbu cultivation during 1971-72.

In the Cooperative Sector:

Nine More Cooperative Sugar Factories in 1971-72

Nine Cooperative Sugar Factories are expected to go into production in 1971-72, according to the Minister of State for Agriculture Hon: **Sher Singh**. Their total annual production capacity would be 1,58,000 tonnes. Three of these factories would be in Maharashtra, two in Gujrat and one each in TamilNadu, Mysore, Madya Pradesh and U. P.

Haryana's Grouse:

The centre is reported to have declined Haryana State's request for setting up three co-operative sugar mills at Karnal, Kaithal and Sonapat. The centre is accused of having a soft corner for Maharashtra in allotting three more sugar factories in the co-operative sector, which already has 22 cooperative sugar mills, while ignoring Haryana's claim for the 3rd time. There is widespread disappointment among farmers of Karnal at the centres indifference to the claim of their district. They believe that their case is strong because of a high rate of sugar recovery from the cane of their area. The cooperative sugar mill in Panipat, earned a profit of Rs. 17 lakhs last year. The mill manufactured 1.50 lakh quintal sugar and crushed 17 lakh quintal sugar cane.

Decontrol and Co-ops:

According to **Mr. P. S. Rajagopal Naidu**, president of the National Federation of Cooperative Sugar Factories the newly started co-operative sugar Factories with a high capital cost were

likely to be placed at a disadvantageous position as a result of decontrol, as compared with old private sugar factories with almost no capital cost. But this however, he thought, would be offset by the greater efficiency in working by the cooperative factories with improved and new machinery.

Cooperator **Rajagopal Naidu** also wanted fixation of excise duty on a weight basis, instead of the present *ad valorem* basis. This would be simpler and would eliminate the exercise involved in fixation of tariff value every month.

LIC Loans to Sugar Co-ops:

The Life Insurance Corporation's advances to Sugar Co-operatives as on 31st March 1971 amounted to Rs. 357.50 lakhs.

Recently the LIC has disbursed the second instalment of the Rs. 10 lakh loan to be Kashi Sahkari Chini Mills Ltd. in U. P. and Rs. 5 lakh to the Vanivilasa Co-operative Sugar Factory Ltd., in Mysore. With this the aggregate disbursements of loans to these sugar co-operatives have amounted to Rs. 30 lakhs against the loans of Rs. 40 lakhs and Rs. 35 lakhs sanctioned to them.

Co-op. Sugar Unit in GOA

Work on the proposed Rs. 2.25 crore Co-operative Sugar factory at Tisca in Goa will commence soon and will be completed in October this year. The factory is expected to go into production immediately thereafter.

The Co-operative Society which has promoted this venture has so far raised in share capital Rs. 3 lakhs against the targetted Rs. 20 lakhs. Bank loans towards the project total another Rs. 9 lakhs. The local government's investment will amount to Rs. 10 lakhs, while the rest will be financed by the National Development Agency.



Obituary

Passing away of Director K. Saravanaraju

We are sorry to record that **Mr. K. Saravanaraju**, Director, Sakthi Sugars Ltd., died on the evening of Thursday the 15th July, 1971 in his 56th age. This indeed was a sad loss both to the Company and the family. He was a respected Agriculturist of Kugalur, where his earthly remains were cremated after due obsequies.

We express our sincere and heartfelt condolences to the bereaved wife **Mrs. Saravanaraju**, sons **Elayanavel**, **Muthuswamy** and **Subramanian**, daughter, son-in-law and other members of the family.

The government meanwhile has nominated **Mr. Jaisingh Rao Rane**, M.L.A. as the chairman of the sugar factory, **Mr. Vithal**, **M. S. Talaulikar** as the vice chairman and **Mr. Vasudeo Morajkar**, M. L. A. as director. There are also the other 12 members on the governing

— continued next page

non-expectant

One of the most important lessons in life is to learn how to be kind and helpful without expecting a reward.

LIFE

Life is the co-ordination of actions.

England
1820-1903

— **H. Spencer**
(Philosopher)

ISMA chief Bhansidhar concerned over Sugar releases

The sugar industry is concerned at the "excessive" releases of sugar made by the Centre to depress free market prices fears that if this policy is continued, there may well be a shortage of the commodity towards the end of this year.

Talking to newsmen on 8th July in New Delhi, the new president of the Indian Sugar Mills' Association (ISMA), Lala Bansidhar, said that he had met the food secretary earlier in the day and warned him against raising

monthly releases under pressure from different quarters.

Lala Bansidhar's argument is that if the prices continued to decline, cane-growers will have no incentive to produce more and the sugar industry will be denied even its minimum requirements of cane. The releases must, therefore, be so regulated as to ensure that the industry gets a reasonable return and is in a position to pay the cane-grower a remunerative price.

Cane price and Recovery percentage

Lala Bansidhar said the committee

of ISMA had unanimously decided to recommend that the recovery percentage for the fixation of cane prices be reduced from the present figure of 9.4 to 9.

At the same time, it did not suggest any change in the minimum cane price of Rs. 7.37 per quintal. This would indirectly help cane-growers as they would get a higher price than at present if the recovery exceeds 9 per cent.

Sugar industry in co-op sector...

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board of the factory, including the Registrar of Co-operative Societies, one member from the Directorate of Agriculture, one from the State Co-operative Bank and a nominee by the National Development Agency.

To meet the proposed plants' daily crushing capacity of 1250 tons, special efforts have already been initiated to increase the acreage under sugarcane cultivation to raise the total area to 6000 acres. The target is expected to be reached by October 1971 although the present acreage under sugarcane is only 1250 acres.

Request for cooperativising "Sick" sugar mills.

The sixth Indian Co-operative Congress which was held in New Delhi and was attended by more than 2000 representatives of the various Cooperatives from all over India and a few delegates from abroad, recommended to the Government that inefficiently run private sugar factories be brought under the cooperative sector instead of being nationalised. The coop Congress wanted such factories to be handed over to "growers cooperatives".

It also recommended that the Government create buffer sugar stock during the years of surplus production to relieve these sugar factories from financial strains.

The congress also called for the creation of a separate, export credit fund, to enable the cooperatives play a more effective role in the export of agricultural commodities.



A Studio is born!

Press photographer P. Kannan, (seen at the right extreme in the picture) several of whose fine camera studies have delighted our readers on these pages, had his "New Metro Studio" opened recently by legislator K. P. Kandasamy, head of "Malai Murasu" Daily, in a happy function presided over by Hon'ble Minister M. Kannappan, M. L. A.

We recall with pleasure, that some of the excellent photographs which earned the spontaneous approbation of our readers were "Clicked" by the young Cameraman during the memorable reception accorded to the Prime Minister of India by the Mahalingams in Coimbatore and earlier at their daughter's wedding in Pollachi!

Indian Sugar Bowl...

— continued from page 6

production as in the case of the cement industry.

He also made it clear that the State Government did not propose to recommend to the centre that sugar mills should be run in the co-operative sector, as they considered the present number of sugar mills suffice. There are already three sugar mills in the co-operative sector in this state.

❖ Release of sugar

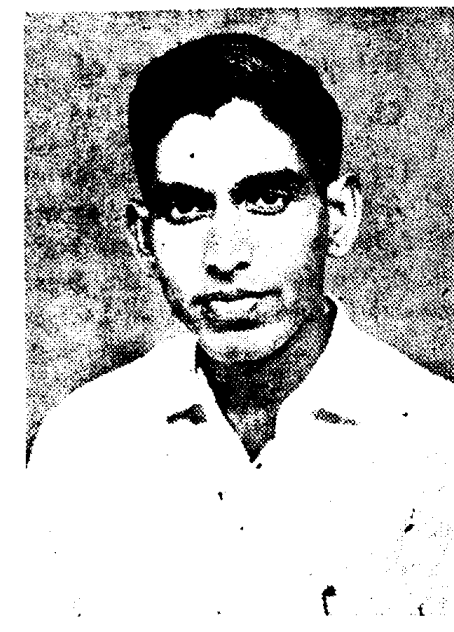
On 20th June, the Union Government issued orders for the release of 4.5 lakh tonnes of sugar from factories for sale to licenced wholesalers, as in May 1971. The quantity of these monthly releases subsequent to the lifting of controls is considerably in excess of the average monthly releases, in 1970-71 prior to decontrol.

❖ One-fifth of U. P. population dependent on Sugar Industry

The U. P. Government is understood to have more or less finalised a scheme for the take over of the sugar mills in the state except the four co-operative units. The State Government is said to have urged the centre for an early decision on the take over of the industry because 38 lakh families constituting nearly one fifth of the State's population were dependent on it either as Workers or cane-growers.

In case it was not possible to nationalise *en masse*, the State Government is reported to be determined to take over immediately, at least the management of the dozen "sick mills", after paying them compensation and raising fresh resources, the Government may take over more mills.

It is stated that the state government may not have to pay in cash the full total estimated compensation amount of about Rs. 50 crores for the nearly 70 sugar factories, since these factories owe to the Government over Rs. 20 crores by way of arrears of



Hon. S. MADHAVAN
Tamilnad Industries Minister...

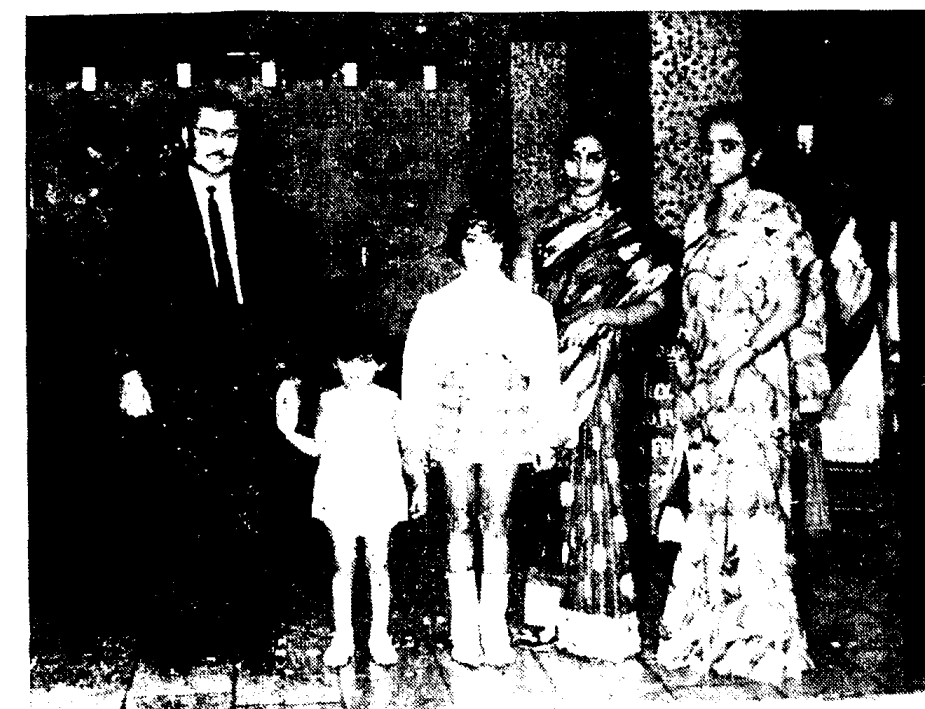
EAR & TONGUE

Give everyman thine ear;
but few thy voice,
take each man's censure,
but reserve they judgment.

England — W. Shakespeare
1564-1616 (Poet & dramatist)

purchase tax and other levies. In addition to this there is the liability of about Rs. 22 crores payable to the sugarcane growers by these factories. The present chief minister of U. P. Kamalapati Tripathi is committed to nationalisation of sugar industry. The radical rank and file who want the sugar industry to be nationalised soon is understood to be pressurising the Chief Minister.

— continued next page



On eve of flight to Europe...

Popular Doraisamys were seen off at Madras aerodrome by family friends - the Shettys. Left to right are P. K. Doraisamy, Baby Achala Shetty, Sujatha Shetty, Mrs. Lakshmi Doraisamy and Mrs. Sabita Shetty. Please turn to last page for connected picture.



Gesture of good will & courtesy to press...

Invitations to one of the biggest pre-view briefings of recent times followed by a lavish luncheon was extended by young entrepreneur P. V. Hassan, to the members of the Coimbatore Press on the eve of inauguration of his business cum industrial new premises, last month (reported at page 3 above), at which representatives of all leading Tamil, Malayalam and English Journals were present, including Editor S. Jayapandian and K. Sundaram of "Malai Murasu", C. H. Krishnan of P. T. I., Rajagopalan and Padmanabhan of "The Hindu", E. V. Ramasamy of "Nava India", and Peter of "Daily Thanthi".

Responding on behalf of the press, at the Party, Editor Solomon Appadurai of "Sugar News" and "Seithi Madal", thanked the host and his staff for the courtesy extended, congratulated them on their steady progress by dint of hard and sincere work and wished them a brilliant and prosperous future. Earlier advocate Hassan welcomed the press in a short speech. Guest were received by manager I. Velayudhan, P. M. Abdul Majeed and P. Kunju Koya.

All the three Tamil Dailies of Tamilnad's "Industrial-metropolis" Coimbatore, a Malayalam Daily from Kerala and an English Daily simultaneously published from Madras and the Town brought out special supplements in connection with the inaugurations.

Indian Sugar Bowl...

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❖ Sugar Panel Report Delayed by demise of Chairman

The sudden death last month of Mr. Justice C. N. Sinha (a former Chief Justice of the Calcutta High Court) the Chairman of the Sugar Industry Enquiry Commission, has not only caused dislocation to the work of the Commission but also created an embarrassing situation for the Union Government. The Commission which was due to submit its report on the nationalisation of the sugar industry by August 1971, had some time ago sought an extension of its term to complete its work.

Having referred the controversial issue to the Commission, the Union Government is handicapped in taking any decision till the Commission's findings are available.

While the centre is believed to have given the state authorities the impression that they were competent to go ahead with their scheme, the State Government has reportedly replied that it would, however have to secure the president's clearance before legislation on the subject was undertaken. However, legal experts appear to wonder, how permission could be accorded by the president to such a proposal in the present circumstances because this could be done only if the Union Government formally advises the president to do so. The argument put forward is, that this procedure would in effect amount to a decision by the Centre to nationalise the sugar industry in one state and would amount to pre-judging the issue while the Commission was still at it. Such a decision would create an undesirable precedent and lead inevitably to embarrassing demands on similar lines from other states.

❖ State-owned Sugar Mill! incurs Rs. 67.89 lakh loss!

The condition of a state owned mill appears to be indeed pathetic on its working results for the last nine years!

The State-owned Gararu Sugar Mill in Bihar has shown a total loss of Rs. 67.89 lakhs from 1961-62 to 1969-70. The losses have gone on mounting from Rs. 1.06 lakhs in 1961-62 to Rs. 18.02 lakhs in 1969-70. According to Government sources, inadequate cane supply was the reason for the increasing losses. They had appointed a committee to suggest sugarcane development in the area and the committee's report is under the study of the Government.

Apart from this, the 28 Sugar Mills in Bihar State, owe the State Government over Rs. 3.62 crores as sugarcane cess and sales tax, while they owe the Cane growers Rs. 7 crores the worst debtor mill owing Rs. 65.18 lakhs.

Another very "sick mill" has failed to pay even its employees for some time. The factory owes its employees Rs. 2.38 lakhs towards salaries and the growers Rs. 17.93 lakhs. The State Government has given this factory a loan Rs. 15 lakhs and stands guarantee for another Rs. 20 lakhs for a Bank loan.

The Sugar Industry Nationalisation Committee set up by the Bihar State Government last year has not submitted any report so far.

not same

Wisdom and learning are not synonymous. They help each other but they are not same.

— J. Nehru
(late P.M. of India)

Wedding Bells...

— continued from page 3

Maragatham - Mohanasundaram

The happy wedding of workshop supervisor P. Mohanasundaram of our factory at Sakthinagr, with Maragatham, daughter of Mr. Chinnappa gounder of Olavalasu was grandly celebrated at the bride's place on the morning of 10th March 1971 and was attended by relations and friends.

Pappathi - Kandasamy

The happy marriage of cane-yard supervisor Kandasamy with Pappathi daughter of Mr. Palaniappa gounder of pugalur was celebrated solemnly at the Brides place. On behalf of the cane yard employees, yard superintendent Devaraj handed over a beautiful wedding present to the couple.

Sabita - Ramakrishnan

Mr. R. Venkatesalu Naidu brother of our Director R. Chinnasamy Naidu celebrated the wedding of his son Ramakrishnan with M. Sabita daughter of Mr. R. Muthusamy Naidu General Manager, Venkatesa Mills on the morning of 31st March 1971. The marriage took place in the Bride's house at Udumalpet and was attended by the elite of the district and relations.

making life

Life is what you make it, but you won't make much of it, if you are merely on the make.

❖ DHANALAKSHMI - SOKKALINGAM

Maistry Ramakonar of our Sakthi Seeds department celebrated the marriage of his son Sokkalingam with Dhanalakshmi daughter of Mr. K. Arumugam on 4th June. The happy function took place at the residence of the bride at Velandipalayam.

❖ SANTHI - SHANMUGASUNDARAM

The marriage of K. Shanmugasundaram, B. A. B. L. of Sakthi Sugars Factory, with bride Santhi daughter



Newly weds!

Lakshmi - Parameshwaran were recently married happily. The bride is the beloved daughter of Mrs. & Mr. A. V. Narayana Iyer of our Sakthi Seeds department, Coimbatore.

❖ SHEILA - RAMAPRAKASH

Mrs. Jaya Balachandran and Mr. G. Balachandran, consultant Sugar Technologist of Madras, celebrated the Wedding of their son B. Ramaprakash, B. E., M. Sc., with Sheila daughter of Mr. P. N. Sastry and grand daughter of late Sir Vepa Ramesam on Monday the 17th May at Madras.

— continued next page

TELL GOD

Be worried for nothing; but in everything by prayer and supplication with thanksgiving let your requests be made known unto GOD.

1st century } — Paul of Tarsus
A. D. } (Scholar & Traveller)

of Mr. A. Nallappa Gounder of Erode was solemnised on Friday the 4th June at "Jothi Illam" Chidambaram Chettiar Colony, Erode. A good number of relations and friends including officers and employees of Sakthi Sugars graced the function with their presence prominent among whom were commercial Director V. M. Kailasam, Mrs. Pushpam Kailasam and Deputy General Manager S. V. Balasubramanian.

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



au revoir to an old college chum...

To bid farewell to P. K. Doraisamy, General Manager of Anamallais Agencies & A. R. C., his college mate of student days, K. J. M. Shetty, Commissioner, State Transport, was at Meenambakkam air port with his family, when the former left on a globe trot with his wife, last month.

Wedding Bells ...

— continued from page 23

□ Gouri - Ramachandran

Mrs. Ratnambal Gopalakrishnan and Mr. M. S. Gopalakrishnan, B. E., A. M. I. E., Superintending Engineer P. W. D. celebrated the Wedding of their daughter **Gouri**, M. Sc., with **T. V. Ramachandran**, B. E. Son of Mr. T. R. Venkatarama Iyer, B. A. B. L. of Tiruthuraiipundi on Thursday the 3rd June at Ramnagar, Coimbatore.

□ USHA - SREEVALSAN

Mrs. Sharada Rajagopalan and Dr. A. Rajagopalan (our Medical officer, Coimbatore) celebrated the wedding of their beloved daughter **Usha** with **Dr. B. Sreevalsan**, M. B. B. S., Son of Mr. P. K. Balakrishna Kurup of Trichur, in a well attended function on Saturday the 3rd July at President Hall, Coimbatore.

— continued last column

□ GRAHALAKSHMI - G. N. NARAYANAN

The Wedding of **D. S. Grahalakshmi** of the Incometax department, Sister of S. Rajagopal of Sakthi Sugars head Office and daughter of Mrs and Mr. D. L. Sadasivam of Coimbatore, with **G. N. Narayanan** of Liptons, Son of Mr. G. L. Nagamanickam of Gobi was celebrated with much eclat at Vasavi marriage Hall, Coimbatore, and was attended by relations, friends and elite of the place. The couple were the recipients of numerous presents and greetings.

||||| ||||| ||||| . |||||



Saradambal - Krishnamoorthy

Mr. S. A. Sriramulu Naidu of sakthi sugars celebrated the marriage of his daughter **Saradambal** with **V. R. Krishnamoorthy** son of Mr. V. Rangasamy Naidu of Gundukallur on 7th March 71 at the grooms residence.

