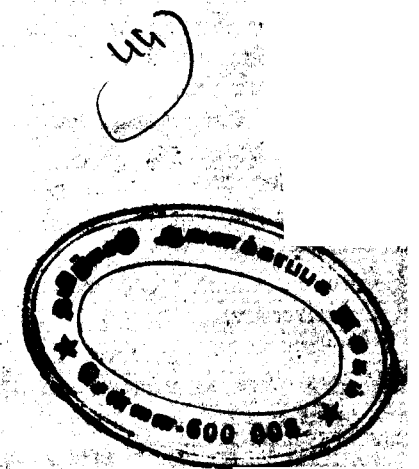
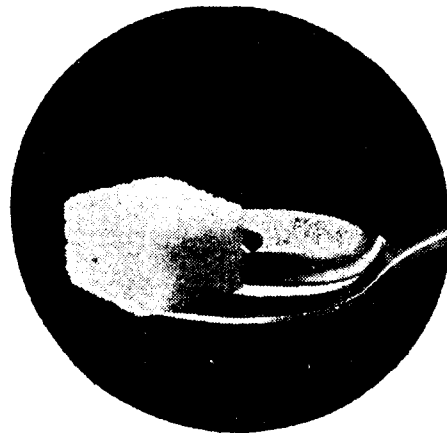




New Sugar Policy ...

— continued

The northern sugar factories decided to discontinue the informal arrangement arrived at with the Government last January for "Voluntary" partial decontrol, so that they could insist on a higher levy price. The informal arrangement was for the duration of the national emergency or for six months whichever period was shorter. Though the emergency continued, the six-month period was over by the end of June. Under the informal arrangement, in addition to the 60 per cent levy, the sugar factories were releasing 3.5 per cent of the monthly production for export and the remaining 36.5 per cent was for free sale. The same proportion is maintained under the new policy.



● The reason why ...

The press note explains the reasons for the reimposition of controls. The Government notifications issued on 15th June said:

— "Control over the price and distribution of sugar was removed from May 25, 1971. However, in

the context of the steady rise in prices of sugar thereafter and the emergency arising out of the conflict with Pakistan, by an informal agreement with the industry, both in the joint stock and the co-operative sectors, an agreement was brought into effect from January 1, 1972, for obtaining 60 per cent of the monthly releases of sugar at a fixed price of Rs. 150 per quintal ex-factory, exclusive of excise duty, for D-30 grade for meeting certain emergent requirements and for distribution to domestic consumers through fair price shops."

"Similarly, a further 3.5 per cent of the monthly release was also made available by the factories at the fixed price for meeting export commitments. The agreement with the industry was to be valid for the duration of the emergency or for a period of six months, whichever was shorter."

"Though the emergency still continues, and the prices of sugar in the open market have been steadily rising, the Indian Sugar Mills Association has informed the Government on June 30, that some factories are unwilling to continue the present arrangement beyond June 30 and that it has not been possible for it to recommend any other scheme instead."

"In these circumstances, and in order to ensure that the domestic consumers would continue to be in a position to procure a reasonable portion of their requirements of sugar, which is an essential commodity, at a fair price, the Government has decided to continue the existing arrangements under the provisions of the essential commodities Act, with effect from July 1, 1972"

● No lifting of controls ...

In extending the scheme of partial control on sugar distribution, the Government has firmly put aside as not acceptable, the plea of the Indian Sugar Mills Association for lifting all controls on sugar distribution.

Ex-factory price-range (depending on grade) of SUGAR

Ex-factory prices for various grades of levy sugar have been announced. The per quintal prices of levy sugar notified for different regions, exclusive of excise duty, are in the following range (depending on the sugar grade), with effect from 1-7-1972.

		Rs.		Rs.
Tamilnadu & Pondicherry	...	132.66	to	135.16
Madhya Pradesh	...	182.42	to	184.92
Rajasthan	...	167.73	to	170.23
North Bihar	...	155.05	to	157.55
Kerala, W. Bengal, Orissa & Assam	...	151.63	to	154.13
Eastern U. P.	...	145.84	to	148.34
Punjab	...	145.21	to	147.71
Central U. P.	...	135.52	to	138.02
Western U. P.	...	133.05	to	135.55
Haryana	...	125.24	to	127.74
Maharashtra	...	124.45	to	126.95
Mysore	...	123.75	to	126.25
Gujarat	...	123.24	to	125.74
Andhra Pradesh	...	121.47	to	123.97

Thirty week marvel of Technology:

People's Industrialists perform it again!

Dei gratia:

The entrepreneurs of Sakthi Sugars the modern sugar manufacturing complex on the banks of the Bhavani at Appakudal, who by their people oriented quality productions of everyman's food-sugar, progressive outlook and multiplex welfare schemes, justly earned the enviable appellation of "People's Industrialists" have enriched Tamilnad and provided further opportunities for employment, by setting up a new industry in their campus at Sakthinagar!

This is a vital auxiliary unit which will manufacture Industrial Alcohol, at a time when the increasing demand for the product as one of the basic raw materials needed by several industries including chemicals and plastics has brightened the prospects of a distillery

in the state. Thus the new unit will serve as a feeder-industry. In fact, the state excise department has been importing alcohol from other States to meet internal requirements.

211 day wonder

The Rs. 75 lakh private sector Distillery at Sakthinagar (Appakudal) in Bhavani went into production at 8.30 A. M. on Thursday, the 22nd June in an all time record of just 30 weeks (211 days) from the day the foundation was laid on 24th, November 1971.

To mark the inauguration, Managing Director N. Mahalingam switched on the 45 ton boiler, (picture on page 6) at 8.25 A. M. while Commercial Director V. M. Kailasam turned on the molasses pump and Technical Director N. Chandappa opened the gate-valve of the dilutor.

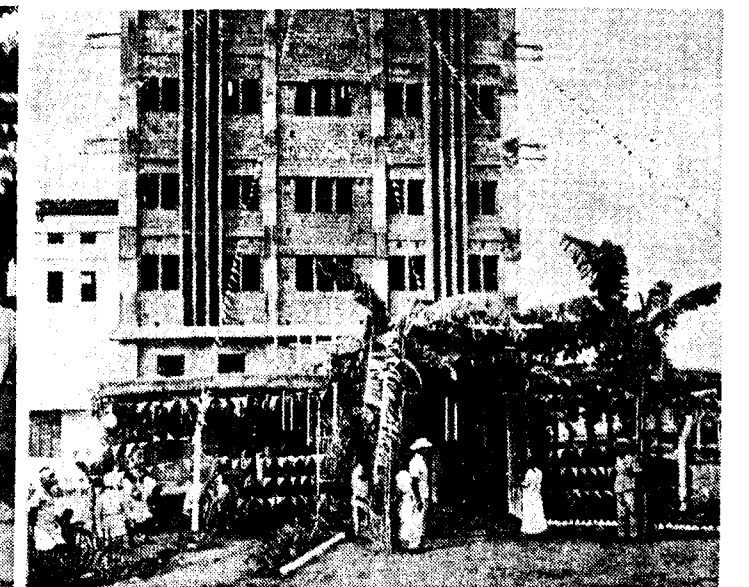


Here he comes..., the chief

... and is greeted with the sandal bowl, rose-water sprayer and platter of fragrant nosegays.

Directors S. Senniappa Gounder, N. K. Kaliappa and S. M. Srinivasan of Sakthi Sugars, Directors,

— continued on page 17

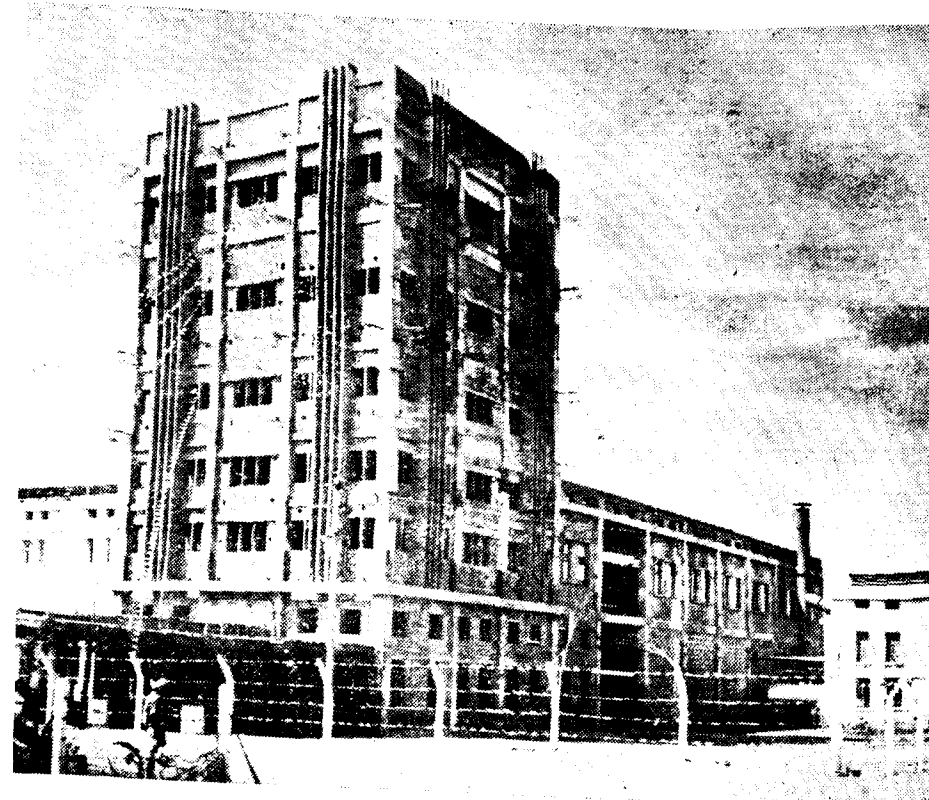
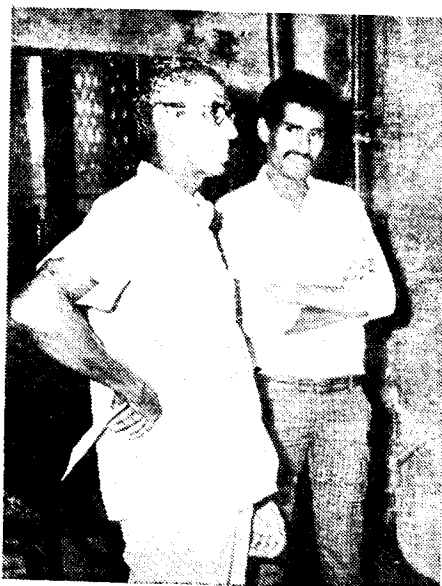


WE CELEBRATE THE BIRTH OF AN ANCILLARY INDUSTRY ...

Awaiting to receive the guests are General Manager P. V. Viswanathan and Deputy General Manager S. V. Balasubramanian, flanked on left by Chief Engineer K. M. Periasamy and on right by Distillery Chemist K. S. Visvamurthy.

This is the beautiful entrance to the festive pavilion erected for the occasion, decorated with plantains, green ferns, paper festoons and flags.

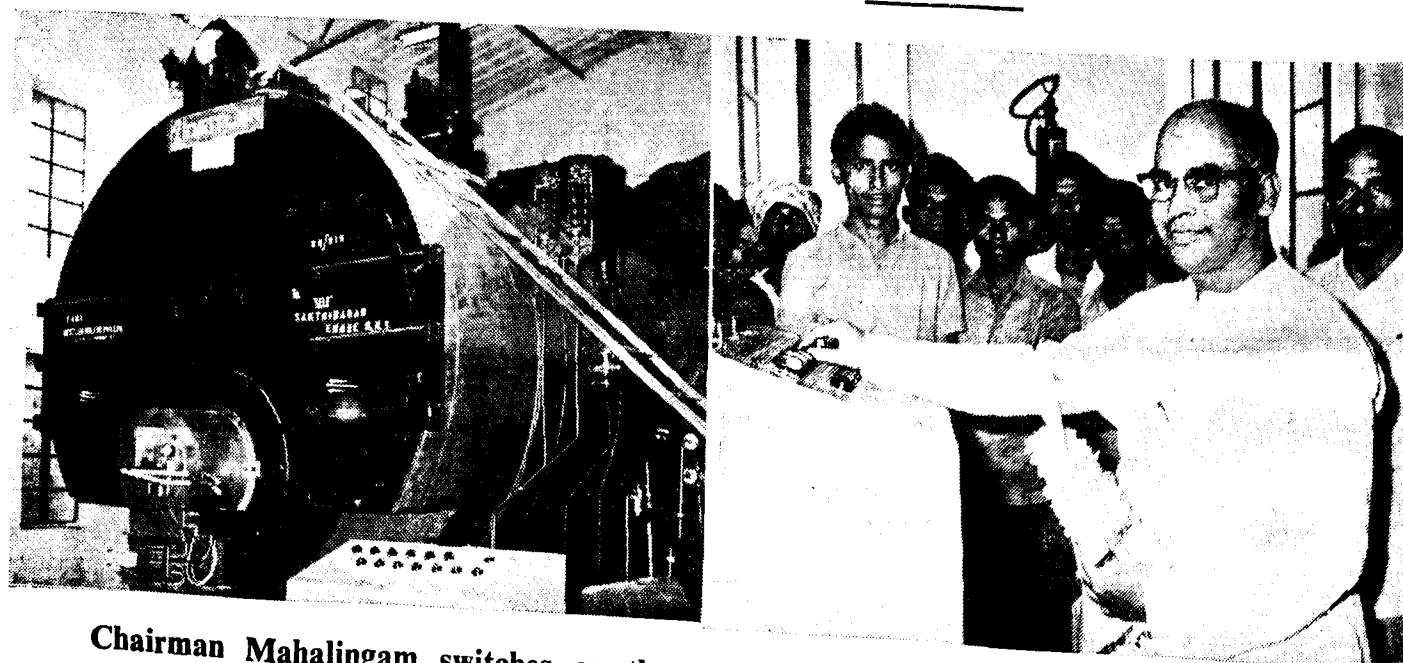
photos: Shanmugas



Our New Distillery at Sakthinagar!

Left Top: In consultation with Commercial Director V. M. Kailasam agenda for Inaugural Function is finalised by Deputy General Manager S. V. Balasubramanian.

Left : With paper in hand and pre-natal anxiety on face, erector-marvel P. A. George has a last minute check-up look at the new distillery plant.



Chairman Mahalingam switches on the Boiler, and inaugurates the production ...

ONE MORE ONEROUS POST ...

HEARTY CONGRATS and BEST WISHES to TNSMA's TALENTED NEW PRESIDENT



The family greets!

Delighted by the glad news that their young Chief, N. Mahalingam, B. Sc., M. I. E. has been elected president of the Tamil Nadu Sugar Mills Association, the happy family-of workers, employees, officers, shareholders, cane-ryots and Directors of Sakthi Sugars, rejoices to join the people of the state, in conveying their warmest congratulations and wishing him a very brilliant and successful term of office at the new post.

We recall at this juncture, that in his capacity as member of the State Planning Commission and Director of Housing and Urban Development Finance Corporation he is already shouldering heavy responsibilities in

the service of the people of the country along side his duties as an Industrial and business entrepreneur. Chairman Mahalingam a graduate in science and a member of the Institute of Engineers, will no doubt carry the additional responsibility with ease, thanks to his rich experience in the fields of Industry and Business.

Meeting in Madras

At its meeting held on 2nd July in Madras, the Tamil Nadu Sugar Mills Association elected Sakthi's Chairman N. Mahalingam as its new president, while V. S. Thyagarajan, Managing Director of Thiru Arooran Sugars Ltd and Tiruchi Distilleries and Chemicals was elected as the vice-president.

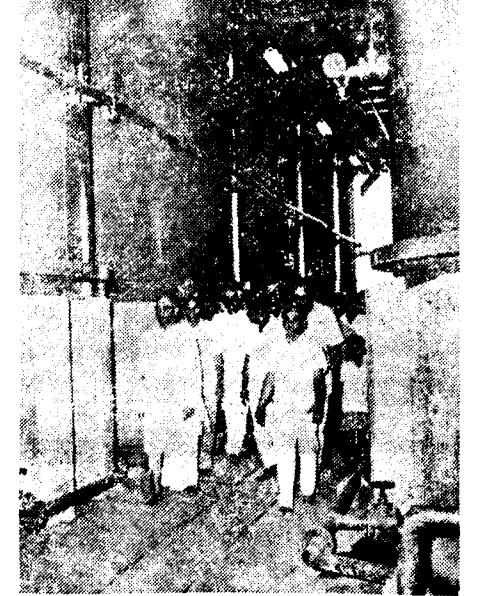
It is understood that the SISMA-the Southern India Sugar Mills Association, a constituent of the Indian Sugar Mills Association is contemplating the opening of its own liaison office at Delhi, the Capital of the nation. This appears to be the outcome of a strong feeling that the ISMA has failed to represent fully the views of the Southern Mills.

The Indian Express in its issue dated 4th July reports to add that the ISMA and SISMA have not seen eye to eye on many issues. Recently there was an open rift between them on the

— continued next page



**New Chief of
TNSMA**



Power Alcohol plant puffs and purrs into perfect performance ..

Commercial Director V. M. Kailasam switches on the power pump to release molasses into the tanks, while photos: Shanmugadas

Technical Director N. Chandappa turns on the gate valve of molasses dilutor; and going round the plant a happy

Chairman N. Mahalingam leads a well pleased group of Directors and officers between twin rows of fermenters, as the factory springs into life.

New President of TNSMA...

— continued from page 7

question of differential prices for sugar supplied by UP and South Indian factories and on a possible differential quantum of levy sugar supplies from east U. P. factories. It is true that only a section of the ISMA favoured such differential treatment to the east U. P. factories.

The Tamil Nadu mills have been caught in a difficulty. They agreed, after discussion with the State Government, to pay Rs. 85 for cane against the floor price of Rs. 73.77 fixed by the Centre. These negotiations were finalised before the re-imposition of control. The State Government has not officially passed orders giving the impress of authority for the cane price negotiations. The mills are in a sad plight of paying more to the cane grower and realising less for their sugar. Four mills in Tamil Nadu and Pondicherry—Nellikuppam, Vadapathimangalam, Mundiambakkam and Pondicherry—have intimated their inability to pay the higher cane price,

as their recoveries have been less than 8.5 p. c.

Meanwhile, the Tamil Nadu Government, now getting its supplies at about Rs. 137 against Rs. 150 before controls is stated to be considering re-adjustment of the consumer prices. Sugar is now being sold at Rs. two per kilo in the ration shops. The Government has to take two decisions: (1) On the revision of the consumer price. (2) Whether to allow the wholesalers to immediately reap the benefits of a lower levy sugar price. Under the scheme of the State Government, the wholesalers take delivery directly from the mills under orders of the State Government.

Sugar market circles are discussing whether this fluid situation will affect the production in the coming season. Even in the current season, production has been slightly lower than in the last year. Against 3,16,799 tonnes produced in Tamil Nadu last year, production has so far this season been

ISMA

M. L. Apte elected new president

Hon. Minister Fakhrudin Ali Ahmed of the Union Cabinet, who inaugurated the 39th annual general sessions of the Indian Sugar Mills Association at 4 P. M. on 3rd July in the convention hall of New Delhi's

— continued on page 20

2,94,855 tonnes. Thirteen of the mills have stopped crushing for the season. Sakthi and Amravati will crush from the middle of July to the middle of September, while Pugalur and Mohanur will be producing some more sugar. Together production for the rest of the season is not expected to be more than another 15,000 tonnes.

SISMA and the Tamil Nadu Sugar Mills Association are planning representations to the Centre, suggesting a higher levy price in terms of the higher cost of cane.

ANNUAL GENERAL MEET

SOUTHERN INDIA SUGAR MILLS ASSOCIATION

P. Maruthai Pillai and V. L. Dutt elected president and Vice

The annual general body meeting of the SISMA (The Southern India Sugar Mills Association) which was held at Coimbatore on the 25th of June, in the Conference Hall of the Coimbatore Institute of Technology, elected P. Maruthai Pillai of Aruna Sugars and V. L. Dutt of K. C. P. Ltd., as president and vice-president respectively of the Association. The session was presided over by P. R. Ramakrishnan the outgoing president.

Representative sessions...

On behalf of Sakthi Sugars, Chairman N. Mahalingam, Commercial Director V. M. Kailasam, General manager P. V. Viswanathan and Deputy general manager S. V. Balasubramanian attended the meeting.

Mrs. Rajeswari Ramakrishnan of Jeypore Sugars, V. S. Thiagarajan Managing Director of Thiru Arooran Sugars, S. Nanjundiah of the Mysore Sugar Company, T. S. Chintamani and S. Jayaraman of E. I. D. - Parry, V. N. Subbarayan of South India Steel & Sugars, H. C. Kothari of Kothari Sugars & Chemicals, and others representing the various member Sugar mills were present, and took part in the proceedings.

BOTH - WARDS

Life can only be understood backwards, but it must be lived forwards.

— Kierkegaard.

Reaction to Govt. policy...

SISMA criticised strongly the recent reimposition of statutory partial control on sugar, in spite of the fact that the factories in the South and Maharashtra were willing to continue the voluntary control scheme. The association opined that reimposition was unwarranted and detrimental to the healthy functioning of the Sugar Industry. It was pointed out that the continuation of the "uneconomic policy" would affect adversely the production of Sugar during the next plan period.

The Association desired that if the Government continued the statutory control, minimum price must be fixed for Sugarcane and that the factories must be offered a remunerative levy price atleast for the next few years. It called upon the government to adopt a long term and steady and firm policy in regard to sugar prices.

Luncheon & press...

After the lunch at MALCO guest-house, there was a press conference. THE HINDU in its issue dated 26th June has reported as follows:

The newly elected president and out-going president told a press conference that the SISMA was ready to allot 60 percent of the sugar production in the Southern States for the controlled market at Rs. 150 a quintal even after June 30, when the voluntary price control scheme will lapse. They said that while the factories in the South & Maharashtra which accounted for two thirds of the country's sugar production of 31 lakh tonnes, were eager to continue the voluntary scheme,



New President...

it was unfortunate that the statutory price control scheme had been imposed suddenly, simply because a few factories in Bihar and East Uttar Pradesh were reluctant to part with 60 per cent of their stocks for the levy market as required by the Government.

Mr. Ramakrishnan said that as agreed to at a meeting of cane growers, managements of factories and Government representatives at Madras, convened by the Government of Tamil-

— continued

amusing errors...

A book may be amusing with numerous errors, or it may be very dull without a single absurdity.

Britian
1730-74

O. Goldsmith
(author)



Members of a jubilant family...

Part of staff and workers who assembled for the function on the groundfloor of the distillation tower, with the boiler and Rectifying columns in the background.



Garlands in appreciation

Director M. C. Chatrapathi of Savalle Chemi beams with a broad smile as Chairman Mahalingam garlands his Colleague, Director P. J. Mehta.

Wedding in Director's manor

LALITHAMBAL
N. K. CHINNASWAMY

Mrs. Ranganayaki Kaliappa, (ex-M. L. A.) and Mr. N. K. Kaliappa, Director, Sakthi Sugars Limited, of O. Nanjagoundenpalayam, celebrated the Wedding of their son Selvan



Director N. K. K. ...

N. K. Chinnaswamy with Selvi Lalithambal daughter of Mr. K. M. Chokkalinga Gounder of Kallipatti on the morning of Wednesday the 28th June at the bride's residence in Kallipatti.

The "Enaicheer" on the previous night at the groom's residence, the Wedding in the bride's place on the 28th and the reception next noon accorded to the new Couple by Director N. K. Kaliappa in his Nanjagounden palayam manor, at which Mr. K. K. Kothandarama gounder proposed the toast of newly-wedded pair, were graced by the presence of a host of guests including several VIPs, Directors of Sakthi - Anamallais group, officers of Sakthi Sugars, other friends and relations.

The newly wedded couple were recipients of presents and greetings from the numbers.

SISMA annual general body...

— continued

Nadu on May 23 last, the factories were paying for their cane at Rs. 80 a tonne against the statutory minimum of Rs. 73.70 per tonne in the hope that the levy price of Rs. 150 per quintal would be offered to them.

He pointed out that under the statutory control scheme factories in Andhra Pradesh, Mysore and Tamil Nadu would get Rs. 122; Rs. 124 and Rs. 134 respectively.

Mr. Marutha Pillai said that since the statutory control price had been reduced, the factories would not be inclined to pay more than the statutory price fixed for the cane, which in turn would affect production of sugar cane and sugar.

oooooooooooooooooooooooooooo

Thank you Mr. H.

The letter from MIZORAM

.....

We were pleasantly surprised and delighted to receive a letter from distant AIZAWL, capital of Mizoram, the latest constituted State of India.

The alert and smart Personal Assistant to the Chief Minister of the State, who had occasion to go through the article - "grand viziers and Beys of provincial India" in our "Sugar News" issue of April '72, has kindly informed us that the name of the Hon'ble Chief Minister as correctly spelt reads as Mr. CH. CHHUNGA and that the exact area of Mizoram is 8,000 square miles. We are glad to share this information with our readers.

Thank you P. A. Mr. Hsangriaba (with apologies if we have failed to decipher your signature and spell your name correctly).

— Editor

oooooooooooooooooooooooooooo

Same as in 1960...

Mr. Marutha Pillai expressed the view that the situation obtaining to-day was the same as that which prevailed in 1960 when the factories in the South, which accepted the voluntary price control scheme unlike those in the North, were not brought under the statutory control scheme. He did not see any reason why statutory control should now have been imposed on the factories in the South which wanted the continuance of the voluntary price control scheme. He pointed out that as a result of the uncertainty in the policy of the Government, the factories were not able to meet their commitments in regard to expansion, stabilisation of production etc. Already some factories were facing losses and the new situation would land them in further difficulties, he added.

The Association pleaded that the statutory minimum price for sugarcane should be linked to recovery from the cane and that levy prices must also be fixed on that basis by creating cost Zones and not on a geographical basis.

Mr. P. R. Ramakrishnan said that the sugar production during the season commencing from November this year would touch 38 lakh tonnes as against the present production of 31 lakh tonnes.

The Punishment...

The wise, who refuse to take part in the government, suffer the punishment of having to live under the government of worse men.

Greece
B. C.
427-348 }

— Plato
(Philosopher)

Indonesia to start sugar export in 1974

The East Indian group of islands which formerly belonged to the Netherlands and now known to the World as Indonesia since Independence in 1944, may become a sugar exporter in 1974.

Indonesia's Minister for Agriculture Mr. Tojib Hadiwidjaja, revealed at Djakarta that the country's sugar production was expected to reach 1.08 million tonnes in 1974, while the home consumption will be one million tonnes only.

Whereas Indonesia imported 60,000 tonnes of sugar last year, it would be able to meet its sugar needs during 1972-73 as in that period production could increase to 8,40,000 tonnes.

Sugar Payments: Rise in United Kingdom

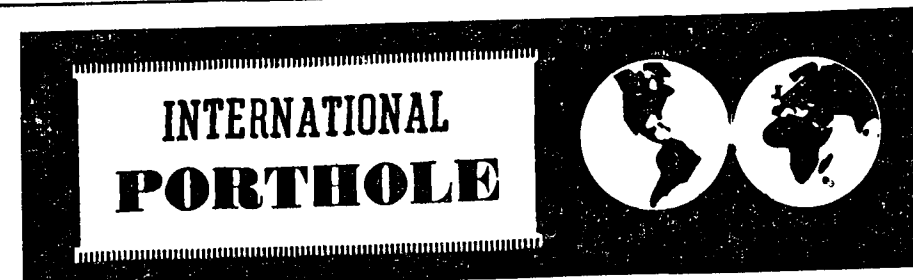
In Britain, the Ministry of Agriculture announced an increase in distribution payments on sugar to £ 8 a ton from £ 4 with effect from 1-6-1972. The increase was made because of recent changes in the level of the world price for raw sugar on London market. Distribution repayments payable to the Sugar Board will be increased at the same time on U. K. exports of sugar, invert sugar and Caramel, and on syrups and treacle not packed for sale.

He remembers

He who
Suffers,
remembers.

Rome
B. C.
106-43 }

— Cicero
Orator



Decline anticipated in World Sugar Production

Australia sells its first sugar Cargo to China

The Prime Minister and Minister for Trade and Industry of Australia Mr. Douglas Anthony expressed satisfaction at Canberra on 5th June that Australia had started selling sugar to China. He added that while the sale was not a large one, it could well prove to be a very significant step in the efforts of the country's sugar industry to develop and expand overseas markets.

Sir James Vernon General Manager of Colonial Sugar Refining Company announced in Sydney on 5-6-1972 that Australia had sold its first Cargo to China. He said that about 12,500 metric tons of Australian raw sugar had been sold for export to China, with shipment from a Queensland port in June or July. For some time the Company's senior marketing officers had maintained contact with the Chinese purchasing authorities and completed the contract. Sir James pointed out that this sale of one cargo represented an useful step in establishing commercial relations with the Chinese sugar authorities.

At the same time it was recognised, that there was no scope at present for the negotiation of a contract covering large tonnages, as almost all Australian raw sugar available for export was committed in fulfilment of obligations to other markets. Further-more China had not been seeking additional Purchases

recently, Sir James remarked, although it had purchased raw sugar from a number of sellers earlier.

World Sugar output: Latest estimate of Licht

International Sugar statistician F. O. Licht has in his latest estimate published on 15-6-72, put the total world sugar production during 1971-72 at little more than 72.4 million tons.

This shows a sharp cut of 1.5 million tons in his previous estimate

— continued

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(English Quarterly)

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Coimbatore-9.

NATIONALISATION

U. P. Chief Minister firm on take over of Sugar units

Commitment to nationalise the sugar industry in U. P. State was reiterated by the Chief Minister Kamalapati Tripathi.

He was addressing the four-day seminar on "Sugarcane development and sugar industry in U. P.", at Lucknow on 8th June. Tripathi said that the state government was in constant touch with the centre on the issue.

He went on to add that because sugar was one of the essential commodities and millions of Kisans were fully dependent on that industry, the state government was keen to honour its promise on the issue. His government, he said, would not allow the

cane growers and their families to suffer because the mill owners were not paying them for their products promptly.

Recalling the State governments' decision to take over 12 sugar mills in the state and to set up a U. P. sugar corporation to run the "sick mills", the Chief Minister said it was a matter of great surprise that the mill owners of seven of the 12 sick mills managed to get stay orders from the Allahabad High Court.

Maharashtra M. L. As. urge take-over.

A cross section of legislators in the Maharashtra Assembly supported

the demand to nationalise sugar factories in the state, in both cooperative and private sectors. In the proceedings on 16th June, after an hour-long debate over the issue, the mover of the resolution V. G. Prabhu-gaokar (Congress) withdrew his resolution with the permission of the House.

While moving his resolution, Prabhu-gaokar M. L. A. observed that Co-operative Sugar Factories in Maharashtra had made profits to the tune of crores of rupees, that such a phenomenon defeated the very purpose of running co-operatives for social objectives.

He alleged that the co-operative sector had been spending lakhs of rupees on elections. While conceding that private monopoly was bad he asked "What about the sugar coated co-operative monopoly?". He charged that the sugar co-operatives constituted centres of political corruption and parallel power in themselves. He urged the government to nationalise sugar industry in both sectors.

Prabhu-gaokar's demand was supported by legislators B. P. Kadu (communist), Eknath Salve,

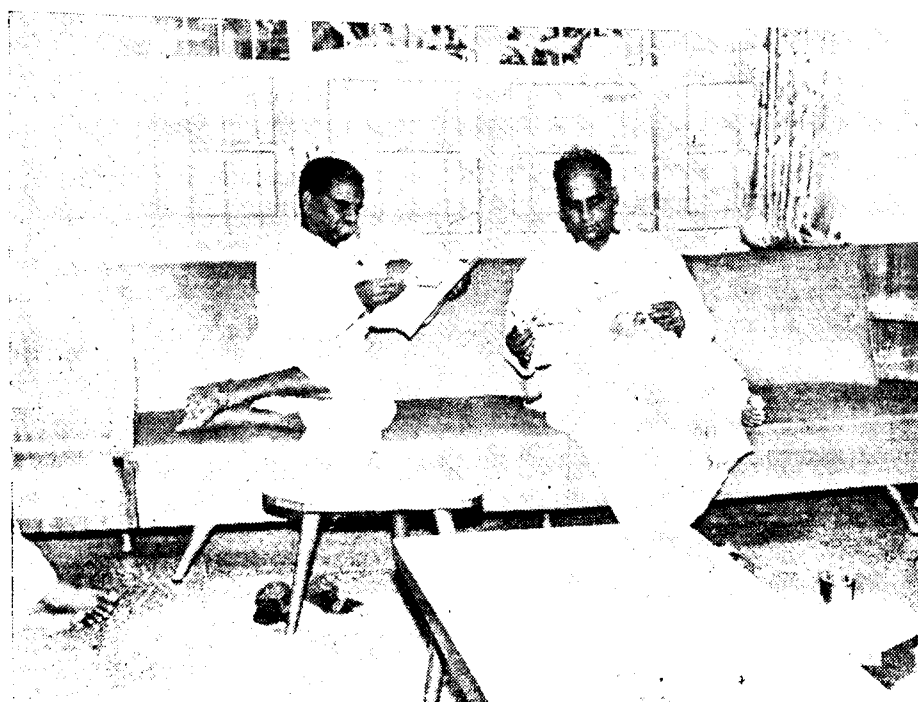
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International Porthole...

— Continued from page 11

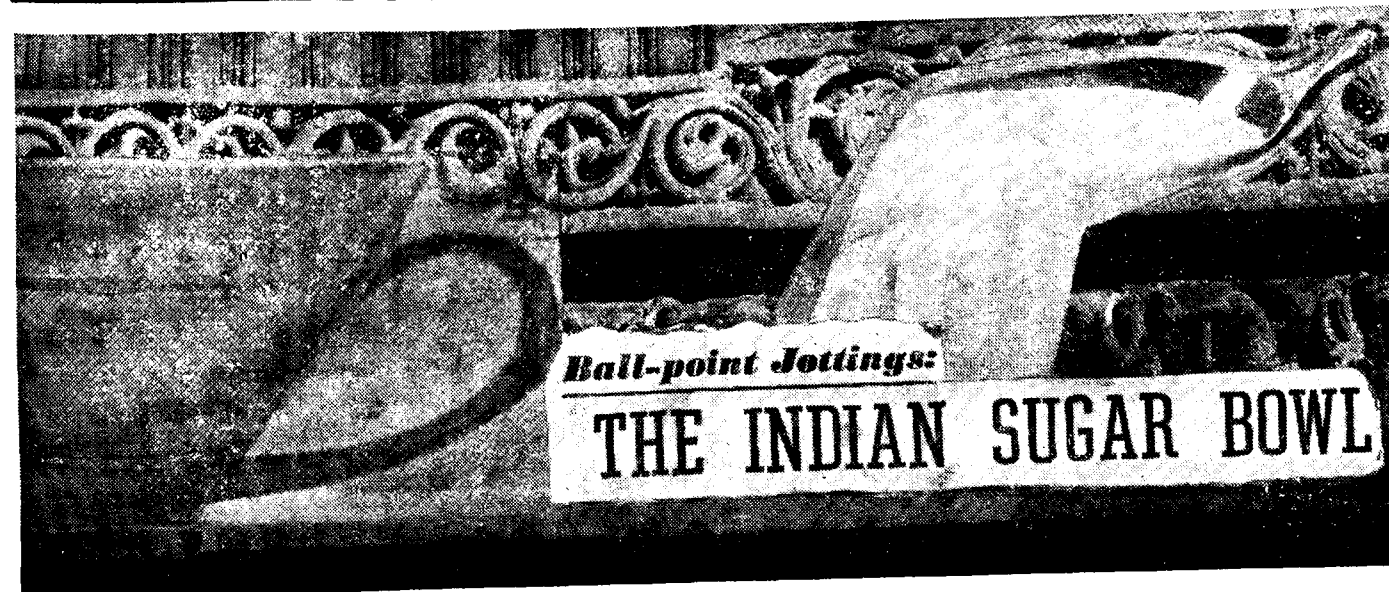
of 73.9 million tonnes, published in March, 1972. The chief factors responsible for the 1.5 million tonnes reduction are a Half a million tonnes cut in the estimate of Soviet output to 8.4 million tonnes, a drop in Cuba's figure from 4.25 million to 4 million tonnes and a 1,00,000 tonnes reduction in Brazil's output estimate to 5.2 million tonnes.

If this latest estimate of production figure proves accurate and the 1971-72 consumption holds up to forecast level of about 76.5 million tonnes, then the end-reason stocks appear destined to fall to about 14 million tonnes. This will be well below the traditional working stocks level of supply for about three months.



Browsing thro pages of our Tamil Journal...

On arrival at our guest house in Sakthinar the new deputy Chairman of the State Legislative Council Padmasree Sivagnanam, and Sakthi's Chairman Mahalingam are seen avidly scanning the pages of the latest issue of our Tamil Magazine "Seithi Madal", just received from the press.



Ball-point Jottings:

THE INDIAN SUGAR BOWL

★ Release for July

For the month of July 1972, the Government has decided to release 3.25 lakh tonnes of sugar, 60 per cent of which will be available as levy sugar at the notified prices to domestic consumers, 3.5 per cent for meeting the export commitments and the remaining 36.5 per cent for free sale.

★ Sugar production on decline

Despite the Government's decision to raise the licenced capacity from 40 lakh tonnes at the beginning of 1969 to 49.65 lakh tonnes and later to 53 lakh tonnes, rising price and declining production of sugar threatens to jeopardise long range prospects of sugar availability.

The annual report of the Food Ministry for 1971-72 says that the installed capacity at the end of the year may be 39 lakh tonnes; but actual production may be even lower than

37.40 lakh tonnes, much less than in the previous years. At this rate, the Fourth plan target of 47 lakh tonnes for sugar production by 1973-74 is quite unlikely to be reached.

According to all - India second estimates, the area under sugarcane may come down by three per cent in 1971-72 from the previous year's level of 26.57 lakh hectares than the 1969-70 level. Declining acreage under sugarcane production is likely to lead to lower sugar production. The widening gap between licenced and installed capacities will show that increasing licenced capacity by itself may not lead to higher production.

★ Licences for 52 sugar mills

Licences or Letters of Intent have been granted for the establishment of 52 new sugar factories during the fourth plan period, in the various states; Of these 45 are to be in the cooperative sphere.

This information was given in the Rajya Sabha by the Minister of State for Agriculture Mr. Sher Singh, in a written reply to Mrs. Pratiba Singh, M. P.

★ 1972 Sugar export

Mr. Sher Singh, Minister of State for Agriculture informed Mr. K. C. Panda, M. P. during question hour in the Rajya Sabha, that India was likely

to export during 1972, about one lakh tonnes of sugar, earning about Rs. 12 crores.

The quantity exported during 1971 was about 3.32 lakh tonnes which earned about Rs. 31 crores of foreign exchange. The Minister said that the total production of sugar during the year might be about 31 lakh tonnes only as against 37.40 lakh tonnes in 1970-71 and 42.62 lakh tonnes in 1969-70. He said "The fall in production of sugar during 1971-72 is mainly due to the decline in area under sugarcane and damage to the standing crop by excessive rain and floods in the North and drought in some areas in the south.

★ Revised Sugar Tariff

A press note of the Department of Revenue and Insurance of first June released at New Delhi said that the Government had revised the tariff value

— continued

Envy not...

.....

Envy not greatness : for
thou makest thereby
Thyself the worse, and
so the distance greater.

— George Herbert

NUISANCE

There is no greater nuisance
in a country than an argumenta-
tive person.

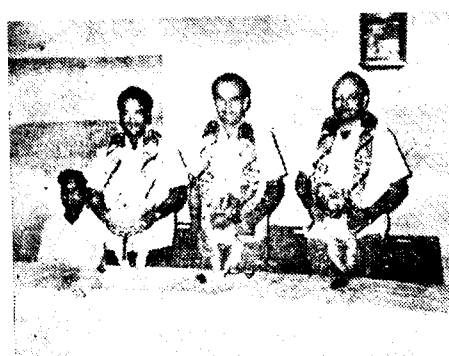
India
1861-1941 }

— R. Tagore
(Poet)



Bon Voyage...

Our Technical Director N. Chandappa, M. S., left Bangalore by air on 27th June on a three week tour of Mauritius and France, to study the latest developments in sugar machinery and Technology with special reference to Diffusers.



au revoir ...

An impressive farewell was accorded to (bottom picture, left to right) Engineers Narendranath and Bhupathi Reddy of Heavy Electronics, Hyderabad and Fuchi and Sutlik of Czechoslovakia, who were at Sakthinagar to help in the installation of the new giant Turbine.

Indian Sugar Bowl...

— continued from page 13

of crystal sugar produced in vacuum pan factories from Rs. 200 to Rs. 210 a quintal with effect from midnight of previous night. The new tariff value would apply to sugar sold in the free market only.

Sugar delivered to and lifted by the Government for distribution to domestic consumers at fair price shops for meeting emergent needs continue to be assessed at Rs. 135 a quintal.

★ Reaction of I. S. M. A. to new Sugar Policy

Reacting sharply to the levy prices fixed by Government of India in their announcement of 15-6-'72, the Indian Sugar Mills Association expressed "serious concern" that prices should have been fixed on the basis of costs in 1966-67 on which the Tariff commission had laid down its schedules, and without consideration of "apparent lacunae" in these calculations.

The association feared that efforts necessary to "maximise" production in the next sugar season would be put in jeopardy unless an economic price was assured to the industry.

It was considered likely in New Delhi circles, that some mills would go to court against the price fixation order as soon as it becomes actionable, that is, when they are asked to deliver sugar to state agencies at the new prices after July!

Previous petitions to High Courts...

Last year the Allahabad High Court quashed the Government's price order on the ground that the Government had not applied its mind to the cost of production, as it was required to do under section 3 (c) of the Essential Commodities Act, when it simply re-fixed prices at the previous year's level. The price demanded by the mills was ordered to be deposited in court in an interim order and it was

paid to the mills, when the order was not challenged.

The Delhi High Court took a different view when it rejected similar petitions from the Panipat Cooperative Sugar Mills Ltd. in Haryana, on the ground that the mills had not been able to show that they had lost on their total sales including that part of their production that was left free of price-control by the Government order. The mills have appealed to the Supreme court against the above judgement of the Delhi High Court. The Central Government's power under the Essential Commodities Act, 1955 to fix the levy price of Sugar has been challenged in a batch of 3 appeals before the supreme court.

Present levy prices and ...

The levy prices now fixed are generally higher than those allowed last year, against which the mills went to court. They take into account not only such factors as sugar recovery from cane and the duration of the crushing season, as required by the Tariff commission, but also the increase in wages over the schedules of the commission.

But the Industry claims that a variety of other costs, such as higher bank charges, have not been taken into account either by the commission or by the Government.

South, worst hit ...

Sugar Industry in all the Southern States and Maharashtra, Gujarat and Haryana loses heavily by the abandonment of the voluntary price. Andhra Pradesh Mills lose the most by the new levy prices which replace the voluntary price of Rs. 150 a quintal, as the new levy price for that state will be the lowest of all at Rs. 122-82.

The only mills to gain from levies, on the 1.5 million tonnes that remains of this year's production will be the few that exist in Rajasthan, North Bihar, Madhya Pradesh, Assam, Orissa, West Bengal and Kerala.

"Information Centre" of Tamil Nadu's Agri. University

It is a welcome news that the Tamil Nadu Agricultural University at Coimbatore, has formed a "Communication Centre" for catering to the needs of the press and disseminating research findings to the public.

L. Sundararaj, M. Sc (Ag.) D. H., Joint Director of Extension Education is in charge of the new Communication Centre.

BIRTHS...

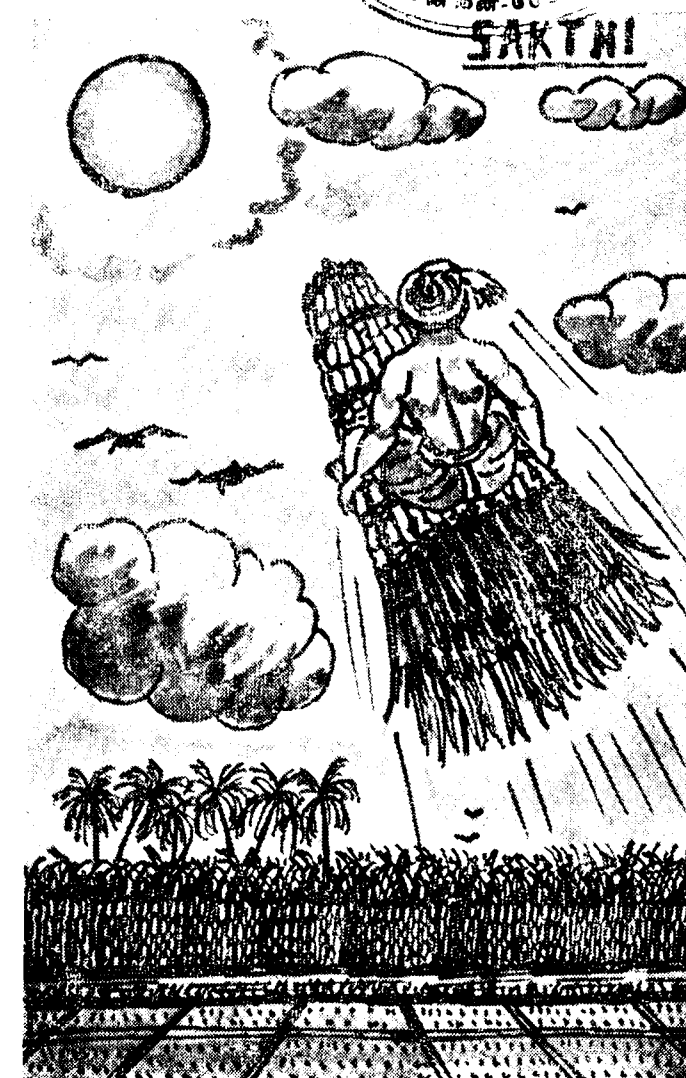
To Asha Chandrasekaran wife of Deputy Chief Engineer M. Chandrasekaran of Sakthi Sugars a baby boy, on Monday the 5th June 1972, at her parental home in Calcutta. Baby "Sanjay" is the second child of the Chandrasekarans, the first being a girl.

To Indrani Somasundaram the young teacher of our Sakthinagar Elementary School and wife of M. Somasundaram clerk, manufacturing department a baby boy on Wednesday the 21st June at Kuppusamy Maternity Hospital, Coimbatore. Baby and mother are keeping fine.

With a broad smile and an one month growth of beard the young father was going round the halls of the head office at Coimbatore purveying sweet sugar candy along with the good news.

To Rukmani Nallasamy wife of Lab-in-charge C. M. Nalla-

samy a baby girl at 4-30 A. M. on 25th June a bonnie baby girl. This is the second child for the Nallasamys, their first-born being a boy. The mother and the new-born are doing well. Toffee was distributed with the tidings.



Cane for Sakthi Complex on Moon ...

In an obvious flight of fancy, our super optimistic guest-artist has sketched up visions of the day, when the industrious farmers of Sakthinagar region will take the initiative to space-lift by lunar-rockets their sugar-rich cane loads to the neo-modern Industrial complex of Sakthi Sugars on the Moon and the Mars!

— drawing by J. P. MOSES
(M/s. N. Mahalingam & Co., Pollachi)

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Peal of Wedding Bells

Geetha — Dayanand

Mrs. and Mr. M. Alkondan, M. A. the popular and erudite Principal of N. G. M. College, Pollachi, celebrated the marriage of their son Selvan **Dayanand** with Selvi **Geetha**, daughter of Mr. V. Balasubramaniam of Thiruvaiyar on Thursday the 22nd June, at the bride's residence. The Wedding at Thiruvaiyar and the reception held by the Alkondans in the College Campus at Pollachi on the

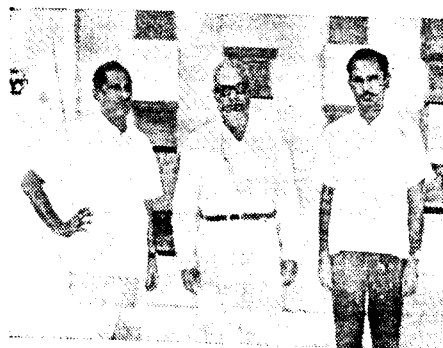
evening of 25th June, were well attended by friends, relations and well wishers, including Sakthi's Chairman N. Mahalingam, Director, A. Alagappan, of Chamundeswari Sugars and a host of others.

Mumtaj Begum — M. Umar Farook

Mr. K. S. A. Wahab of Palghat Service, Coimbatore celebrated the Wedding of his nephew **M. Umar Farook** son of late Mr. M. Mohammedali Rowther and employee of Kalaimani Printing Industries (P) Ltd., with his daughter **Mumtaj Begum** on the forenoon of 2nd July at Nathan's College Hall Coimbatore. The Joyous function was attended by friends, colleagues and relations. The happy couple received presents and messages of greetings in plenty.

Rukmani — Karuppuswamy

Bridegroom **S. Karuppuswamy**, D. M. E. of Sakthi Sugars Ltd., entered the portals of married life taking as his bride **P. Rukmani** daughter of Mr. P. K. Palanisami Gounder of Angeripalayam, Tirupur. The happy Wedding took place at the bride's residence in Angeripalayam in the early hours of Thursday the 22nd June and was attended by friends and relations.



Mysore V. I. P. at Sakthi ...

Mr. M. D. Sivananjappa, Secretary to Government of Mysore who paid a visit to our Factory at Sakthinagar (centre) is seen in this picture flanked by Chief Engineer K. M. Periasamy and Administrative Officer K. P. Ganesan, who showed him round our Industrial Complex.

Greetings

In addition to the wishes conveyed in person by those present at the inaugural function of our new Distillery plant, warm messages of congratulations and greetings wishing the function and the new industry all success, were received from many, through Telegrams and letters.

Some of them were from K. R. Sundaram Iyer, Chairman, Sakthi Pipes Ltd., and Director Easun Engineering Co. Ltd., Madras, A. A. Sukkur, Municipal Chairman, Coimbatore, SISMA president P. Maruthai Pillai Managing Director Aruna Sugars, P. N. Vedanarayanan, I. A. S. Secretary to Government in the department of agriculture, Madras, District Collector J. Shivakumar, I. A. S. of Coimbatore, Dr. C. A. K. Shanmugam, Asst. Director of Health Services, Madras, K. Govinda Menon, Superintending Engineer (TWAD), Madurai, Managers G. S. Chandravarkar of Punjab National Bank and C. M. Nair of Canara Bank, R. Gopalakrishnan of the Board of Revenue, M. Vaithalingam, I. A. S. of Public Department, Madras, Mallinathan and Devarajan of Aruna Sugars, C. S. Subramanian, Deputy Secretary T. I. I. C., M. S. Palaniappa Mudaliar and C. P. Natarajan, Coimbatore, K. R. Subramanian, Inspector of Factories, Coimbatore, T. Venkatraman of E. I. D. - Parry, A. Nithyanandam, General Manager, Anamallais Retreading Corporation, Madras, Director S. P. Ramachandran of Sakthi Textiles, D. D. Gupta, Delhi, T. Velappan, Erode, P. S. Balu, Branch Manager, Nestler Boilers (Pvt.) Limited, K. A. Achar, Mariappan, Rajappa, M. G. Angappa Chettiar, Rakhi Industries and S. N. R. M. S. P. & Co., and others.

We are happy to acknowledge with sincerest thanks, the receipt of all the good wishes and hearty congratulations.

Our new industry throbs into life ...

— continued from page 5

M. C. Chatrapati and P. J. Mehta of M/s. Savalle Chemi (P) Ltd., who supplied the main plant, Mg. Director Muthu of Yeast (India) Company, Director A. Alagappan of Chamundeswari Sugars, Srivatsa Narayanasamy, Vice-President Malaichamy Gounder of Bhavani Panchayat Union, Manager N. V. Shenoy of Syndicate Bank, Pollachi, Director Athani Babu of Dt Co-operative Bank, P. R. Kandasamy Gounder of Pollachi and other important invitees who graced the occasion, poured "yeast" solution into the fermentation tanks, as a happy token of participation in the inauguration of the plant.

Gay festival

Chairman N. Mahalingam arrived on the site at 7.27 A. M., accompanied by Commercial Director V. M. Kailasam, followed by other V. I. Ps., all of whom were received at the decorated entrance to the "pandal" with perfumed sandal paste, rose-water sprinkle, nosegays and caramel toffee. Bedecked with plaintains, green ferns, sugarcane tassel, paper flags and festoons supplemented by light of mercury tubes, the place gave a truly

gay and festive appearance. There were bevys of Sakthinagar School girls in green and white, and boys in white and khakhi uniforms adding colour to the picturesque scene.

The Tudor Tower

With its 85 feet tower the new building looked more whistoric castle of tudor times, than a sophisticated modern factory. This no doubt will remain a monument to the architectural and artistic taste of the management. If one would care to climb the 103 steps of the staircase to reach the tower top, he is assured of a fine panoramic view of the river winding by, with emerald green fields on the banks, surrounding villages hamlets and even distant towns of Gobi and Bhavani!

One cannot but take off his hat to our civil Engineering staff headed by P. Jagannathan, who completed this imposing structure in a record period of 210 days. M/s. Savalle Chemi of Bombay who completed the job of putting up the plant, with their erection man P. A. George working round the clock with rare skill and acumen from February 1972,

Undeserving...

It is better to deserve without receiving, than to receive without deserving.

United States — R. G. Ingersoll

our Engineers M. K. Ramkumar and P. K. Jawahar, Distillery Chemist K. S. Visvamurthy, and all the other technicians and workers who by their unstinted co-operation, and hard efficient work contributed to make this unbelievable achievement a concrete possibility.

No wonder, legislator A. M. Raja, M. A., M. L. A., Chairman N. K. K. Periasamy of Bhavani Panchayat Union and others felicitated Chairman N. M. for successfully getting the industry underway in such an incredibly short period. Directors M. C. Chatrapati and P. J. Mehta of Savalle Chemi were garlanded and congratulated by N. M. for the efficient and speedy execution of the work.

Others present at the pleasant functions included A. Subramaniam

— continued



Director S. S.



Athani Babu



Chairman N. M.

As a goodwill gesture of cordial participation, VIPs emulate Chairman Mahalingam in emptying buckets of "yeast solution", to leaven the copious streams of diluted molasses Pouring through tube-pipes (vide centre picture) into the fermentation tanks.



Watching the working ...

Shown round the factory by chief Engineer K. M. Periasamy (second from left) and chairman N. Mahalingam, visitors M. P. Sivagnanam, M. L. C., Hindustan levers' N. M. Shetty and Project Director K. Fazlullah Khan of cotton Scheme are watching the performance of the Mills.

Relaxing after lunch ...

Seated in an evidently interesting conversation, after the midday meals at Sakthinagar are M. P. Sivagnanam, Dy. chairman of the legislative council, Sakthi's Chief Mahalingam, and A.M. Raja, member of the Tamilnad Assembly. In the background are N. M. Shetty, K. Hanumantha Rao and K. Fazlullah Khan.

State Planning Body's ...

— continued

more useful than one hundred of his own public speeches. He appealed to the workers and other employees to regard themselves as part of the Industry and work for its progress.

Addresses of welcome were read on behalf of the Ladies Club and Tamil Sangam.

Industrialist V. S. Thiagarajan who presided over the happy function complimented Chairman Mahalingam on his setting up the factory not only with an eye on industrial growth but also with the welfare of the people of the

area at heart. He congratulated N. M. for serving on the state planning commission with his rich experience in the fields of Agriculture and Industry for the benefit of Tamilnad.

Director P. N. Nanjappan, stage artiste T. K. Shanmugam, K. K. Kothandarama Gounder and Tamil Sangam Secretary N. Gopalasamy spoke.

Farm News ...

— continued from page 23

of the Department of Agriculture, Tamil Nadu.

They claim that this yields about 1,750 kg. of bean per hectare even under unfavourable seasonal conditions in 95 to 100 days. The mutant is highly suitable for raising in rice fallows — after the harvest of paddy in December-January.

The seeds contain high percentage (53 per cent) of oil and this mutant

can be grown in different types of soil and in different climatic conditions

● Application of potash for quality TOBACCO

Application of 150 to 300 kg. of potash per hectare to Burley tobacco helps in improving the quality of the leaves, and also in making the plants grow vigorously.

Potash in the shape of potassium sulphate is to be applied in two equal doses — half before planting and the rest thereafter before the plants are set out.

Potash deficiency causes twisting of the leaves, yellowing of the tips along the upper edges of the leaf which results in yielding very poor quality tobacco.

Deeper ...

Better is it to plough deep rather than superficially wide.

— Tamil Proverb



Save POTATO Crop from insects.

Soil-bearing pests like cutworms, nematodes, etc., can be checked and potato crop can be saved from them by treating the soil with aldrin, dieldrin or phorate granules.

Mixing 5 per cent aldrin dust at 5 kg. per hectare with the soil before planting potato tubers, checks the potato cutworms. Mixing dieldrin 5 or 10 per cent dust at 25 to 30 kg. per hectare or applying 10 per cent granules of phorate at 62.5 kg. per hectare ensures against nematodes and other soil-bearing pests.

With help of chemicals Save BARLEY from Aphids.

More yields (18 to 28 per cent) of barley can easily be obtained if the aphids that cause appreciable damage to the crop are controlled, say the Plant Protection Specialists.

Methylparathion (0.5 per cent), Fenitrothion (0.05 per cent), Endosulfan (0.05 per cent), Methyl demeton (0.02 per cent), Lindane (0.03 per cent), Diazinon (0.03 per cent), Dimethoate (0.02 per cent), Malathion (0.14 per cent) are some of the chemicals that can be used against aphids of barley.

The first spraying should be given immediately after the appearance of aphids. They are active mostly from mid-January to the end of January.

Dear Cheap

Never buy what you do not want because it is cheap; it will be dear to you.

— Thomas Jefferson

Another spray after two weeks of the first spray should be given to control this pest effectively.

The emulsion containing the insecticide should be constantly stirred so that it does not settle down on the plants and harm.

● Kill the Caterpillars to raise GRAM yields

Gram caterpillars that cause severe damage to the gram crop, especially during January, February, March when the crop is in fruiting stage can be controlled successfully by spraying 0.07 per cent Endosulfan.

If this is not available in the market, 0.02 per cent DDT, 0.1 per cent Lindane or 0.05 per cent Diazinon may be sprayed. If necessary, spraying may be repeated at 10 day intervals.

● APHID, a serious pest of MUSTARD

Aphids that cause severe damage to mustard crop can be controlled by spraying 0.1 per cent gamma BHC (Lindane). Three sprayings at intervals of 20-30 days may be necessary.

Aphids are active during December, January and February and cause damage by sucking the sap from the leaves, tender shoots, flowers, and grains in the milk stage.

Though it costs about Rs. 250 per hectare for the three insecticidal sprays, it is worth spraying as the treated plots yield about 1,020 kg. as against 92 kg. from the untreated one, leaving a net profit of about Rs. 1,330 per hectare as seen in experiments.

● Collar rot & Seed rot in GROUNDNUT Seed

By treating the seed before sowing with organo-mercurial compounds, groundnut crop can be safe-guarded against collar rot and seed rot.

These diseases are caused by fungi and are seed-borne and soil-borne.



With the Union Minister ...

Right to left are Sakthi's Commercial Director V. M. Kailasam, Union Minister for Finance Y. B. Chavan and your Editor Solomon Appadurai.

Using a seed-treating drum, the seed can be treated with Ceresan or Agrosan G N (one part of the chemical for every 400 parts of seed by weight) or with 75 per cent Thiram (one part of the chemical for every 250 parts of seed) or with Captan (1 : 300).

● Tamilnad does it : wonder CASTOR R. C. 1377

A short duration mutant castor, R. C. 1377 was isolated from the earlier strain TMV-I by the scientists

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HE did hear me

But verily GOD hath heard me; He hath attended to the voice of my prayer.

Blessed be GOD who hath not turned away my prayer, nor HIS mercy from me.

Isreal } David Ben - Jesse
B. C. } (Poet - King)
1040-970 }

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CHLOROSIS in SUGARCANE

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Chlorosis is not a disease nor is it caused by insect damage. The chlorotic condition (whitening of leaves) is caused due to want of enough available iron for the plants. Though iron is a minor element as regards plant food is concerned this element is essential to maintain the chlorophyll colouration in the leaves of plants. Chlorophyll is the greenish substance and colouring matter in the leaves. This chlorophyll is akin to the red blood corpuscles in the human body. Hence, it is important that we should strive to maintain the maximum activity of chlorophyll in the leaves. The chlorophyll acts with the help of Sunlight for the general growth of plants.

Chlorosis in Sugarcane is caused due to deficiency of available iron. The condition is corrected when a Nitrogenous fertiliser is applied to the soil followed by irrigation. It is found that Nitrogen releases iron in an available form and hence the change in colouration of leaves to dark green. If and when chlorosis is persistent it will be evident that enough iron is not available in the soil. Hence an application of iron in an available form becomes essential.

RESEARCH has proved that iron is easily assimilated when given as a foliar spray. The optimum dosage recommended is 0.5% solution of ferrous sulphate (Anna Beddhi-Tamil). One lb of ferrous sulphate dissolved in 20 gallons of water is to be used as a foliar spray. This spray is to be repeated at weekly intervals for two or three weeks depending on the need.

It is noted that specially soils with a substrata of lime stone and Calcareous soils in general are prone to the attack of chlorosis. There is a tendency among cultivators to resort to cultivating crops other than sugar-

cane when this ailment is persistent. Manuring with nitrogenous fertilisers, failing which, a couple of sprayings with ferrous sulphate will correct the situation. The ailment is noted in depleted soils and more apparent in ratoons. In such poor soils prophylactic spray with ferrous sulphate and repetition of the spray is recommended.

The cost of ferrous sulphate at present is Rs. 3/- per lb. 2½ to 3 lbs of ferrous sulphate solution dissolved in 50 to 60 gallons of water will be required for a single spray on a two month old crop. Spraying should be done by a sprayer. Sprayer is available with cultivators themselves. Please apply to the nearest Grama Sevak when a sprayer is required.

It is essential that the solution of ferrous sulphate is prepared in iron buckets. Zinc buckets should not be used. Earthen pots with broad mouth will be most suitable.



Straws and Sugars

Slaking their thirst with tender coconut water, are chairman Justice V. S. Bhargava and Secretary Chisti of sugar enquiry commission, during visit to our cane areas.