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SAKTHI SUGAR NEWS

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VOL. IV No. 3

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APRIL, 1972



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ALL INDIA COMPETITION

Highest ever yield of Sugarcane Maharashtra retains Trophy

Mr. Dinkar-Rao Pandurangarao Mohite, created an all time new record in sugarcane farming by obtaining an highest ever yield of 418.51 tonnes per hectare in "adsali" crop, during the 1969-70 crop season Mr. Shanta Ram, also of Maharashtra recorded a yield of 406.38 tonnes.

New All India records were established for 'Adsali' and 'Ekasali' crops in the Southern region, and 'Ekasali' and short duration crops in the northern region.

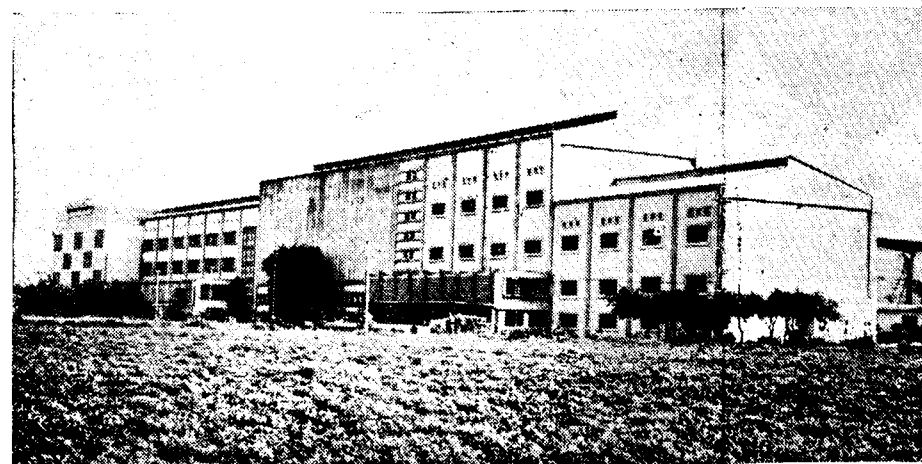
Chehri farm and Bagapur farm both of Ganesh Sugar Mills in Uttar Pradesh won first prizes in 'Ekasali' and short duration crops respectively.

The prizes for the all India sugarcane crop competitions for 1969-70 season were distributed by the Minister of State for agriculture Hon. Mr. A. P. Shinde, at Delhi on 28th March '72.

Giving away the prizes for the all India sugarcane competitions Mr. Shinde observed that it was encouraging to note that during the last two decades, sugarcane production has shown a marked increase. It had risen from 5,71,00,000 tonnes in 1950-51 to 13,50,00,000 tonnes in 1969-70, although the production in 1970-71 had gone down to 12,88,00,000 tonnes.

The increased yields had resulted both on account of the increase in the area under sugarcane cultivation from 1.7 to 2.7 million acres during the twenty years period and the increase in average yield of cane from 33.4 to 48.5 tonnes per hectare.

The minister appealed to the farmers to adopt intensive and efficient cultivation of sugarcane so that yield per unit area increased to keep pace with the rapidly soaring demand for sugar and gur. ★



SUGAR NEWS



FIRST INDIAN F. R. S.

Dr. B. P. Pal, the first Director-General of the Indian council of Agricultural Research, who retired from that post recently, has been elected a Fellow of the Royal Society, London (F. R. S.).

Dr. Pal a "Padma Bhushan" is the first Indian Agriculture scientist to be honoured by the Royal Society.

He bred disease-resistant Wheat varieties which are under cultivation in different parts of the country to-day.

"The Indian Rose", "Indian Flower Plants" and "Wheat in India" are his internationally known Books. ★

fearless & feared

The man who fears nothing is not less powerful than he who is feared by everyone.

— Schiller

From the Desk

SCRIBBLED SCROLL

— of the EDITOR

Additional Capital for Alcohol distillery plant

Sakthi Sugars is entering the capital market with a public issue of Rs. 18 lakhs comprising 1.10 lakhs equity shares of Rs. 10 each at par and 7,000 redeemable cumulative preference shares of Rs. 100 each at par. The entire public issue will be underwritten.

The Company was incorporated on 12th May 1961 as a limited joint stock concern. As is well known throughout the country and across the seas it manufactures white crystal quality sugar and produces highgrade hybrid seeds.

It is now proposed to establish an Alcohol Distillery with a production capacity of Two million gallons per annum, adjoining the existing sugar unit. The Distillery will manufacture Industrial Alcohol, denatured spirit and methylated spirit.

Progress in putting up the new plant is proceeding at a rapid space according to plan and the distillery is expected to go into production by the end of May, this year. The civil constructions including the concrete pillars, beams and brick walls of the 85 feet tall building which is to house the plant is nearing completion. The foundation for the building was laid on 24th November 1971.

The pipe line to carry molasses from the tanks behind the sugar factory has been laid. Fabrication of the several tanks for the distillery and the setting up in position of the giant 45 ton boiler, have been completed. The arrival of the sophisticated machinery from the suppliers is awaited any moment, according to the engineers.

The authorised capital of Sakthi Sugars Ltd., is Rs. 3 crores (Rs. 2.25 crores in equity shares and Rs. 75 lakhs in preference shares). The issued and subscribed capital is Rs. 93 lakhs (Rs. 75 lakhs in equity shares and Rs. 18 lakhs in preference shares).

The company has proposed to raise additional capital of Rs. 28 lakhs for financing partly the expansion programme, under which the alcohol distillery plant is to come up. The capital outlay on the expansion programme is placed at Rs. 75 lakhs, which will be met by the additional share capital proposed to be raised and term loans of Rs. 47 lakhs.

Sakthi sugars has paid an equity dividend of 12 percent for the year ended 30th June 1971.

SAKTHI SUGAR NEWS

(English Quarterly)

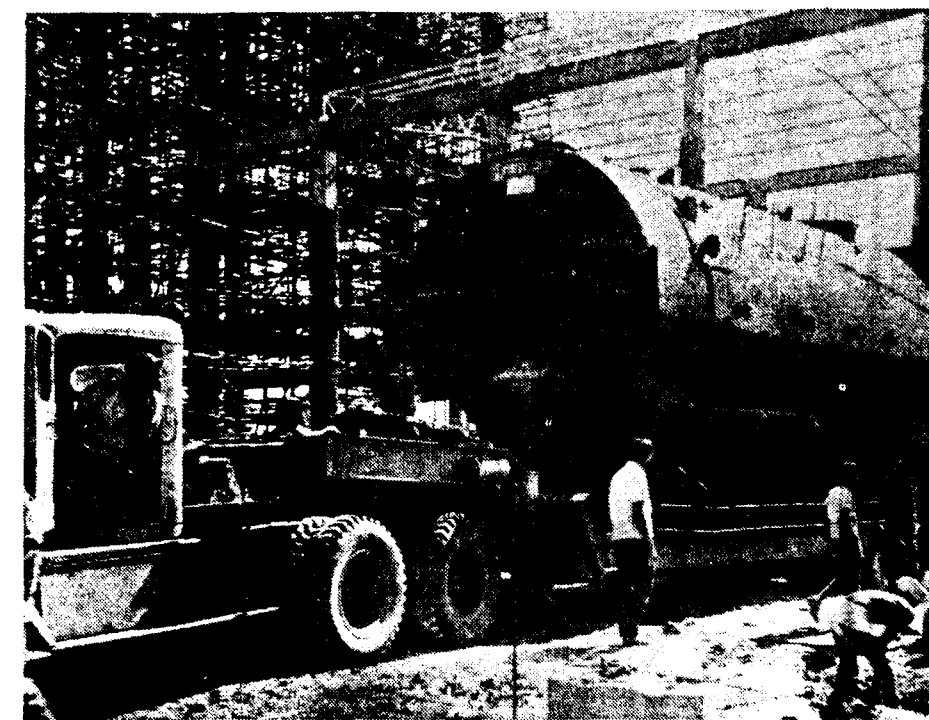
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The Giant Boiler For The Distillery

The huge forty five ton boiler, since put up in position at the Alcohol plant under construction, is seen arriving at the site by truck.

SCRIBBLED SCROLL

— continued from previous page

* Three from Sakthi on a 2220 K. M. Technical Tour

Early this month (April) a three man team of Sakthi Sugars undertook a 1387.5 miles technical tour of four states (including Tamilnadu) visiting in the course, four sugar units with an enjoyable saunter in the palmy beaches of panoramic Goa for a change. The small study group comprising chief Engineer K. M. Periasamy, Administrative officer K. P. Ganesan and Chemist K. K. Menon, who did the journey by road, was happily satisfied that the "Ambassador" by which it travelled behaved wonderfully well without giving any trouble on the way, from the time it left Sakthinagar at 4.30 p. m. on 5th April till it reached

the Factory campus back at noon, on the 10th.

That same afternoon an unusually hot evening Chief Engineer Periasamy was narrating for the benefit of your Editor his experiences of the tour, quaffing at internals earthen-pot cooled icy water refilling again and again an eversilver tumbler, in the thatched workshed near the distillery, construction. He observed in a contented mood that on a healthy overall comparison our complex at Sakthinagar stood head and shoulders above the four units visited. However, he felt that atleast a few aspects which he could not but admire in each of them could be adopted and emulated to our advantage here.

The four units visited were, Shri Hiranyakeshi Sahakari Sakhare Karkhana Niyamit, located at Sankeshwar in Mysore State, Kolhapur Sugar Mills Ltd., in Kasaba-Bavada, Shri Kumbhi Kasari Sahkari Sakhar Karkhana Ltd., in Kuditre, and Bhogawati Sahakari Sakhar Karkhana Ltd., in pavite. The last three are in Kolhapur district of Maharashtra State. Except for Kolhapur Sugar Mills which is an exceptionally well managed jointstock enterprise in the private sector, with a daily cane-crushing capacity of 2500 tonnes, the other three are in the co-operative fold. In all the factories our visiting team was extended a very cordial and edifying welcome.

The totally unforeseen but pleasant meeting with two young officers and the spontaneous hospitality enjoyed at their hands during the course of the ramblings appeared to have impressed and delighted chief Engineer Periasamy very much. To its pleasant surprise, our visiting group learned, that the jovial superintendent Karthikeyan B.A., B.L. I.P.S. and pleasant mannered commissioner of Labour and Magistrate N. Rajasekaran M. A., I. A. S., whom they chanced to come across at Belgaum and Goa respectively, had their root-stock in 'Kongunad'. While the former was a native of Coimbatore the latter hailed from Salem. They both accepted with apparent filial grace invitations extended to them to visit our Industrial complex at Sakthinagar when they came to their native places next.

I owe them...

To Books I owe everything that is good in me... Each book was a rung in my ascent from the brutish to the human towards an understanding of a better life and thirst after that life.

Russia } — Maxim Gorky
1868 - 1936 } (Story writer)

IS THAT SO...?

Our chief want in life is, Somebody should make us do, what we can.

America } — R. W. Emerson
1803 - '82 } (Writer & essayist)

It is feared that the sugar "famine" may continue to haunt the national economy for several years to come, unless the installed capacity is raised adequately and in time.

In order to cut the delay in the installation of the capacity already licenced, the authorities decided to issue fresh licences to other intending units, so that the Industry as a whole is permitted to raise the installed

Ball-point Jottings:

THE INDIAN SUGAR BOWL

LICENCED CAPACITY OF SUGAR INDUSTRY TO BE INCREASED TO 53 LAKH TONNES

♦♦♦♦♦♦♦♦♦♦

With a view to meet the steep increase in the internal demand for sugar in recent years, the Union Government has decided to raise the licenced capacity of the sugar Industry in the country from 48.6 lakh tonnes to 53 lakh tonnes during the current plan period.

The Government has already issued letters of intent or licences for setting up sugar plants with 52 lakh tonnes of licenced capacity, against the increased target. The ministry of Industry is expected to expedite the processing of pending applications so that the capacity of 53 lakh tonnes is reached before the end of the plan period.

The Government of India found to its dismay that the installed capacity in the sugar Industry at the end of 1971 was just 39 lakh tonnes or so, although licences for substantial higher capacity of about 47 lakh tonnes had been issued.

The reason for the delay in the expansion of existing units, or in the establishment of new plants, was either inadequate supply of the needed machinery from internal sources, or paucity of funds faced by co-operative societies and other small units. Sugar machinery manufacturers are said to have been hit hard by poor supply of steel and spares, disabling them from keeping up their production schedule.

capacity to a level which will take care of the increased domestic consumption, as well as the need for exports.

★ Fall in sugar output Concern of Government

Sugar production in India has dropped from 42.6 lakh tons in 1969-70 to 37.4 lakh tons last year. It had further decreased to 31 lakh tons this year. The opening stock of 14 lakh tons has not helped set right the sad state of affairs.

On the other hand consumption, has been going up. From 26 lakh tons in 1968-69, consumption has increased to 32.61 lakh tons in 1969-70

— continued next page

Benefits from enemy!

The wise man draws more advantages from his enemies, than the fool from his friends.

America } — B. Franklin
1706 - '90 } (Scientist, Publicist and statesman)



At the nation's metropolis with the Minister for Defence

Rare picture of Sakthi-Anamallais chairman N. Mahalingam engrossed in deep conversation with Hon. Mr. Jagjivan Ram during a recent visit to New Delhi.

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Luncheon for delegates to conference at Ootacamund

The delegates to the conference on occupational medicine held at Ootacamund recently were guests at a luncheon party given by Sakthi's Chairman N. Mahalingam. At the table are seen (Right to Left), the District Collector of the Nilgiris K. Sivakumar, M. A., I. A. S., Chairman Mahalingam, His excellency the Governor Kodardas K. Shah who declared open the conference, Dr. Arjunadas president of the meet and Dr. Mrs. Sarala Krishnamurthy Medical Officer of the Nilgiris.

Indian Sugar Bowl...

— continued from page 5

and to 40.25 lakh tons in 1970-71. If only sugar had been available, the demand would have increased further.

This unsatisfactory state of affairs was admitted by Food Secretary Mr. R. R. Bahl who addressed the Development council for Sugar Industry in New Delhi on 30th March. He informed the council that the Government had to drastically slash the export programme from 3.5 lakh tons to a mere one lakh ton.

Mr. Bahl said that by the end of the Fourth plan sugar productions would have to touch 47 lakh tons on the basis of an estimated, internal consumption of 42 lakh tons and export requirement of 95 lakh tons.

Per capita consumption had been estimated to increase from 6.1 kilos in 1965-66 to seven kilos in 1973-74.

The sagging sugar production and rising per capita consumption is worrying the union Government.

Mr. Bahl said that the pattern of sugar production in the South was steady. On the other hand the sugar production in the North was erratic, according to him, which perhaps was due to lack of understanding between the cane growers and the factories.

★ Fall in cane supply...

The production of sugar this season is expected to be 31 to 32 lakh tonnes only although the installed capacity is about 39 lakh tonnes. The under-utilisation of the capacity is mainly the result of a fall in cane supply.

The observation is further borne out by the fact that sugar production in 1969-70 had touched one of its highest marks at 42 lakh tonnes, though the installed capacity was 34.5 to 35 lakh tonnes. This was due to the easier availability of cane. The output of cane during that season was 135

million tonnes as against 125 million tonnes in 1968-69 period.

★ Effort to produce Sugar at lower cost

With a view to produce cheap sugar which would enable the country to meet competition in the international sugar market, the Indian Institute of Sugarcane Research at Lucknow is carrying out researches.

The Director of the Institute Dr. Singh is of the opinion that production cost of sugar could be brought down if sugar factories in India operated for eight to ten months. According to him at present sugarcane crushing was possible from November to March only in many units and they had to remain idle during the remaining months. Dr. Singh, thought that the operation period of the factories could be extended, if sugar was from other raw materials also like sugar-beet, sweet-sorghum (Jawar) in addition to an improvement in sugarcane quality.

— continued next page

Sugar Bowl ...

— continued from page 6

★ Government explains curbs on sugar movement

A press note issued by the Government at New Delhi early last month explained that the restrictions on the Inter-State movement of sugar applied to dealers and not to factories.

The note said, there seemed to be some misconception that the order issued on March 2, regarding sugar produced by vacuum pan process applied to all kinds of sugar including khandsari sugar, boora sugar and sugar candy applied also to the movement of free sale sugar produced by the same process. The note added that the order permitted sale and despatch of sugar produced by the vacuum pan process by factories to dealers in the state as well as outside. However no dealer can despatch it from one state to another it said.

Companion cropping!

One of the five main projects established by the Indian Institute of Sugarcane Research, Lucknow, with the aim of producing cheap sugar, was "Companion cropping".

Under this project, crops like potato and onions were sown in the gaps of sugarcane fields. The experiment, which was started two years ago was in the final stages and if it proved successful, the cost of sugarcane production would go down tremendously, according to Dr. Kishan Singh, Director of the I. I. S. R.

TO INCREASE OUTPUT

Government to announce New Sugar policy soon

The Union Government, which has on the anvil a new long-range sugar policy is likely to announce it soon in a few weeks time.

The new policy it is understood, is prepared not only with a view to ensure a fair price to the cane grower but also to help step up the production of sugar in the country.

In respect of the proposed nationalisation of the Sugar

WHAT ARE WE...?

.....

We are what we are; we cannot be truly other than ourselves. We reach perfection not by copying, much less by originality, but by constantly and steadily working out the life which is common to all, according to the character which God has given us.

— HERDER

Industry, it would appear that the final decision would be taken after the receipt of the sugar enquiry committee's report.



Commercial Director V. M. Kailasam with India's Minister of Finance the Hon'ble Mr. Yashwantrao Chavan B. A., LL. B., M. P. May be, they were discussing the economics of the Sugar Industry in the country.

Visit to Sakthinaagar & Erode

SUGAR ENQUIRY COMMISSION



Curd-eating I. C. S. youth who drew paris crowds

Four decades ago, a small batch of five Indian Civil Service Students, who started eating curd served to them in a Paris restaurant, with pepper and salt, drew a whole crowd of parisians who stood around their table amazed at the unusual performance of the Indian youth. The astonished crowd who never before had seen anybody consume curd except in the sweetened form, stayed on to gaze in wonder, when the boys called for a second helping, for the entertainment of the admiring onbookers!

This interesting episode was narrated by Justice V. S. Bhargava, Chairman of the Sugar Enquiry Commission, at the table while enjoying a dinner in his honour at the house of Commercial Director V. M. Kailasam, late in February. Justice Bhargava recalled that Dharmavira (till recently governor of Mysore) was one of the five Indian students

who had the benefit of that unusual experience in the capital of France, forty two years ago.

The Commission

Justice Bhargava I. C. S. a retired Judge of the Supreme court is the chairman of the Sugar Enquiry commission set up by the Government of India, to go into the different aspects of the Sugar Industry in the country, for preparing a detailed report. The other members of the Commission are Secretary R. H. Chisti, Deputy-Secretary Dr. N. A. Ramiah Professor National Sugar Institute, Lala Bansi Dhar President of the Indian Sugar Mills Association, B. N. Khosla and J. C. Dikshit.

The Commission, (except for the last two members) which was on a tour of important and selected sugar units in India arrived at Coimbatore on 24th February from Kerala.

Deputy General Manager S. V. Balasubramanian of Sakthi Sugars, Deputy Director V. Krishnamurthi of

Agricultural Department and Administrative officer K. P. Ganesan received them at the air port and took them to Erode, where the members of the commission were received by Commercial Director V. M. Kailasam at his bungalow and introduced to the Factory officers.

At 7-00 p. m. the same day, they were going round our Sugar Factory at Sakthinaagar eliciting information on several points regarding the complicated and intricate working of our modern factory, from the concerned officials. They were back in Erode at 9-30 p. m. for the dinner, where 65 years old justice Bhargava kept the diners enthralled by his charming table conversation and interesting episodes.

No bed - Coffee for them...

Bhargava whose active habits, vigorous memory and capacity for continued hard work would do credit to a young man of thirty, appears to

— continued on page 17



On the lawns with the guests.



Introduced to invitees.

AT THE RECEPTION IN ERODE

SESSION AT SAKTHINAGAR

AGRI. TASK FORCE OF STATE PLANNING BODY



Sandal and Roses...

General Manager P. V. Viswanathan is introduced by commercial Director V. M. Kailasam to Chief Guest Dr. B. Natarajan.



On eve of sitting...

Left to right are Vice-chancellor Dr. G. Rangasamy of Tamilnad Agri. University, A. R. Subbiah M.L.A., Polambakkam P. M. Muthukumarappa and economist Dr. Blessedsingh of Tiruchi.



Warm reception

At the head table in the reception pavilion are (left to right) commercial Director V. M. K. who proposed the toast, Dr. Rangasamy and Dr. Natarajan who responded, and A. M. Raja, M. L. A., who presided.

Tamilnad has the unique credit of forming the first provincial planning commission in India, with Chief Minister M. Karunanidhi as the chairman, and members N. Mahalingam young Technologist head of Sakthi-Anamallais group of enterprises, full-timer Dr. Bright Singh M. A., Ph. D., Dr. B. Natarajan M. A. Ph. D., Prof. V. Shanmugasundaram M. A., Ph. D., and Dr. Malcolm Adiseshiah M. A., Ph. D.

To facilitate efficient, speedy and scientific functioning the commission has constituted a set of about ten "Task Forces" one each for agriculture, Industry, Health, Animal husbandry etc, and each of which is presided over by a member of the commission.

Sakthi Sugars had the privilege of hosting a couple of working groups on production and finance under the Agricultural Task Force, when they held their sessions in Sakthinaagar, on the 29th of January.

Among the several papers presented at the sitting was one by commercial Director V. M. Kailasam about "The Development of Sugarcane in Tamilnad" supported by carefully gathered facts, data, statistics and scientifically prepared graphs.

Deputy General Manager S. V. Balasubramanian proposed a vote of thanks.

You are watched

The World is watching you. Make INDIA self reliant and strong so that no power can pressurise a great country inhabited by a great people. Raise the country to new heights of effort and achievement.

India } — Indra Gandhi
1917 - } (Prime Minister)



Relaxing at the lounge...

L to R: Dr. Mrs. Thamarajatchi of Delhi, Dhayanand Rao of Auroville Jt. Director, Sankaranarayana Reddi of Agri. Dept., M. Shanmugam M.L.A. and K. Kesava Kini Addl. Registrar of Co-ops.



The Luncheon is on...

Enjoying the buffet lunch are Director N. K. Kaliappa, Director K. S. Murugayyan and Rama palanisamy a poet from South Arcot.



At the table...

Partaking of the feast are (L to R) Dr. S. M. Palaniappan M.L.A., of Gobi, Dhayanand Rao, Dr. Mrs. Thamarajatchi, Dr. Natarajan, Dr. Rangasamy and M. Shanmugam M.L.A.



Rathna — Rao

Mrs. Nanjundiah and Mr. K. V. Nanjundiah of Chamundeswari Sugars Ltd., celebrated the wedding of their daughter **Rathna** with **P. S. Venugopala Rao**, special Deputy Commissioner, Bellary and son of Mrs. and Mr. P. H. Sethu Rao of Mysore, on Wednesday the 16th February at Bangalore. Both the marriage and the grand reception in the evening were attended by a host of relations, friends and wellwishers including our Technical Director N. Chandappa, M. S., Mrs. Sujatha Chandappa, Accounts officer N. Seshadri, Mrs. and Mr. M. S. Narayanaswamy, several officers of the government including the Chief Secretary to government of Mysore, Parliament and legislature members from Mandya constituency and others.

Geetha — Raghavendran

Mrs. and Mr. V. Vasudevan, M.A., Deputy Secretary to Govt. of Tamilnadu celebrated with much eclat the wedding of their beloved son **V. Raghavendran**, B. E., of Larsen and Toubro, Bombay, with **Geetha** the charming daughter of Mr. H. Venkanna of 'The Hindu' Hyderabad on Thursday the 9th March at Hyderabad. Relations and Friends including many illustrious guests graced marriage and reception. The newly wed happy couple were the recipients

Deal of Wedding Bells in SAKTHI Firmament!

of greetings and presents in good numbers.

K. Ambujam — K. Krishnan

Stenographer **K. Krishnan** of Sakthi Sugars, son of Mr. V. Kittappa of Venkittapuram, Coimbatore entered the portals of marriage with bride **K. Ambujam** the beloved daughter of Mr. Kunjan of Puthucode on Monday the 10th April. The wedding in Sri. Visweswara temple, Yakkara and the reception later at the groom's residence in Coimbatore, were attended by a host of colleagues friends and relations. General Manager **P. V. Viswanathan** of Sakthi Sugars and Executive head **Venkata Das** of Chamundeswari



Ambujam — Krishnan

Sugars were among the elite who graced the functions.

Shanmughavadivu — P. S. Kandaswamy

The wedding of **P. S. Kandaswamy B. A.**, accounts assistant of Sakthi Sugars, Head office Coimbatore with bride **Shanmughavadivu** daughter of **K. Ramaswamy Chettiar** of Sirumugai Pudur was celebrated on Wednesday the 29th March 1972 at Mettupalayam. The happy function was attended among others by Deputy General Manager **S. V. Balasubramanian** and members of the Sakthi Sugars Staff.

Shantha Devi - Sadayappan

The marriage of **N. N. Sadayappan B. Com.** brother of Electrical Engineer **N. Somasundaram**, with **Shantha Devi** took place at T. C. Kalyana Mandapam Palani on 17th March 1972. Friends and relations were present in good numbers.

— continued on page 22

Children of ...

Eloquence is the child of knowledge.

England } — **Disraeli**
1804 - '81 } (Author & Premier)

Caution is the eldest child of wisdom.

France } — **Victor Hugo**
1802 - '85 } (Novelist)



"Realistic policy for sugar" Request of Tamilnadu to Centre

Tamilnad's Minister for Industries **Hon. Mr. Madhavan** urged the Centre to pursue a realistic policy when fixing the prices of sugarcane and sugar at all-India level in the light of the prevailing conditions of the sugar industry in Tamil Nadu.

Mr. Madhavan said that as a result of the 'all-India' policy adopted by the Centre, there had been a recurring "threat" every year to the State's interests and the centre had been refusing to realise the State's representations.

Mr. Madhavan, who was addressing the eighth general meeting of the Madras State Federation of Co-operative Sugar Factories here, said that the Centre should not equate Tamil Nadu with Maharashtra and chalk out policies for the sugar industry. This aspect should also be borne in mind when the export-import policy for sugar was finalised.

The Minister said the State Government was examining steps to be taken to achieve better performance in the working of the sugar factories. The government had also initiated steps to train engineers from the PWD so that their services could be utilised to meet any exigencies faced in the working of the co-operative sugar factories.

Mr. Madhavan urged the Centre to extend more financial aid to the

co-operative sugar factories through the nationalised banks and also provide them with increased funds for meeting their working capital

Mr. Madhavan desired that even the few sugar factories which had been unable to make their past losses would catch up to show comparable results with others.

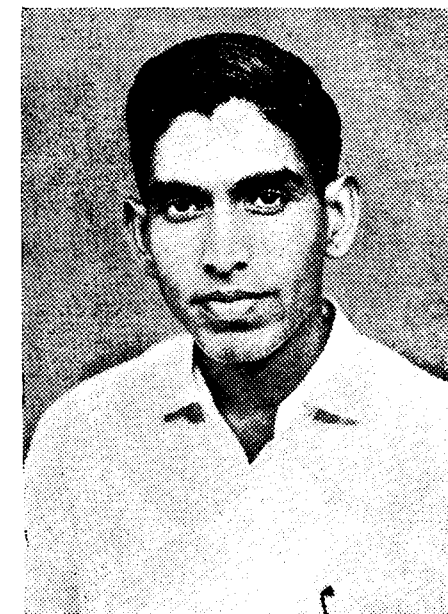
Referring to the federation president's demand for roads in areas where sugar factories were situated, **Mr. Madhavan** said the government had realised the importance of laying roads in those areas and it had also agreed in principle to increase the allotment from the cane cess contributed by the sugar-mills for this purpose.

The State federation could also follow the Maharashtra federation as a 'worthy model' and it would help them achieve greater success, the Minister added.

Mr. Thoppur Thiruvengadam, president of the federation, who welcomed the Minister said that the average recovery of co-operative sugar factories had increased from 7.99 in 1969-70 to 9.49 in 1970-71. In the current year also the recovery was good. The federation proposes to set up a technical experts committee consisting of technocrats with long experience both in sugar mills and productivity and pleaded for government support.

● Sugar Mill Machinery Export possibilities for India

Sugar mill machinery and power station equipment, including structural fabrication, cables etc., have great scope for export to the South-East Asian countries according to **Mr. V. P. Punj**, Deputy Chairman of the Engineering



Hon. Mr. S. Madhavan
Tamilnadu Minister for Industries

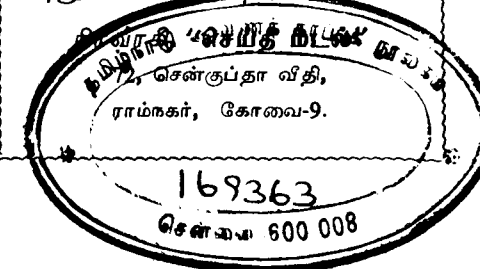
Export promotion council. He was of the view that Indian machinery could replace the obsolete sugar mill machinery in Indonesia. The Indonesian authorities were fully convinced of India's technical competence and capacity to modernise the old mills in their country.

Malaysia has decided to call for tender for the purchase of machinery for sugar mills worth 15 million Malaysian dollars only in India. The machinery is for a major sugar mill project located in the Negri Sembilan State. The information was given out by the five-member Indian trade delegation sponsored by the Engineering Export Promotion Council.

செய்திமடல்

(மாத இதழ்)

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



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FOR THE LIVESTOCK

LUCERNE - A Nutritive fodder

G. S. Thangamuthu, B. A., M. Sc., (Ag.) ■ S. Subramanian, M. Sc. (Ag.)
(Tamil Nadu Agricultural University, Coimbatore-3)

It has been observed by several eminent men that Indian food lacks nutritive value particularly in protein. One way of enriching the deficiency is to increase the production of milk which is the only animal protein available to an Indian vegetarian. The per capita milk consumption which is 140 grams per day is far below acceptable nutritional standards.

Live stock in India suffers widely from an insufficient supply of feed material. The Food and Agricultural Organisation of U.N.D.P in its study on Grass land and fodder development in India has estimated a short fall in feed material for the live stock as follows:-

Roughage-straw etc	20-25%
Green Fodder or grasses	40-50%
Concentrates	65-75%

Consequently 94 per cent of Indian cows produce less than one kilo of milk per day. This is due to the priority given for the production of

human food and lack of knowledge of superior technique in fodder production.

Average milch cow needs
15 kg. of dry fodder
5 kg. of green fodder and
5 kg. of concentrates including groundnut cake, cotton seeds and rice bran.

In Tamil Nadu paddy, cholam and ragi straw are used as dry fodder and grasses, maize, Jowar and lucerne as green fodder. Amongst the green fodder lucerne is more nutritious and gives a high yield per unit area when cultivated in an intensive way (Table-1).
Table-1

Crop	Green matter Yield Tonnes/ha.	Dry matter percentage	Crude protein percentage on Dry matter.
Lucerne	100	25	20-22
Maize	70	22	10-12
Jowar	70	25	10

Besides the high protein content Lucerne also has high mineral content and ten different vitamins most important vitamin being Vit. A.

Lucerne comes up well in well drained loams and Black soils. It is also slightly tolerant to alkalinity.

The field should be ploughed deep to a depth of 25 cm. After removing the roots, weeds, grasses and stubbles the field should be brought to a fine tilth. The field then should be thrown to long beds of 3 metres by 6 metres

A judicious application of Farm Yard Manure is necessary since lucerne is a perennial crop and further application may not be possible without disturbing the lucerne crop. An application of 25 Tonnes hectare of Farm Yard Manure or compost to be thoroughly mixed with soil before sowing is recommended. Lucerne is a leguminous crop which fixes the atmospheric nitrogen through its symbiotic relation-ship with Rhizobial Bacteria. Consequently high amounts of phosphatic and potassic fertiliser application is necessary. High response to phosphate application has been reported. For good yields 160 Kg P₂O₅ and 50 Kg of K₂O per hectare as super phosphate and

— continued next page

Discreet talk

Discretion of speech is more than eloquence; and to speak agreeably to him with whom we deal is more than to speak in good words or in good order.

England } — Bacon
1561 - 1626 } (Essayist etc.)

The nutritive lucerne ...

— continued from page 12

muriate of potash respectively may be applied basally and mixed with the soil before sowing.

Seed should be cleaned, dried and inoculated with bacterial culture 24 hours before sowing. 15 Kg. of seed will be required to cover one hectare of land. The bacterial culture which increases the nodulation of roots can be had from the Tamil Nadu Agricultural University Coimbatore. Two bottles may be sufficient per 15 kg. seeds.

The treated seeds should be sown in rows at a distance of 30 cm. between rows. The row sowing facilitates profuse tillering, easy harvest and other cultural operations. Seeds should be placed at shallow depths, to facilitate uniform germination. Irrigate the field immediately after sowing and give a life irrigation on the third day. Subsequent irrigation, depending upon the soil conditions, may be given at 7-10 days interval. Care should be taken that the plants do not wilt for want of moisture.

The first cutting may be taken eight weeks after sowing. Early cutting will facilitate multiple tillering. After the first cut the plants will put forth fresh shoots and tillers which can be cut again and again for fodder. The subsequent cuttings can be taken at an interval of 25 to 30 days depending upon the season and growth. If the cutting is delayed nutritive value of the fodder will be decreased and early cuttings will reduce the yield. It is recommended, for obtaining quality

fodder in good quality, to cut when one fifth of the crop has blossomed.

The Caterpillar *Prodenia litura* is the common pest which eats away the tender portion and leaves. It can be controlled by spraying with 0.1% Paramar. Spraying should be given at least 10 days prior to harvest. About ten cuttings during the first year and twelve cuttings in the subsequent two years can be made. It is not advisable to have the crop after three years. About 0.75 to 1.25 kg. of yield can be expected per cutting per sq. metre i. e. about 100 Tonnes per hectare per annum.

A reasonable gross income of Rs. 10,000/- per hectare and a net income of Rs. 7,000/- per hectare may be expected.



Lucerne Plant ...

Statement about ownership and particulars about Newspaper

SAKTHI SUGAR NEWS

(As required under Rule 8 of the Registration of Newspaper (Central) Rule, 1956)

FORM IV

(See Rule 8)

1. Place of publication ... 72, Sen Gupta Street, Coimbatore-9
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6. Name and address of individuals who own the newspaper and partners or share-holders holding more than one per cent of the total capital. ... M/s. Sakthi Sugars Limited, 72, Sen Gupta Street, Coimbatore-9

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

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

Date: 1-4-1972

ALTERNATIVE....

In this world Good Books
make up for good companions.

India } — M. K. Gandhi
1868 - 1948 } (The Mahatmaji)



Thirty days old Lucerne crop.

INDIA'S FIRST BEETROOT-BASED SUGAR PLANT

Rs. 12 crore Industrial complex in Kashmir

India's first beetroot based sugar plant is proposed to be set up in Jammu-Kashmir state, near Manasbal lake, some twenty miles from Srinagar at an estimated cost of Rs. 12 crores. All the 220 sugar units in the country at present are cane-based.

25,000 tonnes annual capacity:

This proposed Beet-sugar complex by the state owned Jammu-Kashmir Industrial Development Corporation, will have an annual capacity of 25,000 tonnes sugar. It will also produce about 7,000 tonnes of molasses and 24,000 tonnes of cattle feed annually. The complex will meet the annual sugar requirements of the state, estimated at about 28,000 tonnes.

The project report estimates that it would take about Two and a half years to implement this proposal for the beet-sugar complex, which will provide direct employment to about thousand persons besides helping the farmers increase their income by beetroot cultivation. The annual expenditure of the complex is estimated at Rs. 4.55 crores, with realisation estimated at Rs. 5-13 crores per year, the project cost is expected to be paid back in 13 years.

With the present emphasis on the cultivation of cash crops in JK state, beet-root farming is expected to benefit 28,000 agricultural families, whose

annual income is expected to go up from Rs. 400 per acre to Rs. 1,650.

Danish Collaboration...?

The joint institutional survey team which submitted its report in 1970, recommended the deputation of personnel to beet-sugar producing countries to acquire the know-how. It is understood that the National Sugar Research Institute has suggested Danish collaboration.

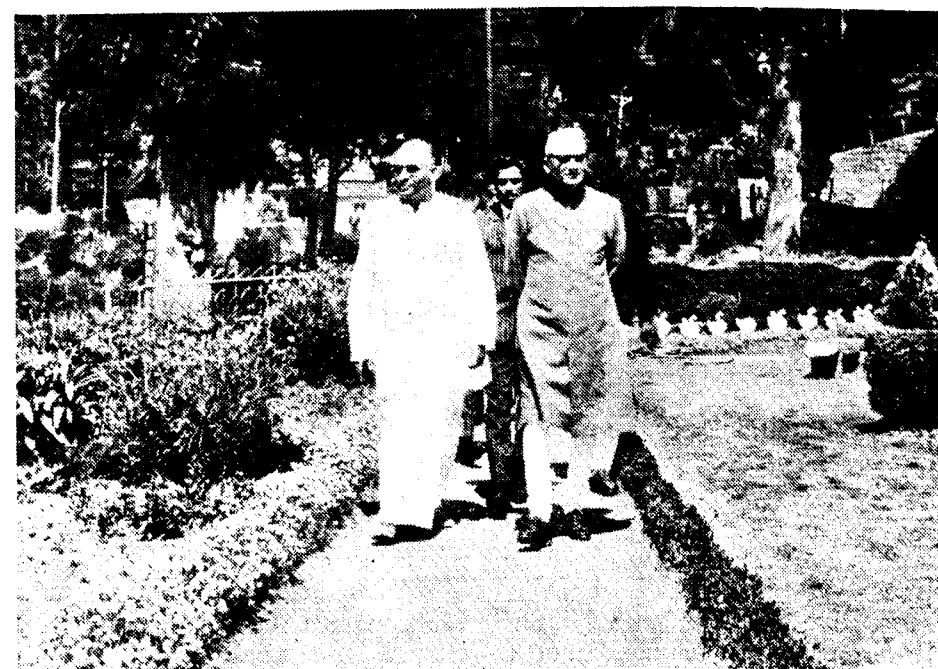
It has been suggested that the most economical size for the unit would be about 2,000 to 2,500 tonnes crush per day, to begin with.

Though the recovery of sugar from beet-root could be as high as 14 to 15 percent, the team has suggested to estimate the recovery at 12 percent only in the initial stages, in view of the fact that beet-root based sugar production is yet to be taken up in India.

● Sugar-beet cultivation in Maharashtra State

The Nimbkar Agricultural research Institute has done considerable ground work in the cultivation of sugar beet on the farms of Phaltan sugar Works Ltd. and in its own premises. The results were quite encouraging with an yield of about 25 tonnes of sugar beet per acre. The sugar content of beet grown in these areas was reported to be around 17 per cent. During the current season, the Institute will cultivate sugar beet over an area of 200 acres in the phaltan region. The Indian Council of Agricultural Research Institute has also earmarked funds for this programme.

The soil conditions, temperature and rainfall in Maharashtra State promise a good start for sugar-beet cultivation according to expert Axel Madsen, deputed to India under the Indo-Danish Technical Co-operation Agreement.



State Governor Shah at our Sister Concern...

Governor Kodardas K. Shah who paid a visit to our sister concern N. Mahalingam & Co., at Ootacamund is seen enjoying a stroll in the flower gardens, in the company of Chairman Mahalingam followed by legislator M. Devaraj, B. A., B. L., M. L. A.

FANCY SALE & CARNIVAL

S. S. L. C. STAGES A SWELL SHOW!



The latest of the successful achievements recorded to the credit of active and smart S. S. L. C., the colourful Ladies Club of Sakthinagar, was the delightful fancy Sale cum Carnival held by them this month, to collect funds for the development of the club and the laudable object of extending aid to deserving school pupils of Sakthinagar.

Patron Marudapushpam Kailasam, president Pankajam Tirumalaisamy, youthful secretary Punithavathy Ramasamy along with the other members of the club, deserve our unstinted congratulations for their fine performance in spite of the fact that this is the first time ever they tried their hands at such a fancy fete.

The venue...

The Venue of the benefit Sale and carnival was the spacious hall on the first floor, over the Administrative officer's suite adjoining the factory, which was lavishly and tastefully decorated with green ferns, colour paper festoons and flower pots.

Stream of Visitors...

The festivities which began early in the morning at 7 a.m. lasted late into the evening, with a number of visitors from outside the campus including popular Panchayat Union

Chief N. K. K. Periasamy. Chief engineer Periasamy and other Factory officers, officials and workers were there to spend an enjoyable day with their families willingly buying the 50 n.p. admission tickets.

Administrative officer K.P. Ganesan declared open the sale and set the ball rolling by purchasing a beautiful baby frock.

Delightful display...

Among the delightful and pleasing wares neatly displayed on tables presided over by club members as sales-women, were readymade blouses frocks, table cloths, hand painted sarees, pillow cases, and handkerchiefs, in attractive



Bevy of charming visitors...

and varied designs with enviably fine finishes. All these were the handiworks of the ladies of the club!

There were also fresh and inviting home made cookies, bon-bons, sweet meats and savouries, emanating

— continued



Secretary Punithavathy Ramaswamy and President Pankajam Tirumalaisamy



Busy at the sales table are (left to right) Easwari Dharmalingam, Padmavathi Natarajan, Club President Pankajam Tirumalaisamy and Savitri Ganesan.

S. S. L. C. Carnival ...

— continued from previous page

tempting aromas, rather difficult to resist. Bottles of domestically prepared pickles and Jams also were on sale. The cool drinks in the adjoining stall was constantly and greatly in demand on that hot summer day.

Indoor games to test ones efficiency and lucky dip proved



Brisk sale of cookies ...

Standing left to right are Kanagam Shastri, Deivanai Appuswamy and Bala Haridas, with the purchasing public in front.

to be sources of attraction. The panchayat Union Chief of Bhavani was lucky to knock off a good prize.

According to club president Pankajam Tirumalaisamy, the capital needed for embarking on the venture was provided by a sizable donation of Rs. 201 from patron Marudapushpam Kailasam, and the advance sale of admission tickets. The nett income from the fancy sale and carnival was estimated at five hundred rupees, by her.

The entertaining performances of delightful dances and rendering of song items by the girls and boys of Sakthinagar School brought the events of the enjoyable day to a close.

Picnic to Malampuzha...

Earlier, on the 11th of march the members of the S. S. L. C. went on a picnic to

Sugar Mills in Maharashtra and U. P. end crushing earlier

Because of sugarcane shortage, several sugar factories of Maharashtra State, in Ahmednagar, Kolhapur and Sangli had to stop crushing prematurely before the end of the season. According to a statement made in the Maharashtra Assembly on 7th April by Mr. S. B. Chavan minister for Agriculture, so far, 15 Sugar factories had stopped crushing.

The crushing season in the factories, commences usually in October and lasts upto the end of March. Crushing is carried on beyond this period also.

During the past two to three years, cane supply in Maharashtra had gone down consequent on a reduction in water supply from Bhandardara dam, dwindling water level of wells, and damage to standing crop due to premature winter.

Maharashtra will have 49 Co-operative sugar mills when all the licenced factories are in production, in addition to Ten private Sugar Mills.

In Uttar Pradesh.

About half a dozen Sugar factories in west Uttar Pradesh have closed down for the season by the end of February, owing to the non-availability of cane. The appeared to be a series scarcity of cane and the price demanded by the growers was so high that the mills do not find it economical to manufacture sugar.

According to trade sources non-availability of cane would force factories to close down before March 15. ❀

Malampuzha Dam in Kerala, led by their energetic president and Secretary. Several of the mothers took their young children also with them. while boating and sight seeing in floodlit Dam parks provided excellent entertainment for the whole party the ride on the children's Train in the park provided great fun for the youngsters. ❀

Sugar Enquiry Commission ...

— continued from page 8

keep himself hale and fit by regular balanced diet and healthy practices. For instance he does not even go in for "bed-coffee", which commonly is in vogue among men of his class; insted he consumes lemon juice and honey in a glass of hot water. His morning breakfast is rounded off by a cup of curd mixed with pepper and salt.

Lala Bansi Dhar, president of ISMA is another person who fights shy of bed-coffee! After his usual morning bath he straight way sits for his breakfast. The Lala, who appears to be in his late thirties only, when asked by Editor Solomon Appadurai whether he was the youngest to occupy presidential gadi of the ISMA, promptly replied that he did not think so!

In the Canefields and on the road...

The next morning accompanied by Commercial Director V. M. K., General Manager P. V. Viswanathan, Dy. General Manager S. V. Balasubramanian and other officials, they drove round the factory region looking up uptodate cane farms, and roads laid with help of cane-cess and roads constructed with contribution of land and money by ryots supplemented by aid from the factory.

When they reached the factory campus at 12-30 noon, they were given a very warm welcome with sandal, roses and garlands by chairman N. Mahalingam, Directors S. SenniappaGounder S. M. Srinivasan and others.

Commission at work...

The commission gave separate and detailed interviews to cane Ryots, Trade union representatives and management each lasting for couple of hours. and recorded statements, snatching a single hour for lunch at 2 p m.

Reception at Erode

Chairman N. Mahalingam gave a grand reception in honour of the Chairman and members of the visiting commission on the spacious lawns of V. M. K.'s bungalow at Erode in the night. The reception and dinner were attended by the elite of the district.

Among those present were State Legislators Advocate Subramanian, M. L. A., Sengootu Velappan, M. L. C., Municipal Chairman Rajappa of Erode, Assistant Collector Senthilvel of Central Excise, Directors N. K. Kaliappa and K. S. Murugayyan of Sakthi Sugars, Revenue Divisional officers Karpooora Sundara Pandian of Erode and Karuppayya of Gobi, Divisional Engineer Latiff of caneroads development section and Divisional Engineer Krishnasamy Raja of High ways, M. L. R. brothers Muthukumara samy, Lakshmanasamy and Rathinasamy and several others. ❀



Two in tete-a-tete

Sakthi's Chairman and Commission's Chairman in guest house lounge, Sakthinagar.

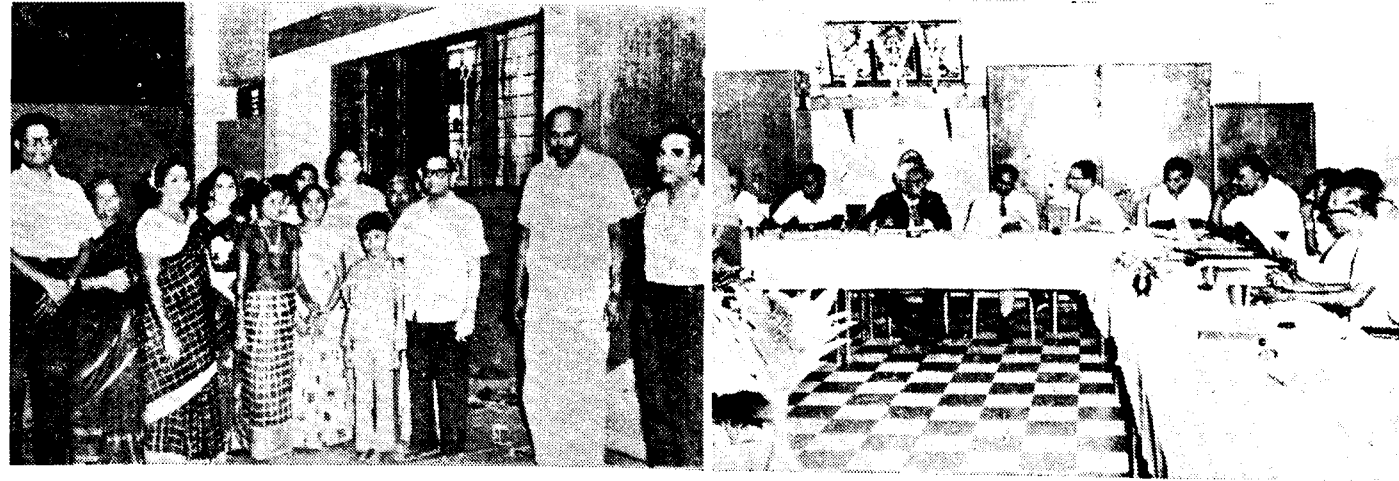
MANELLIN, The Sweetest Sweet!

"Monellin," a sweetest sweet has been discovered. It is a natural sweetener 3,000 times sweeter than an equal weight of sugar.

An American scientist has isolated this sweetener of soluble protein from West African wild red berries. "Monellin" is the first reported protein to elicit a sweet taste in man and is the sweetest natural product known.

Further studies on its composition, structure and properties are being conducted though only 50 mg of it is available.

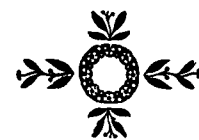




NEWS IN PICTURES

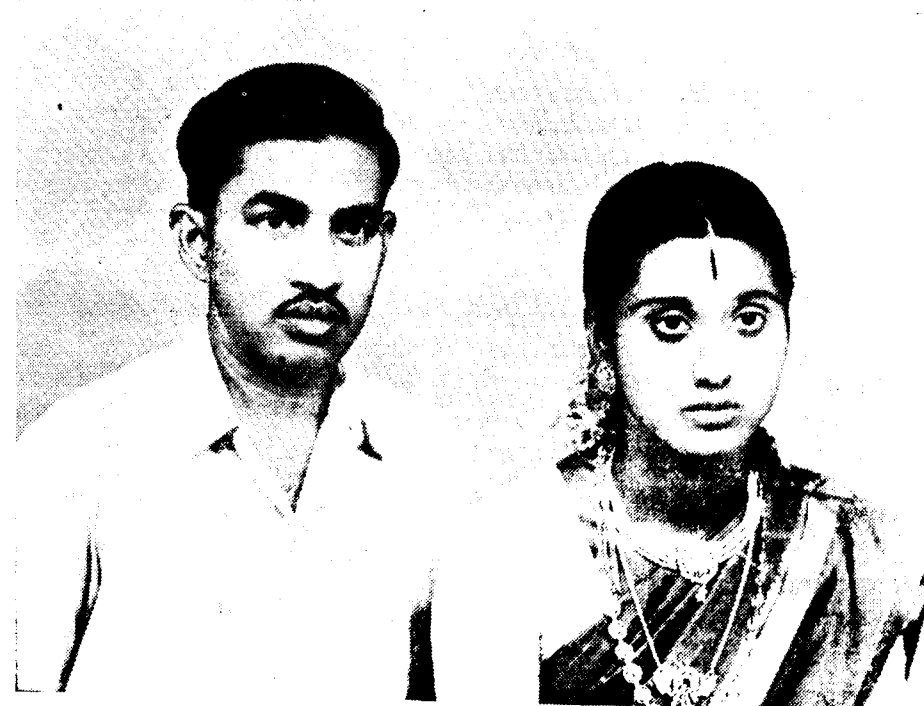
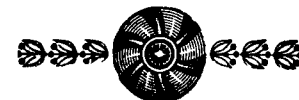
Top left : Members of the Sugar Enquiry Commission with the lady guests, and Hosts Mrs. Pushpam Kailasam and Commercial Director V. M. Kailasam at the Erode reception.

Top right: Agricultural task Force of State Planning Commission in session at Sakthinagar.



FOR LADIES ONLY...

The latest trend in ladies attire in West Germany appears to be to cover up entire feminine physiognomy, according to above photo received recently from DAD (Dienst Aus Deutschland) - in sharp contrast to Bharat's present day exposed midriffs, bare-backs sleeveless arms and hippster (low hip) saree modes!



Newly Weds, Shanmugavadiu - Kandasamy
(Please see news item on page 10)

Governance of Provincial India :

GRAND VIZIERS and BEYS

.....

"Tappal"

Elections to legislative assemblies in most of the states in India were held during last month. Formation of ministries also has since been completed. Here is a roster of the 'rulers' of the states, which we presume will be found informative and useful by the readers.

● **Tamil Nadu:** Forty seven year old Muthuvel Karunanidhi M. L. A. is the Chief Minister of the State of Tamilnad (former Madras) which spreads over an area of 56,331 square miles and is peopled by over four crores. Though he is occupying this onerous and enviable post from February 1969 as the eighth Chief minister of the state, since Andhra Kesari Barrister Tankutur Prakasam first adorned the post as the 'grand Vizier' of the composite state of Madras, at the dawn of independence, the present cabinet of hon'ble Mr. Karunanidhi was constituted in March 1971 only.

His Excellency Kodardas K. Shah B. A., LL. B., is the



Syed Mir Kasim
Jammu - Kashmir

present occupant of the gubernatorial chair in the state, the capital of which is the city of Madras, a place linked in historic memories with personalities like the legendary Robert Clive, Apostle Thomas and Valluvar the great poet of all times.

● **Pondicherry:** This tiny state in the south occupying a wee area of 185 square miles was a former French possession. The present Chief Minister is Hon. Mr. Farook Maraichair. Lt. Governor is B. D. Jatti. Capital of the state is seaport town Pondicherry.

● **Kerala:** On the west coast sprawling over an expanse of about 15,002 square miles is under the governance of Chief Minister Chalat Achutha Menon's ministry. His Excellency V. Viswanathan is the governor of the state.

● **Mysore:** Fifty seven year old Devaraj Urs, assumed office as the Chief Minister of our neighbouring state of Mysore from the middle of March last. The present area of this (former princely) province is 72,210 square miles, with its Capital in Bangalore "garden city of the South".

● **Andhra pradesh:** With its Capital at Hyderabad, the state spreads over an area of 1,06,286 square miles. 52 year old P. V. Narasimha Rao took the oath of office as Chief minister and head of a 29 member council of Minister in March 1972, before governor Kandhubai Desai.

● **Orissa:** State with an area of 60,164 square miles, with its Capital in Bhubaneswar. While

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C. M. Since February 1969
Hon. Muthuvel Karunanidhi



Giyani Zailsingh
.....The Punjab

Grand Viziers and Beys of Provincial India

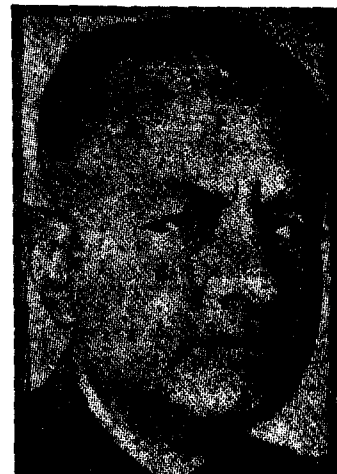
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Hon. Mr. Biswanath Das is the Chief Minister, His Excellency Jogendar Singh is the governor.

- **Maharashtra:** On the 16th of March 1972, Hon. Mr. Vasantao Phoolsingh Naik reassumed charge as Chief Minister of the state, the governor being His Excellency Ali Yavar Jung. Area of the province is about 1,18,717 square miles, and the capital is the harbour city of Bombay, — “the gateway of India”.

- **Gujarat:** Ganshyamdas Oza a former union minister, took the oath of office as Chief Minister of Gujarat before governor Shriman Narayan on 17th March 1972. Capital is Ahmedabad — “Manchester of India”. It was in the little town of Rajkot in this state that Gandhiji was born.

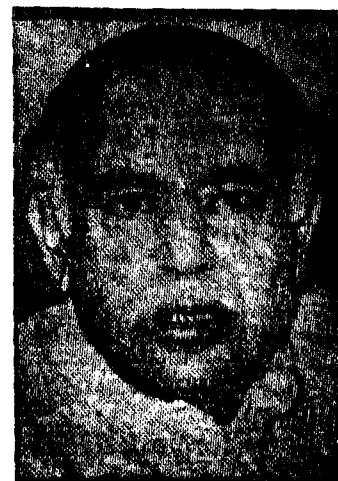
- **Madhya Pradesh:** The largest state in the Union is M. P. with an area of 1,71,217, square miles. Capital is Bhopal. The new Chief Minister is Prakash Chandra Sethi who till early March was a member of the Union council of Ministers. He took his oath of office before governor S. N. Sinha.



Y. S. Parmar
Himachal Pradesh...



Devaraj Urs
Mysore State...



Barkatullah Khan
Rajasthan ...

- **Rajasthan:** The second largest state in the republic of India has an area of 1,32,152 square miles, with its Capital in Jaipur. Hon. Mr. Barkatulla Khan is the Chief Minister of the province, while His Excellency Hukum Singh is the governor.

- **Uttar Pradesh:** Chief Minister is Kamalapati Tripathi and governor is B. Gopal Reddi (a former minister of the composite Madras State). The area of this populous state, which could also boast of the highest number of sugar mills, is 1,13,654. Capital town is Lucknow.

- **Punjab:** is a frontier province bordering Pakistan with an area of 21,630, square miles. The Capital is Chandigarh, 57 year old Giani Zail Singh is the Chief Minister while Dr. D. C. Pavate occupies the gubernatorial chair.

- **Haryana:** Hon. Mr. Bansi Lal, returned to office once again as the Chief minister on 14th March, taking his oath of office before governor B. N. Chakravathy. Area of the state is 16,945 square miles, the Capital being Chandigarh.

- **Himachal Pradesh:** While the governor of this state is S. Chakravarti the Chief Minister is Dr. Y. S. Parmar. Area of this province is 19,885 square miles. Capital is Simla, the queen of Indian hill stations.

- **Jammu-Kashmir:** Capital of this Fertile area of 86,665 square miles of hills and valleys is Srinagar. Syed Mir Kasim assumed office as Chief Minister of the State on 18th March '72. Bhagwan Sahay is the Governor.

- **Bihar:** The new Chief Minister of this 67,197 square miles State is Kedar Panday, the Governor being D. K. Borooah. Capital is Patna, the Pataliputra of yore.

- **West Bengal:** This State with Calcutta, country's largest city, as Capital extends over an area of 33,829 square miles. Barrister Sidhartha Sankar Ray, a grandson of the redoubtable nationalist late C.R. Das and a former member of the Union Cabinet assumed office as Chief Minister of the state last month. It is of interest to note that Ray is the first married man to assume this office after a continuous spell in office of Four Bachelors in the persons of Dr. P. C. Ghosh, Dr. B. C. Roy, P.C. Sen and Ajoy Mukerjee. His

— continued next page

Provincial India

— continued from previous page

Excellency A. L. Dias is the governor of this strategically situated province on the Indian Frontier.

- **Assam:** The Capital of this hilly state of about 47,000 square miles with a population of 1.5 crores, is Shillong. Sarat Chandra Sinha is the Chief Minister of the province, while B. K. Nehru is the governor.

- **Tripura:** The new Chief Minister of the state is Sukhomoy Sen Gupta. B. K. Nehru is the governor for this state also. Area is 4,036 square miles with Agartala as capital.

- **Manipur:** This state extends over 8,628 square miles, the Capital being Imphal. Chief Minister Mohammad Alimuddin took oath of office on 20th March, before governor B. K. Nehru.

- **Nagaland:** 6,386 square miles of mountainous territory constitutes this State, with its capital at Kohima. Hokshe Sema is the Chief Minister, while B. K. Nehru holds charge as Governor for this province also.

- **Meghalaya:** Chief Minister of the State is Captain Williamson Sangama, of the APHLC. Governor B. K. Nehru of Assam holds gubernatorial charge over this State also.

- **Goa:** Diu & Daman, is an union territory with an area of 1431 square miles. Panjim (Panaji) is the Capital. Dhayanand Bhandokar is the Chief Minister while the Lt. Governor is Nakul Sen.

- **Delhi:** City with an area of 573 square miles and population of 30 lakhs is another union territory. The head of the new Executive Council is Radha Raman, the new Lt. Governor being Baleswar Prasad, I. A. S.

- **Mizoram** is the latest of the union territories. This newly carved out unit spreads over an area of 4,500 square miles with its capital at Aijal, and has a 30 member legislature. Chief Minister is Hon. Mr. Sungama, and the Lt. Governor is His Excellency Shanti Priya Mukerjee.

- **In the Centre & States:** The governance of the Indian Union is under the congress (Indra) party which has got an absolute majority in the parliament, with Mrs. Indra P. Gandhi as the Prime Minister of the country.

The President of India is His Excellency V. V. Giri Bar-at-law., the Vice-President being G. S. Pathak, B. A., LL. B.

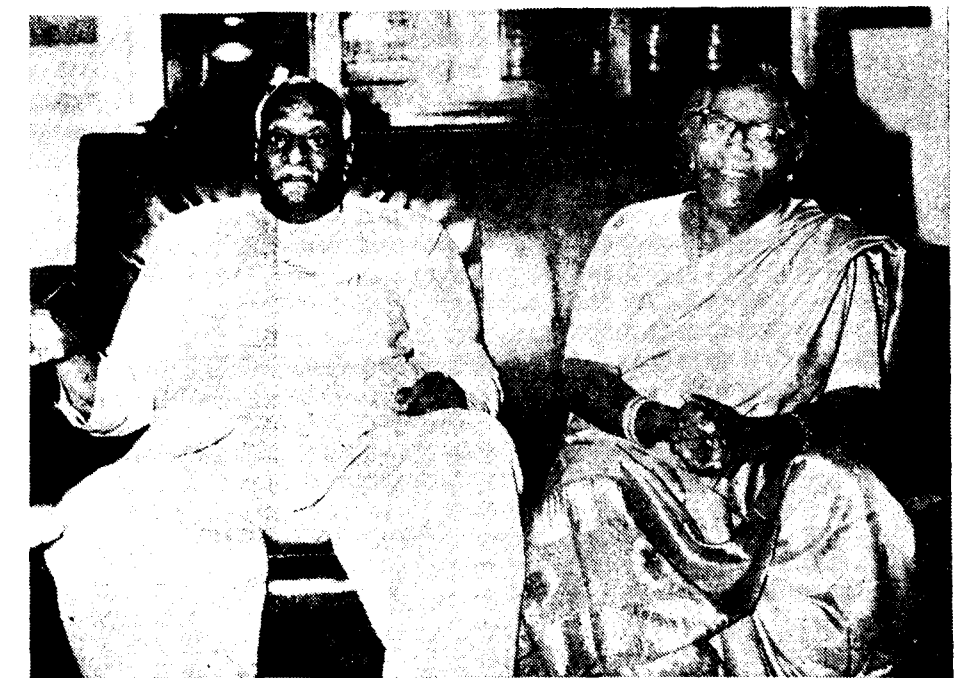
Congress (Indra) is in power in the fifteen States of Mysore, Andhra, Maharashtra, Gujarat, Madhya Pradesh, Rajasthan, Uttar Pradesh, Punjab, Hariyana, Himachal Pradesh, Jammu-Kashmir, Bihar, West Bengal, Assam, Tripura and the union territory of Delhi.

On the other hand, D. M. K. is in power in Tamilnad for the last five years.



Hon. Mrs. Indra Gandhi
Prime Minister of India

Parties in power in the remaining provinces are, Maharashtrawadi Gomantak party in Goa, Nagaland Nationalist Organisation in Nagaland, State Coalition party in Orissa, All Party Hill Leaders Conference in Meghalaya, United Legislative Party in Manipur, D.M.K.-C.P.I. alliance in Pondicherry, C. P. I. alliance in Kerala and Mizoram United Party in Mizoram union territory.



President V. V. Giri with Lady Saraswathi Giri.

Weddings in Sakthi World...

Lakshmi — Kandavadivel

The wedding of labour officer **M. Kandavadivel M.A.** of Sakthi Sugars factory, with **Lakshmi** daughter of Mr. P. Anganna Gounder of T. Kottampatti took place at the bride's residence on 20th March and was largely attended by relations and friends including officials from Sakthi Sugars.

Vijayalakshmi — Suryanarayanan

The marriage of **G. P. Suryanarayanan** brother of stenographer **G. P. Sankaranarayanan** and son of Mr. G. S. Parameswara Iyer of Coimbatore with **R. Vijayalakshmi** daughter of Mr. M. V. Ramanatha Iyer of Kinathukadavu took place on

17th March at the bride's residence. Relations and friends were present in good numbers.

V. R. Vijayalakshmi — T. D. Satyanarayanamurti

Mrs. and Mr. T. S. Dakshinamoorthy retired Deputy Director of Agriculture Erode celebrated the wedding of their second son **T. D. Satyanarayanamurti** with **V. R. Vijayalakshmi** daughter of Mr. V. Ramiah, on Monday the 13th March at Madurai. Friends and relations gathered in large numbers and the newly wedded couple were the recipients of messages of greetings and presents.

Tilakavathi — Yuvaprakasam

The wedding of **Yuvaprakasam** assistant pan-man Sakthi Sugars

factory, younger brother of Assistant sales officer P. Natarajan and son of Mr. V. S. Palaniyappa Mudaliar, with **Tilakavathi** daughter of Mr. A. R. Sadayappa Mudaliar was celebrated at "Shanti Nilayam" Erode on the 15th of February. A host of friends, relations and colleagues of the factory graced the occasion with their presence and presents.

Sellakkannu — M. Balasubramanian

Mr. C. M. Velusamy, manager Panchayat Union Pollachi celebrated the wedding of his younger brother **M. Balasubramanian** of Hyderabad department, Sakthi Sugars, Coimbatore, with **Sellakkannu** daughter of Mr. K. Arumuga Gounder, Thiruchittur. The marriage which took place at Pollachi on Friday, March 31st was largely attended by the groom's colleagues from the head office, friends and relations.

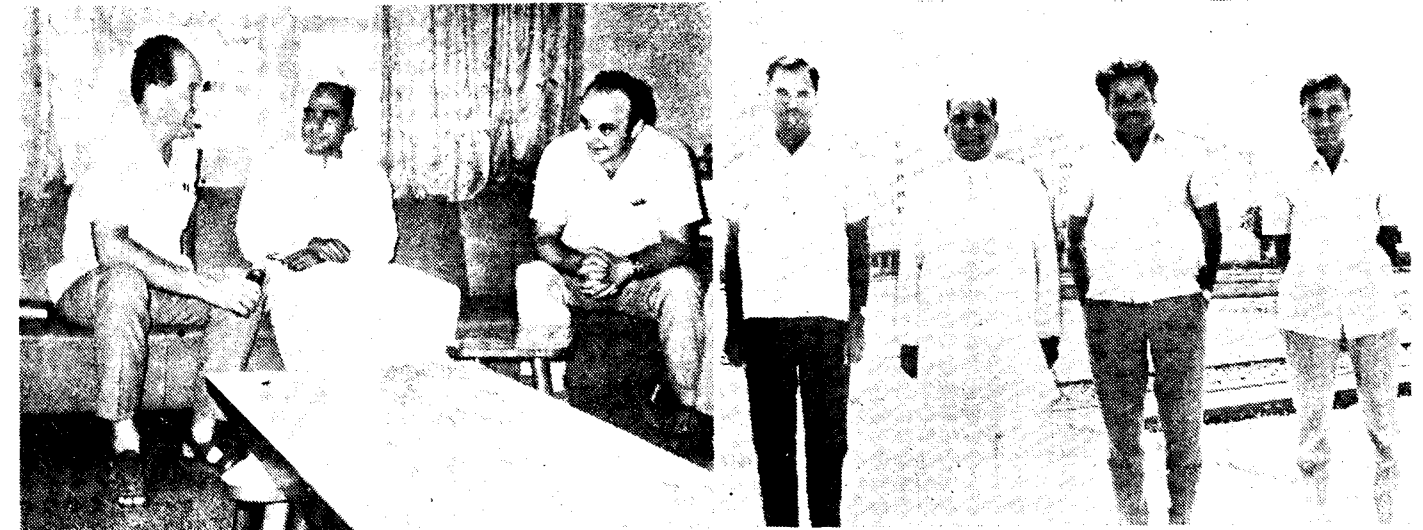
Nalini — Chandrasekaran

Mr. N. Ramu Gowder shareholder of Sakthi Sugars and brother of Technical Director N. Chandappa, M.S. celebrated with much grandeur the wedding of his son **R. Chandrasekaran B. Tech. (Tex)** with **N. Nalini B. Sc.** daughter of Mr. H. N. Nanjiah Gowder on 5th March in the premises of "M. N. P. Nanjiah Gowder sons" at Mettupalayam. The galaxy of illustrious guests, including friends, well-wishers and relations were received by the groom's uncles Mr. N. Deviah Gowder, Mr. N. Chandappa, and Mr. N. Krishnasamy and the parents of the bride. The newly married couple were the recipients of a large number of presents and greetings.



Newly weds, Vasanthi — Shanmugasundaram

The wedding of Assistant Storekeeper **D. Shanmugasundaram** of Sakthi Sugars with **Vasanthi** charming daughter of Mr. V. N. Subbaraya Gounder of Kalambilpudur was celebrated with much eclat at Sita Kalyanamantapam, Gobi recently. The happy function was attended by a host of guests including Commercial Director V. M. Kailasam, Mrs. Pushpam Kailasam, Deputy General Manager S. V. Balasubramanian and several officers from the factory.



From Central Europe they...

At the guest house in Sakthinagar, Czech Engineers Fuchi and Satlic are seen in discussion with Chairman N. Mahalingam. They were at the factory to help in the commissioning of the newly installed 2.5 M W Turbine.

From the neighbouring state he...

One of the recent VIP visitors to our Factory campus was B. V. Desai, M.A., LL.B., Chairman of the Mysore State & Finance Corporation. With him are seen (left to right) Administrative officer K. P. Ganesan, Cane Superintendent K. S. Thirumalaiswamy and Accounts Officer N. Seshadri.

Artificial cheapening will Lower the production of sugar

— S. K. SOMAIYA

Any effort to make sugar cheaper artificially would only result in lower production according to Mr. S. K. Somaiya, the past president of the Indian Sugar Mills Association. He opined that the emphasis should therefore be laid on stepping up the sugar production, which alone could solve the problem.

In an interview at Bombay on 27th March, Mr. Somaiya expressed an apprehension that full control on sugar price and distribution would wreck the sugar economy. He said that full control could serve the interest of neither consumers nor growers, while it would spell disaster to the sensitive sugar industry.

He explained that full control would come in the way of the sugar industry which played a useful role of siphoning money from consumers

to growers. Under the scheme, the growers would get only prescribed price for sugarcane which was invariably lower than the price being paid by the industry. The payment of uneconomic price would induce growers to switch to cultivation of more paying crops.

He said that recent rise in the sugar price was the result of higher prices which the industry had to pay for sugarcane. Against the stipulated price of Rs. 73-70 per tonne, the industry had been paying Rs. 115 to Rs. 130 in U. P. and upto Rs. 145 in Maharashtra. Besides, the industry had to make up the losses incurred on levy sugar.

Under the present scheme of control the losses incurred on 60 per cent levy sugar had to be made up by the sales of the remaining 40 per cent., in the open market. If the Govern-

ment now revised the scheme and took away 80 percent, the losses had to be made up out of the 20 percent. This would naturally push up the prices further.

Mr. Somaiya went on to state that the government would get about 19 lakh tonnes of levy sugar from the industry out of the seasons' production of 31 lakh tonnes. He visualised production of about 41 lakh tonnes next season which would make available 24 lakh tonnes for distribution to card holders. Higher sugar production would be possible because of the increase in acreage under sugarcane following payment of higher prices to the growers. He also predicted substantial fall in the prices after September.

My Trust...

In THEE, O Lord, do I put my trust; let me never be put to confusion.

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

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

**INTERNATIONAL
PORTHOLE**

☛ Sugar problem of Newborn Bangala Desh

The Government of Bangla Desh has planned to import 85,000 tons of sugar during this year, to meet the country's total requirements. The normal annual consumption of sugar in Bangala Desh is about 1,40,000 tons.

In spite of a carry over of 35,000 tons from last year's stocks, the current year's sugar production will hit an all time low of 20,000 tons. During 1970-71 Bangala Desh produced 98,000 tons; and the current year's short-fall is mainly due to the fact that the crushing season started only late in the first week of January 1972, while the normal season is between November and March.

☛ Red China to Export Sugar to Malaysia

China is to supply refined sugar to Malaysia. It was unable to supply raw sugar. This information was given by the Executive Director of Pomas the national trading corporation of Malaysia at Kuala Lumpur. However, no details of the amount or price were available.

Worry or work ...



The reason why worry kills more people than work is that more people worry than work.

— Robert Frost
(poet)

The Chinese sugar will be in addition to the 1,00,000 tons the Government is importing from Thailand. These imports were undertaken to meet a sugar shortage.

☛ Sale of Brazilian White Sugar

84,000 metric tons of white sugar has been sold on 29th February by the Brazilian sugar Institute for the world market. The spokesman of the Institute declined to disclose the price except to say it was over \$200 per ton. Brazil has now sold 1,64,000 metric tons of the "limited quantity" of white sugar tendered for the world market. Shipment is from Santos for April by mutual agreement and may be extended to 15th of May.

The spokesman denied overseas market reports that Brazil had now temporarily withdrawn from the market.

☛ Shortage in Pakistan

Pakistan is facing a shortage in its sugar supply. To tide over the crisis it has floated a 'global tender' for the import of sugar for the period between April 15 and May 15. The tender was floated by the Pakistan Trading Corporation.

☛ Sugar Export Plan of European Common Market

The European common market commission has asked the council of ministers and the European Parliament to approve the introduction of a special export levy on sugar, in view of the present shortage on the World market, if necessary, without speci-

fying the amount. A special export levy would be in addition to one already foreseen in the EEC regulations and would be designed to protect areas within the community that suffer from a sugar shortage.

The above move comes on the heel of earlier decisions to reduce the validity of export licences from three months to 15 days; to cut the export rebate on sugar to zero, and to raise the deposit for obtaining certificates from \$0.2 to \$3.00 per hundred kilos.

In spite of the fact that the common market has a structural surplus of about one million tons a year, its stocks for export are only between 1,50,000 to 2,00,000. With the world market prices raising rapidly to EEC levels the commission wants to forestall too great a drain on its current resources.

☛ EEC and Soviet sugar-beet farming

It was announced in Luxembourg, that the EEC sugar beet crops for 1971 at 52.5 million tons exceeded all forecasts. Official figures released by the community's statistical office showed that the 1971 output was 3.6 million tons above the 1970 crop. The increase is attributed to high yields per hectare following favourable weather conditions. The area under sugar beet in 1971 was 1.19 million hectares against 1.15 million hectares in 1970.

In the Soviet union (Russia) new price scales have been announced for sugar-beet produces, in addition to a 50 percent bonus on all sales to the state which are above the planned target. The new prices take effect from the 1972 harvest. This move follows last year's drop in Soviet beet production to 72.1 million tons from an average of 80 million tons over the previous five years.

It is estimated that last year's Soviet harvest will yield about 7.5 million tons of sugar, much below the estimated domestic consumption needs ranging from 9.5 to 11 million tons. ☼