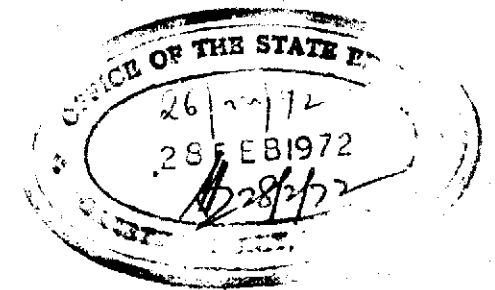
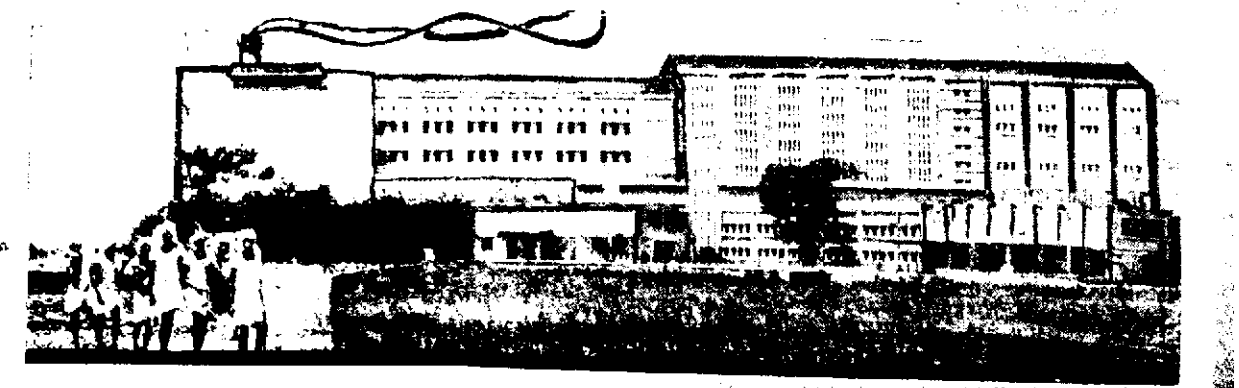


SAKTHI SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
VOL. IV Nos. 1 & 2 ★ 15, JANUARY, 1972



50.
X8(394) m2114, N12 A
N 12
169364





WE PAUSE.....AS THE NEW YEAR DAWNS.....

Marching into the New year, with the flush of victory over the Pak invaders, we pause to bow in humble reverence to everloving GOD Almighty for all the guidance, protection and benevolence that we received at HIS gracious hands, during the year that rolled off; and for those we hope to receive in the years to come.

We wish you all a very happy, peaceful and prosperous New Year replete with sunshine and success.

- Sakthi Sugars

58th MEETING OF THE BOARD OF DIRECTORS

The fifty eighth session of the Board of Directors of Sakthi Sugars Limited, was held at building No. 268, Kalingarayar Street, Coimbatore on Friday the 19th November 1971.

The meeting was presided over by Chairman N. Mahalingam, B.Sc., M.I.E. Board Members present at the sitting were Commercial Director V. M. Kailasam, Technical Director N. Chandappa and Directors R. Chinna-swamy Naidu, K. K. Ramaswamy Gounder, S. Senniappa Gounder, D. Periaswamy Gounder, K. S. Murugaiyan, P. G. Karuthiruman, A. Venkatesiah, S. M. Srinivasan, N. K. Kaliappa, E. S. Palaniswamy and P. N. Nanjappan.

General Manager P. V. Viswanathan, Deputy General Manager S. V. Balasubramanian and the Company's auditor P. N. Raghavendra Rao also were present.

Why is Sugar Sweet?

There is a certain well-marked part on the surface of the brain which is the real seat of the sense of taste. From, or to, this place there run at least four, perhaps more, sets of nerves, the ends of which are in the taste-buds of the tongue and part of the throat. One set of these nerves when excited, arouses in the brain the sensation that we call a sweet taste and one substance that specially excites this particular set of nerves is sugar.

Sugar is really a name for a closely related group of chemical substances that are sweet-tasting, though some are less so than others - for instance, milk sugar. But not all sweet things belong to this chemical group. Saccharin, for example, which some people use instead of sugar, is utterly different from sugar chemically, yet it is sweeter than any sugar.

SOURCE: "Book of Knowledge."
(Contributed by M. Ponnusamy)

EXCERPTS FROM THE VISITORS BOOK

They see us thus!

MINISTRY OF LABOUR
GOVT. OF TAMILNADU

With a feeling of much happiness and pride, I went round the factory of Sakthi Sugars. They deserve to be congratulated on the modern way the sugar mill is operated for the welfare of the ryots and the development of industry, with the special object of benefitting the society at large.

Camp: Sakthi Nagar } N. V. Natarajan
15-10-1971 } Hon Minister

SYNDICATE BANK

I had the pleasure to go round the Sakthi Sugars factory, one of the modern progressive concerns in our country. I was impressed with the imaginative planning and efficient operation, which have made the factory a centre of economic progress in this part of our country. I am proud that the Syndicate Bank has the privilege to serve it as one of its main Bankers.

— K. K. PAI
(Custodian)

MINISTRY OF TRANSPORT
GOVT. OF TAMILNADU

Today I had the pleasant opportunity of visiting Sakthi Sugars Ltd. It is organised and conducted in an impressive way. It is very interesting to observe the enthusiasm and industriousness shown by both the officers

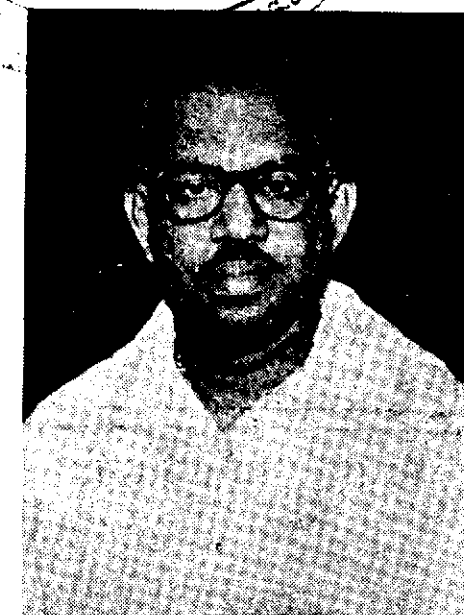
and Workers. South India, known for its famous temples, is now adding industries. I wish success.

Camp: Sakthi Nagar } — S. Ramachandran
21-11-1971 } Hon. Minister for Transport

GOVERNMENT OF MYSORE

It was indeed a pleasure to go round the factory which is very cleanly maintained and efficiently run. I could see the sincerity and enthusiasm of the officers and men of the unit. I wish Sakthi Sugars and the allied industries all success.

Camp: Sakthi Nagar } — M. D. Sivananjappa
January, 72 } (Commissioner for Industries and commerce, and Secretary to Government)
— continued next page



Doctorate for a Savant

Our hearty congratulations to Hon'ble Minister Mr. V. R. Nedunchezian, M. A., M. L. A. of the Tamilnadu cabinet, on the conferment of a honorary Doctorate on him by the University of Madurai.



Saying it the Jumbo way...?

The guest artist, an employee of a sister concern, professes to see us in this proboscidean couple - with howdahs on their backs and sticks of sugarcane in their trunks! Do our readers concur with him that the drawing depicts "SAKTHI SUGARS" alright?

Drawing by J. P. Moses
(M/s. N. Mahalingam & Co., Pollachi)

The Pearl



Has a pearl less whiteness
because of its birth?

— Thomas MOORE

Visitor's book ...

— continued from page 3

GOODRICH CHEM. CO., U. S. A.

I have visited Sugar Mills
in Hawaii, Phillipines and
Puerto Rica.

This is the cleanest and
best maintained Mill I have
seen.

Camp:
Sakthinagar }

— Paul E. Ditto



garland, as 'laurel' for Minister of Defence

In this photo taken at the Raisina road residence
are (Right to left) Chairman N. Mahalingam the young
group of enterprises, Hon'ble Mr. Jagjivan Ram and
S. V. Balasubramanian our
publisher and Deputy General Manager of Sakthi Sugars.

USAID, NEW DELHI

A very impressive Sugar
Factory with very helpful
people here. I wish continued
success. Both Dr. S. L. Kapur
and I enjoyed our visit.

— Badrinath

USAID, NEW DELHI

A very progressive concern.
The cleanest Sugar Factory I
have seen in India. The people
know their Job. I wish them
best of luck in their new pro-
jects relating to Distillery and
paper.

— S. L. Kapur

AGRICULTURAL UNIVERSITY
OF TAMIL NADU, COIMBATORE

In an after-luncheon talk
at the reception accorded to
the agricultural Task force of
Tamilnadu Planning Commis-
sion, in Sakthinagar, Vice-
Chancellor Dr. G. Rangasamy of
Tamilnadu Agricultural Univer-
sity observed, that after going
round the Factory precincts, he
very much doubted whether
there was any other Sugar Mill
not only in Tamilnadu but also
in India which was as cleanly
maintained and as efficiently
run as the Sakthi Sugars. *

no arguments, if...

If every man were straight-
forward in his opinions, there
would be no conversation.

— B. Disreell
(Premier & Novelist)

A morning in Delhi...

Garland of Silk-Cocoons for the Premier!

Peoples-man Mahalingam
Pays respects at No. 1, Safdarjang
for leading the Nation to Victory

Prophetic accuracy...!

• Little did we dream, this time
last year, when we captioned as—
“Darling of the millions! Captain-
ing the masses to their cherished
destination!”, the three column
picture of beloved premier Indragi,
which we sported on the opening page
of the 1971, New Year issue of your
“Sugar News” that we will have
the singular pleasure of seeing the
words come true, to the very letter,
with prophetic accuracy, before the
year ran out!

Lemon & Lilies-Jan. 71...

This time last year in January
1971, she drove into “Anamallais
Villa” Coimbatore, one night, as the
illustrious guest of the Mahalingams
to be received in traditional Tamil-
nadu style, with yellow-ripe lemons
and fragrant garlands of roses and
Lilies by the hosts-Sakthi's Chairman
N. Mahalingam and Mrs. Mari-
ammal Mahalingam.

As providence will have it, in the
weeks that followed, riding on the
crest of unequalled popular support
she led her party to an unparalleled
success in the General Elections and
returned once again to “no 1 Safdar-
jang Road” in the metropolis, as the
trusted Prime Minister of the Nation.

Before the year ran out, she
successfully captained the country to
rout the invading hordes of Pakistan,
confused and cracked the machinations
of Big powers on the international
diplomatic front and thus paved the
way for the liberation of 7.5 million
Bengalis from the oppressing Yoke of
the Pakistan Warlords, to bloom into
a free new nation.

Cocoon laurels-Jan. 1972...

On the morning of 13th January
This New Year it was the unique

privilege of our Chairman N. Maha-
lingam to drive to the residence of the
Prime Minister and congratulate her
on the nation's victory in person, with
a garland of silk cocoons, a delicate
and beautiful workmanship of Tamil-
nad's exquisite art.

The noble lady was delighted
immensely to accept the gesture of
gratitude on behalf of the people of
Tamilnad, with her usual inimitable
smile and stately “vanakkam”!

We join peoples-man Maha-
lingam, in wishing the beloved
premier, continued total success and
unqualified victory on all fronts in
general and in her present war against
poverty and want in the economic
sphere in particular.



January, 1971

At Rashtrapathi Bhavan

The previous day, taking our
Deputy General Manager S. V. Bala-
subramanian with him, N. M. called
on the President of India His
Excellency V. V. Giri, the Supreme of
the armed forces, and paid his respects

— continued next page



Greetings of Victory to President V. V. G.
Supreme-Commander of the Armed Forces

Garlands of Silk-Cocoons ...

on the country's victory in the December war of 14 days under the chiefs of staff General Sam Manekshaw of the army, Admiral S. M. Nanda of the Navy and Air-Marshall P. C. Lal of airforce.

His Excellency was much pleased to receive the young acquaintance from the South. In the pleasant conversation that followed in the luxuriously furnished drawing hall of the presidential mansion, His Excellency was delighted to enquire about N. M.'s involvement in the industrial development of his State and the working of the pioneering State Planning Commission of Tamilnadu. It would appear that there was also a humorous reference whether the people and country at large would not be benefited by the return of young Mahalingam to public life, as a proved selfless toiler.



Rs. 75 Thousand for National Defence

Left to right - Commercial Director V. M. Kailasam, Deputy General Manager S. V. Balasubramanian and District Collector H. B. N. Shetty. Photo: P. Kannan

Ministerial Residences at Raisina & Race Course

At a time when the Country is still in the midst of celebrating the victory of India in the second Pak. war, it was in the fitness of things that N. M. called on Defence Minister Jagajivan Ram and Finance Minister Yashwantrao Chavan also, at their respective residences in Raisina Road and Race course, with silken garlands to express the peoples' appreciation of the excellent way they handled their departments at a juncture when the country was passing thro a grave crisis.

To the Defence Fund One Lakh Rupees

Alongside this personal expression of gratitude and congratulations to the Nation's leaders, the concerns under Chairman Mahalingam have done their bit to subscribe to the National Defence Fund.

Sakthi Sugars alone has contributed to a tune of One Lakh of rupees. Of this substantial amount, Rs. 75 thousand was handed over to District Collector H. B. N. Shetty, M. A., I A S. by Commercial Director V. M. Kailasam accompanied Dy. General Manager S. V. Balasubramanian in Coimbatore (photo on page 6), Rs. 20 Thousand to the Collector of Chingleput and Rs. 5 thousand to the Collector of Madras. Apart from this, the workers and employees are cheerfully contributing their own mites.

At a function held under the auspices of our sister concern the A. R. C. in Tiruchi, Chairman Mahalingam presented a purse of Rs. 10 thousand to State Minister hon. K. Rajaram towards the national Defence Fund (photo at page 7) which incidentally was the First donation from the private sector in Tamilnadu!

Daily Crush of 2,300 tonnes cane!

At Sakthinagar complex, chief Engineer K. M. Periasamy, cane Superintendent K. S. Thirumalaisamy and Civil Engineer P. Jagannathan were very happy over the good performance of the factory, cane department and civil department. With a certain amount of pride the Chief Engineer was glad to reveal that the factory was crushing an increased quantity of 2300 tonnes of cane Daily during the last two weeks, according to planned schedule, thanks to the willing co-operation and co-ordinated efficient work of all the employees, officials and cane ryots and liberal and prompt help extended by the management.

Congrats...!

Our hearty congratulations to K. N. Thangavelu and C. Subramanian two sub-inspectors of the cane department who have been rewarded recently with special increments in their monthly emoluments for meritorious work in planting cane for 1972-73 season and cultivations during previous seasons.

— continued next page

Silk-Cocoons ...

— continued from page 6

Distillery to begin Production in May...

Erection of the new Alcohol plant, for which foundation was laid on the 24th of November 1971, is expected to be completed in the next four months. The distillery is likely to go into production in May this year. Construction of the building which is to house the distillery is going up at an unbelievably surprising speed - (picture on page). Technicians are now busy fabricating the tanks and pipes. The arrival of other sophisticated machinery and plant are expected any time.

Administrative Block

Building for the new administrative block, to accommodate the central, Transport and cane offices, is showing good progress with granite foundations and concrete pillars. Situated on the Northern side of the campus adjoining the public bus road, it will face south with an aesthetically planned park in front. The proposed garden is in the process of coming up with an artificial mound in the centre.

The huge Fourth godown for stocking sugar is nearing completion. The plastering of the facade alone remains to be completed.

The Ladies Club

The ladies club building has managed to get a mini-extension in the front with pillars and flooring.

The club itself, with Mrs. M. Pushpam Kailasam, Mrs. Pankajam Tirumalaisamy and Mrs. Punithavathi Ramasamy as president, vice-president and secretary respectively, is maintaining its progress with the usual daily gatherings, evening games and occasional picnics.

It is to their credit that they have recently started a nursery school in the club premises with about 20 children. A nominal fee is collected. Mrs. Rina from Bhavani is doing the teaching.



Contribution to National Defence Fund

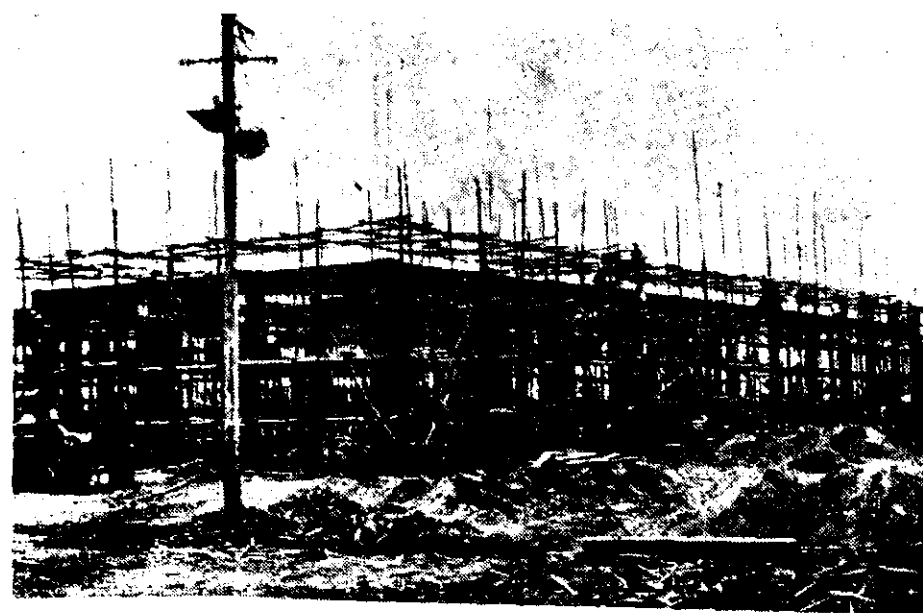
Sakthi - Anamalais Group Chairman N. M. hands over donation to hon'ble Minister K. Rajaram at Tiruchi, while T. M. Narayanaswami a former vice-chancellor of Annamalai, looks on.

Road Works ...

Road Works in rural areas, an unique departmental undertaking of Sakthi Sugars, to facilitate planting and Transport of canes are recording good progress. The 3 miles long Kollanpalayam road has been completed,

with a substantial contribution of lands and costs by the benefitting ryots. The balance amount was contributed by the Factory.

Work on another similar scheme, the Pariyur Amman Koil road was inaugurated recently.



Construction of distillery building in progress ...

INTERNATIONAL PORTHOLE



“Higher Prices for Sugar” - forecast

The World Sugar market appears to be entering a period of tighter supply and higher prices according to reports in international financial journals.

Despite a record output, world sugar consumption in 1971-72 is expected to exceed production for the second consecutive season. A production shortfall of about three million

tonnes is anticipated. This it is thought, will require further draw down of dwindling world sugar stocks.

Russia and Eastern Europe have suddenly emerged as heavy buyers of sugar on the World Market. Normally Eastern Europe used to be an exporter. Other recent price pressures are related to international currency realignments, since the World Sugar price is quoted in U.S. dollars; and the Pakistani invasion of Indian territory (and subsequent defeat) which prompted

fears of interference with sugar supplies.

By accident or otherwise we managed to run into a sugar shortage, just when the world prices show an upward trend. This was the case some three or four years ago, and it is the case now when sugar prices in London, for instance have shot up to over £76 a ton compared to £40 a few weeks ago. The rise has been so sharp so fast that the members of the international sugar agreement have decided to suspend all export quotas for 1972.

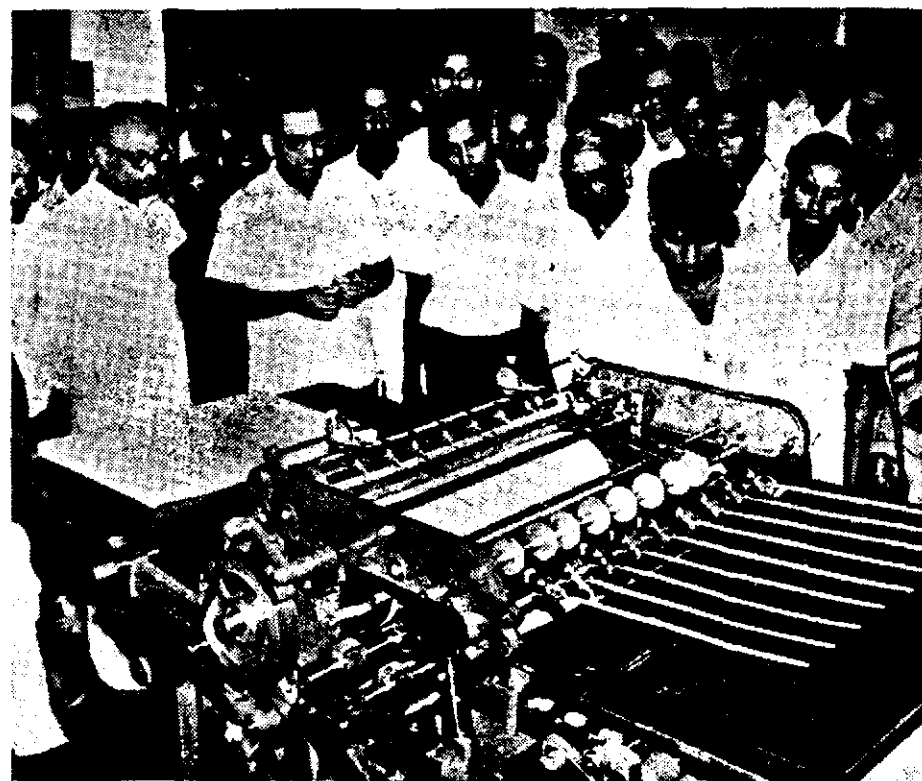
Russia herself is reported to have bought well over half a trillion tons of sugar from the Western World, and some estimates put this figure at 7,00,000 tons.

The London market is not yet sure whether Russia has made purchases to maintain its traditional export markets or whether the sugar is needed for domestic consumption within the eastern bloc. If the latter turns out to be the case, then it is expected that sugar prices will rise to a new peak. ☉

NEW SUGAR QUOTA FOR FEBRUARY 1972

Government of India has released 3.25 lakhs tonnes of sugar from factories for sale to licenced wholesalers. The release orders will be effective for delivery from Feb. 1 to 29 of 1972 both days inclusive.

In accordance with the arrangements made by the Government with the sugar industry representatives, sugar factories will supply 60 percent of the quantity of sugar released to them at agreed price for meeting emergent requirements and for distribution to domestic consumers through Fair price shops.



Our printers, produce presses too

District Collector H. B. N. Shetty inaugurated recently, the sale of modern Cylinder Printing Presses manufactured for the Indian market, by Kalaimani Printing Industries Private Limited, at their Works in Ponniahrajapuram, Coimbatore. With a Cylinder Press are seen-left to right - Press Manager K. Palanisamy, District Collector Shetty, Assistant Collector Gnanasekaran and Managing Director S. Mani.

The Sugar Yielding Tree!

It's Maple Syrup Time in Canada

Towards the end of March, winter is on the wane in many parts of Canada. Along the banks of the Ottawa and the St. Lawrence Rivers and in the hills the snow is already changing from a fine white powder to "Sugar Snow", the more granular cover which makes spring skiing so fast and such a delight to its enthusiasts; the crows are returning from their more southerly haunts; the ice is breaking up in the ponds; little streams are bubbling up through the snow and the farmers are getting ready to make maple syrup!

Splendour of colour.....

The cold, frosty nights and the bright sunny days have caused the sap to run in the maple trees the tall, broadleaved trees which with their brilliant leaves of yellow, scarlet, and golden-orange, turn the autumn countryside into a splendour of colour.

The Red-Indian way.....

Before the Europeans came to North America the (american) Indians had already discovered that maple syrup and sugar could be made from the sweet sap of the sugar maple. The Indian method was to tap the trees by making a diagonal slash in the bark with a tomahawk or axe, insert a reed or concave piece of bark in the cut from which the sap would flow to a bark container below. Then hot stones would be plunged into the collected sap until it turned into a thick, dark, smoky syrup.

RARER THAN LOVE

.....

Rare though true love may be, true FRIENDSHIP is rarer still.

— Roche foucauld

Toffee delicious...

Although methods have changed somewhat since those early days, something of the romance of maple syrup making still lingers. To-day, groups of children and adults delight in going to the sugar-bush, to ride across the soft snow in horse-drawn sleighs till they arrive at the sugar-house where the hot syrup poured into trays containing pure white snow, quickly turns into a delicious, sticky toffee.

Where and how is it made?

The making of maple syrup and other sugar products is carried out mainly in the Canadian provinces of Ontario and Quebec, with Quebec, providing 85% of the total produce and Ontario 12-14%. The remainder comes from New Brunswick and Nova Scotia.

Just before the sap begins to run, the farmer, with coarse, threaded bit in hand, tracks through the snow, boring one-inch deep holes into the bark of each of the maples in his woodlot. When properly done this does not injure the tree nor does the subsequent loss of a large quantity of sap. The holes are slanted slightly upward to insure drainage, a metal spout inserted, and an aluminium bucket suspended below. Some trees may have two buckets on them and large ones as many as four.

Although sap is common to all native varieties of the maple tree, that which comes from the sugar-maple is considered the most important source. The sugar-maple, which is one of the most valuable hardwood trees in Canada is also one of the tallest, broad leaved trees in the country, reaching in some cases as high as 130 feet and four feet in diameter.

The amount of sap yielded per season varies, depending on the age and size of the tree, the condition of



Juice, Snow & Toffee ...
Children love to eat the toffee as it hardens, in the fresh snow.

the forest floor, the weather. One might imagine that the sap runs steadily but rather it comes intermittently—from every 3-4 days to every 3-4 weeks. A good tree, however, may give up to 40 gallons of sap.

As the pails fill, they are collected and emptied into a large vat through a strainer which keep out the twigs and other debris. When the vat is filled, it is then hauled to the sugar house where the contents are poured into the large evaporators which rest over specially-built furnaces. The sap is then quickly converted into syrup or sugar and prepared for markets in Canada or the United States.

What makes the sap sweet?

Trees absorb salts and water from the soil and these raw materials are

— continued next page

WOMEN & MAN

▼▲▼

A good woman is known by what she does; a good man by what he does it.

— Helen Roulands



Flow of sweet sap ...

In early March the sap begins to run in the maple tree ...

Maple Syrup ...

— continued from page 9

converted into sugar by a complicated process within the trees. As the sap contains only 2% sugar, however, it requires from 35 to 40 gals of sap to make one gallon of maple syrup.

Who buys it?

Because maple products are rich in carbohydrates in a quickly assimilated form and contain quantities of beneficial minerals, including calcium, phosphorus, iron and potassium, they are valuable as blenders. Consequently, although some of the syrup is sold for table consumption, the greater part of it goes directly to processors for blending. In 1966 Canadian processors sold 10.7 million pounds of maple syrup to the U. S., her chief customer, at a value of \$3.5 million and 5.6 million pounds of maple sugar valued at \$2.8 million for a total of \$6.3 million.

(Indian readers may be interested to learn that Canadian maple syrup is the equivalent of the Indian syrup known as jaggery which comes from the palmyra.)

—By courtesy:

"CANADIAN BULLETIN"



Ban on sugar movement

NEW DELHI,

The inter-State movement of sugar by the trade has been banned by the Government of India with immediate effect, it was officially stated at Delhi.

Under the order of the Government of India the inter-State movement by recognised sugar dealers of sugar produced by vacuum pan process has been banned.

The restriction does not apply to transport of sugar by a recognised dealer who is nominated by a State Government to purchase and bring sugar by road from a factory in another State. It does not also apply to transport of sugar on Government account or by the food Corporation or exports.

GUR from Sorghum

Gur has been successfully made from sweet Sorghum (a variety of jowar) for the first time in the world by Indian Institute of Sugar Cane Research at Lucknow, according to its director Dr. Kishan Sing.

This gur, it is stated, has the same taste as that manufactured from sugar cane.

The successful experiments on the manufacture of sugar from sugar beet and sweet sorghum may help to extent the crushing season of sugar mills by 90 days. Sugar beet is a rabi crop and sweet sorghum a kharif

About rest of us...

There is so much good in the worst of us, and so much bad in the best of us, that it hardly becomes any of us to talk ill of the rest of us.

All India Competition :

Presentation of Farm awards

Sixteen progressive farmers received cash awards and certificates in the all-India crop and fruit competitions for 1970-71 at New Delhi.

The Krishi Pandits, who won the first prizes are Mr. Y. Malla Reddy of Parvathinagar, Mysore, and Mr. Ramesh Rajabhai Bondre of Chikhali, Maharashtra.

Mr. Reddy obtained a yield of 15,362 kg. per hectare of paddy while Mr. Bondre recorded an 16,117 kg. of wheat per hectare.

Union Agriculture Minister Fakhruddin Ali Ahmed eulogised the performance of prize winning wheat and paddy farmers.

In the grapes (1968-69 and 1969-70) competition, Mr. S. Somaraju of Jeedimatta Village, Andhra Pradesh and Mr. K. M. Ponnuswamy Chettiar of Athiganoor, Tamil Nadu were awarded the first and second prizes.

In sweet orange (1961-69) competition, Maharaja Karni Singh and Sardar Kartar Singh of Sriganganagar, Rajasthan, got the first and second prizes.

In Banana (1970-71) competition, Mr. Desaihai Jivabhai, Patel of Chikhodra village, Gujarat, bagged the first prize.

Sardar Kartar Singh Dhillon of Sherpur Pacca, Punjab, got the first prize in mango (1970-71) competition. They can be utilised by sugar mills when either the sucrose content of sugar cane is low or when sugar cane is not available during the kharif season.

In several parts of the country, the crushing season lasts from November 15th to April 15th. The sucrose content of sugar cane drops in May June and July.



NOW THAT THE WAR IS OVER....

To this task shall

We address Ourselves

N. MAHALINGAM, B. Sc., M. I. E.,

Member, Tamilnadu Planning Commission

We are passing through a period of momentous developments which have far reaching significance from the national and international angle. No one could have visualised early this month what would be the outcome of the calamitous happenings on the Western and Eastern borders and in Bangala Desh as for the third time, in a decade, the sub-continent was plunged in a direct conflict with a neighbour and there was an outbreak of hostilities with Pakistan for the second time within six years. There was a general anxiety that there should be no international complications and that the country's economy should not be obliged to bear a burden which would have a shattering effect because a war has to be fought on this occasion on two fronts.

The united will

Fortunately, thanks to the sagacious and bold guidance of our illustrious Prime Minister and the united will of the Nation, the war lasted barely a fortnight and as the Prime Minister has appropriately observed the victory is due to the valour of our armed forces and correct ideas of those who are guiding the destinies of the Nation. India has emerged out of the ordeal as a first rate power in this part of the world and Bangala Desh is now a free and independent Nation. Our Prime Minister, who has rightly been described as a chosen leader of our valiant Nation and of all political parties, richly deserves the highest honour of Bharat Ratna conferred on her. With our cherished ideals of democracy, socialism and secularism, it can be safely expected that with a

friendly young Nation on our Eastern frontier and with new efforts that are being and will be made to develop friendly relations with West Pakistan, there will be lasting peace in the whole sub-continent and devoted attention to intensive and co-ordinated economic development which will be helpful in bringing about the maximum use of the rich resources of the different regions.

War on poverty

While I am confident that greater attention will be paid to the implementation of Plan schemes henceforth, and in spite of the various hurdles encountered in the first three

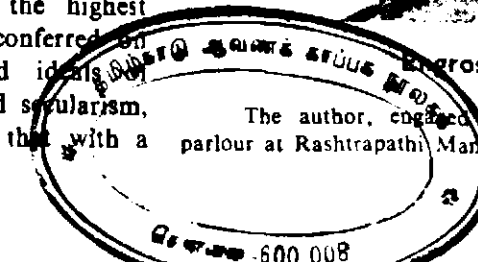


Sagacity...

BHARAT RATNA - 1971

years, the Fourth Plan will be a great success. We have a special responsibility in the present context to increase industrial production significantly even with the existing facilities. As it has been amply demonstrated during periods of political crisis that the

— continued next page



crossed in happy Conversation.....

The author, engaged in pleasant tete-a-tete with the President of India in the parlour at Rashtrapathi Mahalon, New Delhi, during a special levee.

With higher sales and better recovery:

Record year of remarkable performance!

You will be happy to learn that the working results of Sakthi Sugars, for the year ended June 30, 1971 are quite gratifying and the improved operating results for the year under reference were due to a big increase in the recovery of sugar to 9.23 per cent from 8.41 per cent in 1969-1970. There was a comparatively shorter crushing season as apart from continuing operations from July 1, 1970 to August 20, 1970, crushing for the 1970-71 season commenced on November 1, 1970. The recovery percentage would have been even higher but for the poor experience in the closing weeks of the previous season. The adjusted recovery for the period between November 1, 1970 and June 30, 1971 will be higher at 9.41 per cent. The quantity of cane crushed during the accounting period was slightly lower at 4.35 lakh tonnes against 4.60 lakh tonnes.

To this task ...

— continued from page 11
country will rise as one man to meet challenges from outside that same will and energy should be made to fight the war on poverty which is the task now before us. There can easily be an increase in industrial production by 10-12 per cent annually against less than 2 per cent noticed in the first half of this year if only there was intensive use of existing capacity. As in 1971-72, the output of commercial crops also is likely to be satisfactory along with that of foodgrains, a matching growth in industrial production can have a revitalising effect on the economy in many directions. We should now address ourselves to this task and I am confident that appropriate fiscal and economic policies will be fashioned by our Government.

Higher output.....

The output of sugar was, however, sizeably better at 40,158 tonnes against 38,704 tonnes in 1969-70 and with larger releases and a brisker off-take, sales were higher at Rs. 6.48 crores against Rs. 4.98 crores. But for the opportunity for effecting larger sales, there would have been a heavier accumulation of stocks at the end of the year. It is also noteworthy that the output of your Company has actually risen by 3.7 per cent when there has been a drop in all India production by nearly 12 per cent. This satisfactory performance was due to the availability of better quality cane, efficient functioning of your factory and also the good co-operation of the workers.

Rise in net profit.....

With higher sales and a better recovery, the net profit before depreciation and taxation has jumped to Rs. 55.06 lakhs from Rs. 10.31 lakhs. Your directors have therefore, decided to recommend the payment of a dividend of 12 per cent taxable on equity capital against 6% taxable for 1969-70 and thus restore fully the cut imposed last year. Even after paying

the higher dividend out of current earnings, the amount of Rs. 6.10 lakhs withdrawn from the reserves, for paying the equity and preference dividends in respect of 1969-70, has been completely replenished. What is more, the debit balance of Rs. 4.93 lakhs adjusted last year against General Reserve after providing for depreciation has also been made good. This is because after setting aside a larger amount of Rs. 20.05 lakhs (Rs. 15.23 lakhs) towards depreciation, there is a transfer of Rs. 7.22 lakhs (nil) to Development Rebate Reserve. After crediting Rs. 10.56 lakhs (nil) to Dividend Reserve, General Reserve gets a handsome allocation of Rs. 17.19 lakhs (nil). The reserves, of your Company have, therefore, been considerably strengthened, the total of General Reserve and Development Rebate Reserve amounting to Rs. 72.80 lakhs as compared to Rs. 48.39 lakhs in 1969-70. The paid up equity capital as on June 30, 1971 is Rs. 74.14 lakhs. It can be confidently expected that there will be further strengthening of the financial position in the current year as trading conditions are more favourable and it is hoped that the quantity of cane crushed in the 1971-72 season will be much higher at over 5 lakh tonnes. There is also reason to believe that the recovery will again be satisfactory. With the full use of expanded facilities, presently over 2,000 tonnes of cane are being handled daily and crushing operations for 1971-72 commenced on September 29, 1971. This is much earlier than usual. Crushing operations for the last season ended on August 12, 1971.

Progress of Expansion

The expansion programme for raising capacity to 2,000-2,250 tonnes — continued on page 14

சக்தி சர்க்கரை ஆலை
செய்தி மடல்

(மாத இதழ்)

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

நிர்வாகி "செய்தி மடல்"

72, சென்ருத்தா வீதி,
ராமநகர், கோவை-9.

Manufacture of WHITE SUGAR

P. V. Viwanathan
General Manager, Sakthi Sugars Ltd.



author ...

The sweetening agent, white crystal sugar, is mainly manufactured from sugarcane in our country. Attempts are now being made to obtain it from sugar beets. The processing of sugarcane for extraction of sugar really begins in the field. The variety of cane, the soil in which it is grown, the cultural practices used—fertiliser application, irrigation—degree of maturity and inherent character, produce raw material of varying millability. The method of harvesting the cane and its condition on reaching first stage of the factory process affect the milling quality of cane, the extraction and yields of commercial sugar and by-products.

The process of extraction of sugar from cane is conducted in number of stages as detailed below. The sugar in the present form is manufactured in a modern system only since the beginning of the present century in this country. As against the crude country sugar making, the present system of sugar manufacture has got an advanced technical background which is perfected and reperfected. The clarification is done by double sulphitation process and the concentration or evaporation is conducted in a series of vessels under decreased pressure contrary to the open boiling system in country sugar manufacturing system or Khandasari system.

No... None

No one who is a lover of money, of pleasure or glory, is likewise a lover of mankind.

— Epictetus

India has attained self-sufficiency in sugar and it is one of the exporting countries.

A sugar factory consists of four main sections: (1) Mills for crushing and extraction of Juice (2) Clarification (3) Evaporation and curing; and (4) Washing and drying of the final product.

Milling is done by four sets of roller mills, each consisting of three roller mills, through which the cane, previously cut to suitable lengths by mechanically rotating cane knives, passes through and it is crushed with water before passing through the last mill to extract as much sugar as possible. The juice thus collected from all the mills is pumped to an automatic machine, weighed and then sent for clarification. The refuse from the cane left after crushing is called bagasse and is utilised as fuel in boilers for producing steam for running the various units.

Cane + added water → Mixed Juice + Bagasse
Milling

The juice recovered from the mills is heated to approximately 60° C and then treated with milk of lime at a suitable temperature about one per cent by volume and neutralised by sulphur dioxide produced by burning sulphur in a special furnace. This treated juice which is kept slightly at alkaline reaction is heated to 104° C and sent to a continuous settler where the mud and precipitate produced by the lime and sulphur dioxide settle down and the clear juice at neutral reaction overflows from the top. The muddy juice from the bottom of the settler is sent to Oliver Vacuum Filter. The juice separated from the mud is treated to the juice from the mills, while the mud is thrown out.

Mixed

Juice → Clear Juice + Mud
Clarification

The clarified juice contains about 80% of water which has to be evaporated before crystallisation takes place. This is done in a set of vessels, indirectly heated by steam and under vacuum. This equipment is known as an Evaporator and has 4 bodies connected to each other. The evaporation is continuous and the syrup which is the concentrated remnant is continuously extrated from the last vessel of the evaporator. This syrup still contains about 45% of water. It is then treated with sulphur dioxide for bleaching the colour of the syrup to produce white sugar. The syrup is now further evaporated under vacuum in so-called vacuum pans when sugar crystals are formed on supersaturation. The crystals are then grown by further charges of syrup which go on depositing sugar on the crystals already formed enlarging the grain. The

— Continued on page 15

Year of holidays

If all the year were playing holidays, to sport would be as tedious as to work.

England
1564-1616

— Shakespeare
(dramatist & poet)

MODERN HIGH PRESSURE BOILERS

S. MURUGESAN, B. E. (Mech.)

Associate Member, A. S. M. E., A. M. I. F., A. M. I. W.

by



Inspector of Steam Boilers

P. W. D.



author ...

Historically, utilisation of power for the performance of man's many arduous tasks has been synonymous with his advanced plane or standard of living. Steam is one of the earliest form of power known to man kind. Steam, suffice it to say, is as old as man himself. In the treatise "PREMATICA", about 150 B. C., Hero of Alexandria had developed what is now known as "HERO'S ENGINE"—a primitive form of reaction turbine. In the Eighteenth Century and Nineteenth Century A. D, such men, as Thomas, New Comen, James Watt and Stephen Wilcox did Yeomen service to perfect the machinery for utilisation of the heat energy of steam.

It is indeed a far cry from the Boiler and the Non-condensing steam engine of James Watt and Stephen Wilcox to the modern High Pressure Boiler of today which is indeed a highly sophisticated piece of equipment.

High Pressure Boilers of today are essentially Water-Tube Boilers operating at Sub-critical pressure and supercritical pressure of steam,

Precious Odours

Virtue is like precious odours, most fragrant where they are incensed or crushed; for prosperity doth best discover vice; but adversity doth best discover virtue.

England } — **BACON**
1561-1626 } Writer & philosopher

the critical pressure of steam being 3206.2 p. s. i. The principle on which the steam Generator operates is inherent in the Thermodynamic axiom i. e. (to absorb heat at high temperature and reject at a low temperature) in order to obtain maximum efficiency. The Lion's share of heat transfer in a Boiler Furnace is due to radiation and the radiant heat is absorbed (in accordance with the Stefan-Boltzman Law) and generally equals.

$0.173 A_e (T_1/100)^4 - (T_2/100)^4$
Where "e" is the emissivity factor, A is the flame envelope area, T_1 is flame temperature and T_2 is the cold surface temperature of tube (in Degrees Rankine). Therefore, to obtain optimum efficiency, a Boiler Maker should so design the boiler as to operate at high temperature and pressure.

High Pressure Boilers are used mostly in the Generation of Electric

Power in Thermal Power Stations. In the rapid development of Power Plant Economy, the accent is now on single turbine-single boiler unit only. The use of large electric generators brings down appreciably, investment labour and other costs. Therefore in modern practice, boilers of large evaporative capacity with high temperature, bleed feed water heating and reheating are manufactured. Some giants like the one at the America Gas and Electric Co., Zanesville Ohio U. S. A. where for a 1,20,000 K. W. Generating Machine, a Boiler of a capacity of over 2 million lbs of steam per hour for operation at 5500-4500

— continued next page

Record year....

— continued from page 12
daily has been fully completed and the mill has been functioning satisfactorily with its expanded facilities. It is a matter for gratification that there will be assured cane availability at a time when there is a fear of diversion of cane for being converted into gur. This is due to the helpful policy adopted by the company for encouraging cane cultivation as also the active cooperation of the ryots.

Meanwhile, the crushing capacity is being increased further to 2,500 tonnes daily with an outlay of Rs. 29.11 lakhs.

As only balancing equipment has to be installed in some sections, this programme is expected to be completed in time for the 1972-73 crushing season.

It is firmly hoped that it would be possible to crush 2500 tonnes daily and handle a total quantity of 6 lakh tonnes for 1972-73.

Manufacture of White Sugar...

— continued from page 13

whole mass called 'massecuite' is emptied in a large tank with stirrers called 'Crystallisers' when crystals are sufficiently developed.

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear

Juice

Bleached Syrup

Evaporation

Sulphur Dioxide

Masseccuite

Boiling

Clear



Guest at Tea ...

His Excellency Kodardas K. Shaw the popular Governor of Tamil Nadu (and a former minister of the Central Govt.) was at "Sakthi Nilayam" Pollachi on the 26th of September, in response to an invitation for tea from the Mahalingams.

According to His Excellency, a decade of friendship existed between him and the young host Mahalingam. In a reminiscent mood, he recalled his first visit south on a two month election assignment when late NEHRUJI suggested to him the name of N. M. as a trustworthy youngman whose services could be usefully indented upon.

The one person who most interested and attracted the chief guest of the evening was little Karpagavalli, one year old grand-daughter of the host and child of Karunambal and Advocate Krishnaraj Vanavarayar.

Handling short-suord!



'If your suord is too short, take one step forward

Britain — Lord Nelson
1758 - 1805 (Admiral & Hero)

All roads lead to Sakthinagar

We thank you, dear visitors: Trust you enjoyed the stay

(By courtesy: K. P. GANESAN, M. Sc., Administrative Officer)

Sakthinagar is keeping up its reputation as a centre of 'Tourist attraction', visitors during the recent months included, among others, honourable Ministers, legislators, Bankers, Sugar Technologists, Sugarcane specialists, agriculturists and students.

Host to Hon'ble Minister.....

Hon'ble Mr. N. V. Natarajan, M. L. A., Labour Minister of the Tamil nadu government spent seven hours at the Campus on the 15th of October last year. He was taken round the factory in the morning by Commercial Director V. M. Kailasam. Chief Engineer K. M. Periasamy, Chief Chemist S. Srinivasan and Administrative Officer K. P. Ganesan, who accompanied them explained the working of the sugar mills and various special features to the illustrious guest.

In the evening a tea party was given in his honour by Sakthi's Chairman N. Mahalingam. Among those present were Commercial Director V. M. Kailasam, Directors N. K. Kaliappa, K. S. Murugayyan, Legislators A. M. Raja M. A., M. L. A., Sengottuvelappan M. L. C., Kattoor Gopal M. L. C., and S. A. Raja manikkam M. L. C. General Manager P. V. Viswanathan, Deputy General Manager S. V. Balasubramanian, Co-operator - agriculturist Athani Babu and T. Velappan of Erode. There were also Bankers from Erode - Manager Raghavan of the State Bank, Agent Palaniappan of the Indian Bank, Manager Subramanian of the Canara Bank and Manager Sangameswaran of Punjab National Bank.

Transport Minister:

Hon'ble Mr. S. Ramachandran B. E. (Hon.), M. L. A. the Engineer-

Minister of the Tamilnadu government in charge of Transport Department was accompanied by parliamentarian S. B. Somasundaram B. E., M. P. of Tanjore, Legislator A. M. Raja M. A., M. L. A., and Panchayat Union Chief N. K. K. Periaswamy, when he paid a visit to the factory during the last week of November 1971.

The observations in the Visitors Book indicate that both the ministers were very much impressed by several outstanding features when they were taken round the campus by the officers. Hon'ble Justice...

A honourable Justice of the Madras High Court, graced the campus with his brief visit, at the end of December 1971. After breakfast at the guest house Justice M. M. Ismail, along with Mr. S. R. Gandhi and Mr. N. R. Thiruvengadam who came with him, was taken round the factory by the officers.

From Other Sugar Units...

Then there were visitors from sister Sugar Mills, in the persons of Cane Development Officer L. M. Gunaseelan B. Sc. (Ag.) of Ambur, General Manager A. K. Devarajam of Aruna Sugars, the Factory Superintendent of Cauvery Sugars and Chemicals Pettavothalai and others.

— continued next page

Neglecting Joy!

There is no duty we so much underrate, as the duty of being happy.

Britain — R. L. Stevenson
1850 - 1894 (Author)

Visitors ...

— continued from page 16

From Educational Institutions...

Periodical educational tours to Sakthinagar included groups ranging from school children to post-graduate students. A batch of youth corps trainees came to the campus with the principal of the State Institute for Community Development from Bhavanisagar. A group of post graduate students from the Agricultural College and Research Institute Coimbatore also had been to Sakthinagar Industrial complex.

When Mr. S. C. Gupta, a former Director of the National Sugar Institute stayed at our campus for a brief stay of one week, several of our officers had the benefit of consulting him on Technical problems.

The Girl from Carolina...

Among those who came earlier may be mentioned Miss. JANIE SHIPLEY of North Carolina state a delegate under the "International Farm Youth exchange programme" from the United States of America, principal Aludai Pillai of the Co-operative Training College from Madras, Regional Agronomist P. Jacob



A Sugar Consultant at Sakthinagar ...

Left to right: Engineer Ramkumar, Deputy Chief Engineer Chandrasekar Administrative Officer K. P. Ganesan, Sugar Specialist S. C. Gupta, Chemist K. K. Menon, Electrical Engineer Somasundaram and Chemist Nataraj.

Kunuvilla of the FACT, Director Mrs. R. Kanthimathi of the State Institute of Education, Madras, Field officer R. S. Vasan of CARE - Tamilnadu, Doctors Mylathal, Soundram and Shanmugam of the District Family Planning mobile unit.

Custodian K. K. Pai B. com.

C. A. I. I. B. of Synoicate Bank came with three other officers of his Banking concern viz. A. S. Krishnamurthi B. Sc., K. Anandaramachar M. com., C. A. I. I. B., and Krishnan.

To all these and others, we express our sincere thanks and appreciation for favouring us with their welcome visits.



Going round the campus

The Hon'ble Minister and his party were taken round the factory and its precincts by the officials.



At the tea table

... with Hon'ble Minister Mr. S. Ramachandran is seated - Engineer Merkvisa of Czechoslovakia.

Good tidings! Reporting Weddings & Births in SAKTHI Firmament



Fastening the necklet of wedlock ...

The elite as Guests ...

☒ **D. LEELAVATHI, B. A.**
Dr. S. V. KANDASAMY, M. S.

On the eve of his departure to the states for pursuing higher studies in Medicine and Surgery, the Wedding of **Dr. S. V. Kandasamy, M. B. B. S., M. S.** son of late A. Vedanayaga Gounder of Then-Sangampalayam and a cousin of our Chairman N. Mahalingam, with Miss **D. Leelavathi, B.A.** the beloved daughter of A. Doraiswamy Gounder of Nallappa Transports, was celebrated with much eclat at N. T. P. Buildings, Pollachi on the 28th of November 1971.

The galaxy of illustrious guests present at the marriage and connected functions included central minister hon. Mr. K. S. Ramasamy, Industrial magnate N. Mahalingam, Water and Drainage Board Director J. S. Bhango, I. A. S., State Transport Director K. J. M. Shetty, I. A. S., Director of Hand-loom K. S. Ramakrishnan, I. A. S., Mrs. Pushpa Kandasamy and District Police Superintendent K. Kandasamy, I. P. S., Municipal Chairman T. Ramasamy, Commercial

Director V. M. Kailasam, General Manager P. V. Viswanathan and others.

Guests were received by the bride's parents, and the groom's brothers Deputy General Manager S. V. Balasubramanian, S. V. Alagappan, S. V. Arumugam, S. V. Balakrishnan, sister Lakshmi Doraisamy and P. K. Doraisamy, General Manager of Anamallais Agencies and A. R. C.

☒ **HELEN KASTURIBAI**
SUDHAN APPADURAI

By the grace of GOD, Mrs. Nancy Appadurai and Editor Solomon Appadurai celebrated the Wedding of their son **Sudhan Appadurai, D. com.,** Journalist and advertisement consultant with **Helen Kasturibai** daughter of Mrs. Victoria Nallathambi and Sam Nallathambi Tea-Technician Thangadu (Nilgiris), on Wednesday the 24th November 1971 at Kotagiri (Picture on page 22)

At the reception held next evening in the campus of Christ Church, Coimbatore, Hon'ble Minister **M. Kannappan, M. L. A.** of Tamilnadu cabinet, press chief K. P. Kandasamy, M. A., M. L. A. of 'Malai Murasu' Daily group, V. M. Kailasam Commercial Director of Sakthi Sugars and Municipal chairman A. A. Sukkur proposed the toasts of the couple, while Rev. Israel Somasundaram, B. A., L. T., B. D. Bishop-Commissary presided over the happy function.

The brothers of the groom, James Appadurai of E. I. D. - Parry, Isaac Appadurai B. com., N. I. S. Athletic Coach of the Indian Navy, Engineer Benjamin Appadurai of MALCO, and sister Miss. Jemima Ranjini received the guests.

☒ **KARPAGAM**
PICHIAPPAN

Mrs. Periasamy and Chief engineer K. M. Periasamy celebrated the Wedding of their second daughter Miss

GRAND CHILDREN
TO
P. M., G. M., C. E.

BIRTHS...

To **SONIA** wife of Rajiv Gandhi and Italian daughter-in-law of Prime Minister Indra Gandhi, a bonny six pound girl, at a nursing home in New Delhi. While the young mother was in the nursing home, Grand mother Indraji had the charge of looking after her three year old grandson Rahul in addition to her onerous duties of the State as Prime Minister of the Land. Rahul is the first born of the Rajiv Gandhi couple. The mother and the new-born are doing well.

To **GEETHA BHAGYALAKSHMI** — the beloved younger daughter of General Manager P. V. Viswanathan and wife of Engineer N. Srinivasan, a Chubby Bonny at a nursing home in Washington (U. S. A.) The baby and the young mother are getting on fine.

This is the third grandchild for the Viswanathans as they are already grand parents to the son and daughter of their elder daughter Radha Raghunath. The Ragunaths are in England.

To **YASODHA SUNDARAM** wife of K. M. Sundaram of Kodumudi and eldest daughter of our Chief Engineer K. M. Periasamy a handsome baby girl, at L. K. Hospital Erode. Baby and mother are keeping fine.

Woman

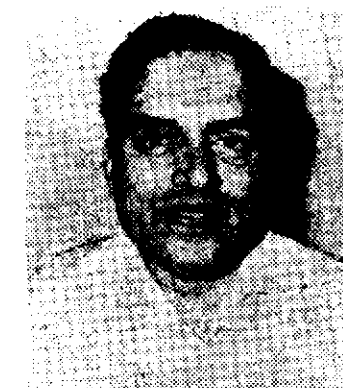
There is a woman at the beginning of all great things.

— Lamartine

Weddings

— continued from page 18

Karpagam with K. C. Pichiappan son of Pannayakarar K. M. Chinna-



Swaminathan is ICAR chief

Forty Seven Year old, Tanjore born Dr. M. S. Swaminathan Director of the Indian Agricultural Research Institute here, has been appointed Director-General of the Indian Council of Agricultural Research (ICAR).

Dr. Swaminathan joined the new post on 14th January.

When Dr. Swaminathan takes over as Director-General of ICAR, his rank will be the same as that of the Chairman of the Atomic Energy Commission, Chairman of the Electronics Commission, Scientific Adviser to the Defence Minister and Director-General of the Council of Scientific and Industrial Research.

Dr. Swaminathan succeeds Dr. B. P. Pal, who retires after 37 years of distinguished work to the cause of agricultural research.

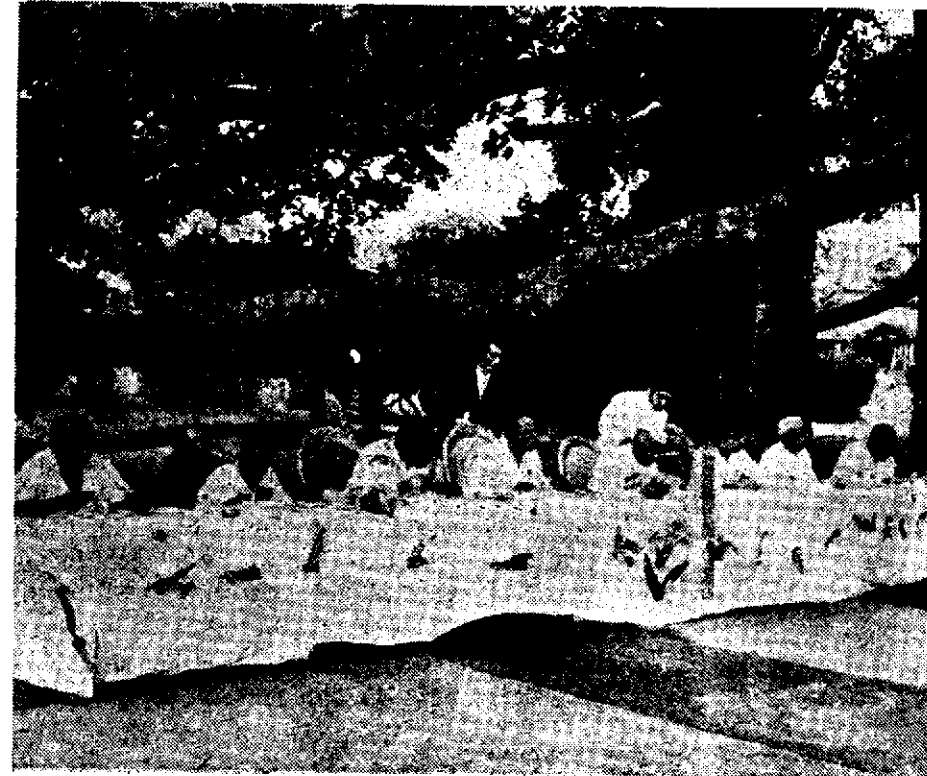
High Pressure Boilers...

— Continued from page 15

the full length of the tube. It is heated, evaporated and superheated as additional enthalpy is added. As thermal efficiency gains are possible through the higher initial pressure and multiple reheat stage, once through boiler with positive circulation is opening up new vistas in the realm of High Pressure Boilers. Once through boilers like the one at Eddystone—U. S. A. operate at 5000 psi g and 1200°F temperature have definitely showed the way that the future development of High Pressure lies with the once through types only. Theoretically, there is no limit on the

pressure which a boiler can develop but the parameters in the boiler operation define or dictate the design of modern boiler, namely High Pressure and Temperature. Paucity or rather suitability of known creep resistant materials in the construction of boiler pressure parts, which can withstand elevated temperature and pressure, limit the range, of the pressures of modern boilers. But, however, man with his ingenuity and ceaseless fight to Unravel nature's secret, will achieve a break-through and it is hoped before long, boilers of very high pressure and capacity indeed would be manufactured.

News in Pictures ...



TOP PICTURE:

To felicitate a Minister on his election as M. P.

Under the spreading branches of the two century old huge Banian tree, in the Hosur livestock farm, a luncheon was given to honour planning Minister Hon. Mr. C. Subramaniam on his election, from the Krishnagiri constituency, as a Member of Parliament, which confirmed his seat in the Indian cabinet.

Seated at the high Table from left to right are A. P. C. Veerabahu of Tuticorin, H. L. Murugesan of Dharmapuri, V. M. Kailasam of Sakthi Sugars, Hon'ble Ministers K. Rajaram Y. B. Chavan, C. Subramaniam and Dr. B. Natarajan of State Planning Commission and T. N. Theerthagiri of Harur who Vacated his seat in the Parliament to make way for the minister with rare a gesture of magnanimity.

BOTTOM PICTURE:

Beginning New Season with a Cosmopolitan...

The restarting of cane crushing at the factory for the new season was celebrated with a cosmopolitan Luncheon at Sakthinagar. Seated with the happy workers in one of the rows of diners are our young Deputy General Manager S. V. Balasubramanian and Administrative Officer S. K. Kalyanasundaram.



LEST THEY CHASTISE

Chastise your passion's that they may not chastise you.

— Epictetus

Holiday at HOSUR FARM, with hon. Ministers three



In the 1600 acre Livestock Farm ...

Standing left to right are Hon. Minister K. Rajaram of Tamilnadu, Commercial Director V.M. Kailasam, Mrs. Pushpam Kailasam, Hon. Minister Yashwantrao Chavan, M. P., Mrs. Manimegalai Sethuraman, Mrs. Amirtha Ganesan and Hon'ble Minister C. Subramaniam M. P.



At the Piggery for Berkshires...

Taking a day off from the cares of the Finance Ministry, Minister Yashwantrao Chavan is trying his hand at baby-sitting, helping the caretaker in bottle-feeding the white piglet.



Grooming for a change, as Syce ...?

Minister K. Rajaram is making an effort to get friendly with the brown mount in the Livestock stable with a bunch of green fodder. The fame of Hosur Farm as a horse breeding centre dates back to the royal days of Hyder Ali!

— Photos: Shanmugadoss

Admiring the White Stallion

Evidently, the finely formed muzzle, poll, crest and Jagular groove of this animal have attracted the attention of the Planning Minister of Indian Cabinet Hon. Minister C. Subramaniam M. P., Standing with him is your Editor Solomon Appadurai.

Oh, for a title...!

WATER HARVESTING

— By M. IRUTHAYA RAJ, M. Sc. (Ag.)
(Lecturer in Agronomy, Agricultural College, Coimbatore-3)

Food production is the prime problem facing the teeming millions of the world. Every day the population increases rapidly even with all the publicity and propaganda made on Family Planning. Every nation is striving hard to meet the demands of the growing population to the extent possible. Production of food is governed not only by the production factors but also by factors like transportation, storage, distribution etc. If all these factors are properly worked and integrated then the maximisation of food availability may be achieved. One of the factors in the maximisation of food production

is the proper use of or management of water resources.

The all purpose rain!

Rainfall is the only source of of water that is required for all purposes. The water from the ocean surfaces and land surfaces evaporates and the water transpired by the plants moves up through the atmosphere, gets condensed and falls to the surface of the earth in the form of precipitation. Some of this, by infiltration and percolation is absorbed in the ground-water directly, and some due to surface run off and lateral seepage joins the rivers and streams, and flows into the oceans. The hydrologic cycle is of common occurrence.

The rain or precipitation which falls on the ground surface is retained at first by the top soil and then the soil profile underneath. The water gets infiltrated into the top soil and thus becomes quite available for plant growth. The water that percolates further into the deeper strata is stored in the ground water reservoir and they are lifted by some contrivance. The water that percolates into the deeper strata are sometimes fed into the streams at lower elevations.

Fossil water.....

The second feature by which retention of water takes place is by impounding water in ponds, lakes,

— continued next page

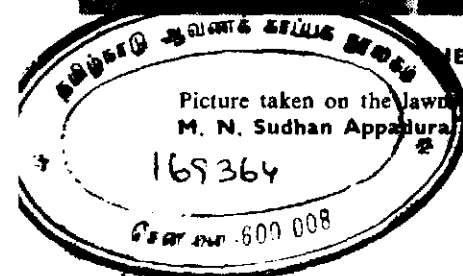
Adapted from; (i) Muckel, Dean C. Replenishing underground water supplies on the farm U. S. D. A. Leaflet No. 452 pp. 1-8: 1964. (ii) Myers, Llyods E. Harvesting water *Agriculture Digest* 1 (11): 15-18:1970 (iii) Kohne, Helmut *Soil Physics*. New York McGraw Hill Book Co. 1968.



NEWLY WEDS with members of the EDITOR's family ...

Picture taken on the lawn of St. Luke's Church Kotagiri, where the wedding of Editor's son, Journalist-Publicist M. N. Sudhan Appadurai (of Sudhan Publicity) with Helen Kasturibal was solemnised by Rev. K. Sargunara.

— Photo: P. Kannan, New Metro



Water Harvesting ...

— continued from page 22

reservoirs etc. This method of retention may vary in its capacity and permanency. The water that is stored in the groundwater region is utilised for irrigation purposes. Unless and otherwise this ground water is replenished by some other artificial methods it would be disastrous in due course, leading to acute scarcity of water. In some areas of the state every year the water table goes down and attempts are made to tap the "fossil water" which is the last source of underground water. In order to have a continuous supply of water two methods are possible viz., (i) charging the ground water basins by spreading water and (ii) by water harvesting. These two are discussed below in brief.

1. Recharging underground basins by spreading water.

Artificial methods of recharging underground basins are found to be very efficient in overcoming water shortages. This charging is naturally done by percolation of precipitation, irrigation water or by lateral seepage of water or by streams. But efficient charging can be done by spreading water on lands which are porous in nature and are of agricultural waste having a slope of 10 to 200 feet per mile can be best suited for this purpose (Muckel 1964). This spreading of water can be accomplished during the part of the year when there is minimum evaporation from the soil and water surfaces. The best method is to impound the water in lakes, tanks and reservoirs so that efficient recharging can be effected. In other areas where these are not possible the following methods can be adopted.

(a) **Basin method:** In this method water is impounded by constructing small basins and dikes. This method is used if gullies and ridges cut the recharge site otherwise the water will be collected in the gullies and lost as run off water. Water containing a

higher content of silt can be safely used without the danger of silt clogging the soil pores thus effecting the percolation capacity of the soil. The silt that deposits on the surface can be removed at frequent intervals. The total area wetted in this method is greatest compared to any other method.

(b) **Furrow (or) ditch method:** In this method water is allowed through small furrows or ditches which are formed very close together. Sufficient slope must be given in order to make the water flow freely and to hold the silt and other foreign material in suspension. This method is practicable if water is plenty and contains a higher amount of silt. Many variations in this method are in vogue.

(c) **Flooding method:** The water is passed slowly over the land in a thin sheet. This system is used in level land and are not cut largely by gullies and ridges. This method of recharge is cheaper compared to other methods.

(d) **Shaft or pit method:** Abandoned gravel pits, old wells or other pits and shafts are used as recharging medium. Water is allowed to flow into these pits or shafts. This is very useful where high rate of percolation is needed in a confined area. The main drawbacks are that, only a small quantity of water can be sunk and the water containing high amounts of silt cannot be used as they clog the pores. The water has to be chlorinated often for maintaining the injection rates which naturally adds costs in this method.

(e) **Injection well method:** In this method the well is specially designed and adopted for depositing water which is a variation of the shaft or pit method. If there is a impermeable layer in existence between the surface land and the water bearing strata then this method is adopted. The precautions and other limitations applicable



Back from Australia ...

Seed Certification Officer K. Muthusamy, B. Sc. (Ag.), of the Tamilnad Government returned recently from Australia, after successfully completing a 12 weeks course in seed production and testing, under the auspices of the Colombo Plan. He was accorded a warm reception by the Tamilnadu Seed Producer's Association at Coimbatore, in a special function followed by a dinner.

~~~~~  
to the shaft method holds good for this method also.

### Precautions to be observed.

- The water bearing formation have to be located at first.
- Contour maps to be drawn to know the direction of the movement of under-ground water.
- The site of recharge must be 'up slope' the well and situated in

— continued next page

## Fear of GOD

"It shall be well with them that fear GOD.

"Fear of GOD is the beginning of wisdom.

Israel — SOLOMON  
B.C. 970-933 (King & wiseman)

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



Spray method Irrigation for cane ...

**Water Harvesting...**

-continued from page 23

such a way that the water deposited follows the underground channels to actually replenish the wells.

- iv) The best recharging sites are the soils which produce the poorest crop and soils, containing sand and gravel offer the least resistance to the penetration of water.
- v) The soils should not be compacted in the recharging sites.
- vi) Water containing sodium should not be used as they clog the soil pores where as water containing calcium carbonate may be used with safety.
- vii) The vegetation and grass on the surface of recharging site should not be distributed since they provide good infiltration.
- viii) Flood waters containing too much of silt should not be allowed in the recharging sites. It is wise decision to allow the fresh floods in its natural course and then charge the site with the clear water.

The above mentioned methods of recharge are quite possible if water is available in plenty and water can be diverted from the reservoirs to these areas during the minimum evaporation period in order to have these underground basins charged with water which will naturally cut the cost of lifting water and cultivation can be taken without much risk.

**2. Water Harvesting.**

This is a process or method by which the rain that is received in a farm or in a waste land can be harvested before it soaks into the soil. The water harvesting is not a new technique. In our rural areas it is a practice to collect rain water from house tops and store it for a considerable period of time. The same procedure can be modified and used also. It has been noted that 4000 years ago at the middle of the Bronze Age people began to clear the hill sides and the runoff water is stored in big ditches at the bottom of the hill sides, which was later on used for irrigating crops down below. This practice was later on forgotten. Of late due to the urgent need of water Agricultural Engineers and Scientists have revived the old method in the light of modern science and technology.

It has been demonstrated by an Australian, Hector Geddes that he was able to store the runoff water from the two thirds of his farm by constructing ditches and reservoirs from which water was pumped by sprinkler method to raise good crops of forage and hay.

Similarly Mr. C. W. Lauritzen of United State Department of Agriculture developed a "rain trap" made of rubber and plastic to be used as drinking troughs for livestock and

cattle in ranges and pastures. The collection of water or water harvesting cannot become a solution at present for conserving water. At present water harvesting is attempted in U.S.A. and other countries in ranges and pastures in order to provide drinking water for the cattle and livestock. Research is being conducted with the use of asphalt, plastic and metal films, sodium salts and water repellents. These researches aim in reducing the cost of water harvesting. If by some method the runoff water from the waste lands are collected and stored, then the problem of water scarcity can be tackled. A break through in water harvesting is the use of water repellent chemicals combined with soil stabilisers. If this water harvesting method proves a success then they can be used to store water in large areas and they will provide water for wild life, fishing ponds and these waters may be utilised for irrigating crops and also these impounded waters can be used to replenish the underground water basins.

**Suggestions.**

- i) Research on water harvesting has to be done in India for the collection of water which goes as runoff and thus lost.
- ii) A number of tanks and lakes requires deepening and removal of silt to increase their storage capacity.
- iii) There are a large number of tanks and lakes fed by the rivers and riverlets. Water must be diverted to fill up these tanks and lakes which help in replenishing the ground water reserves.
- iv) If water is in plenty any one of the above method of water spreading can be employed.
- v) Government must take more efficient steps to impound the waters in the lakes and tanks at least for one or two seasons so that the water may percolate deeper and replenish the ground water reserves.
- vi) If the public and government do not co-operate in replenishing the underground water reserves it is feared that acute water shortage will result and even the "fossil water" which is tapped now in many places will become extinct. Hence great caution is to be needed in the use of ground water.

**SUGAR NEWS**

QUARTERLY JOURNAL DEVOTED TO  
SUGAR, SUGARCANE & AGRICULTURE  
VOL. IV No. 3 ★ APRIL, 1972



X8 (394) m 210, 2684

N 72

169364

## 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. ★



## 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.

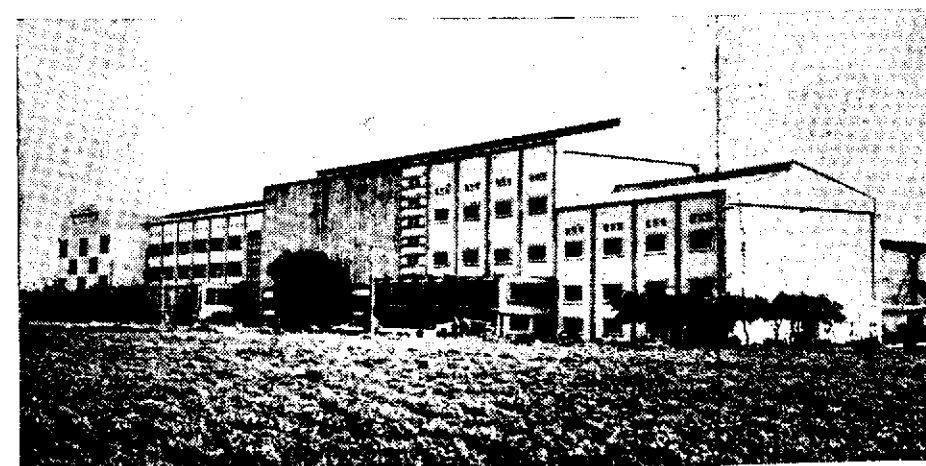
He bred disease-resistant Wheat varieties which are under cultivation in different parts of the country to-day.

"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



# SUGAR NEWS

## From the Desk

## SCRIBBLED SCROLL

### 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 pace 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.

## — of the EDITOR

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.

## SUGAR NEWS

(English Quarterly)

House Journal devoted to Sugar, Sugarcane and agriculture, in addition to our Home affairs.

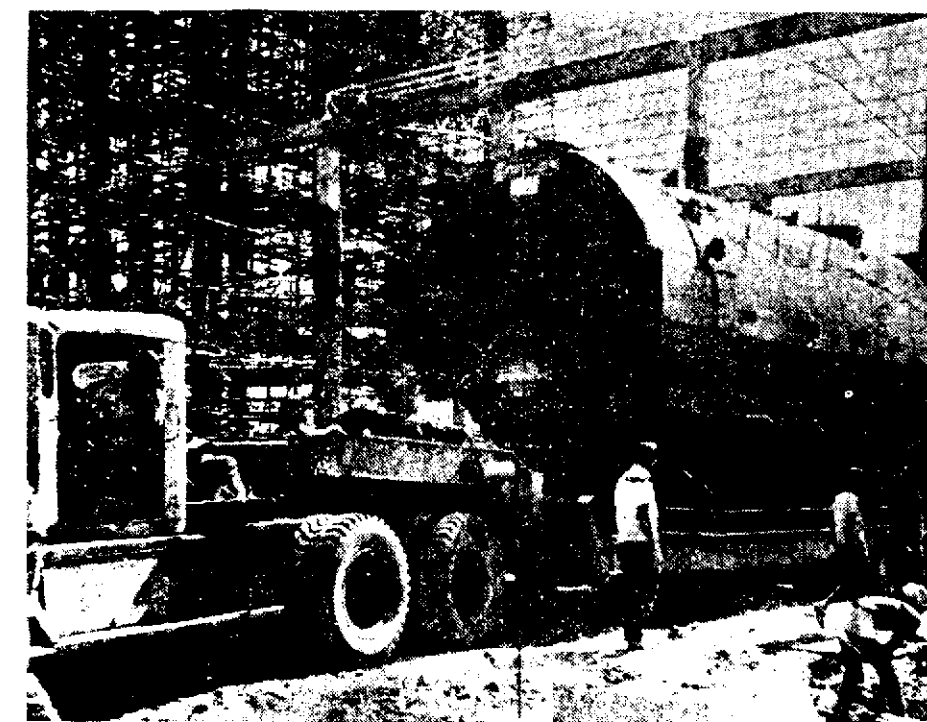
Annual Subscription rate TWO RUPEES (Rs. 2/-) only.

For enrolment as subscriber, please remit in advance the annual subscription with your correct ADDRESS to:

The Publisher,  
"SUGAR NEWS"  
72, Sen Gupta Street,  
Coimbatore-9.



— continued next page



### 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 workshop 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 Sakhar Karkhana Niyamit**, located at Sankeshwar in Mysore State, **Kolhapar Sugar Mills Ltd.**, in Kasaba-Bavada, **Shri Kumbhi Kusari 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.

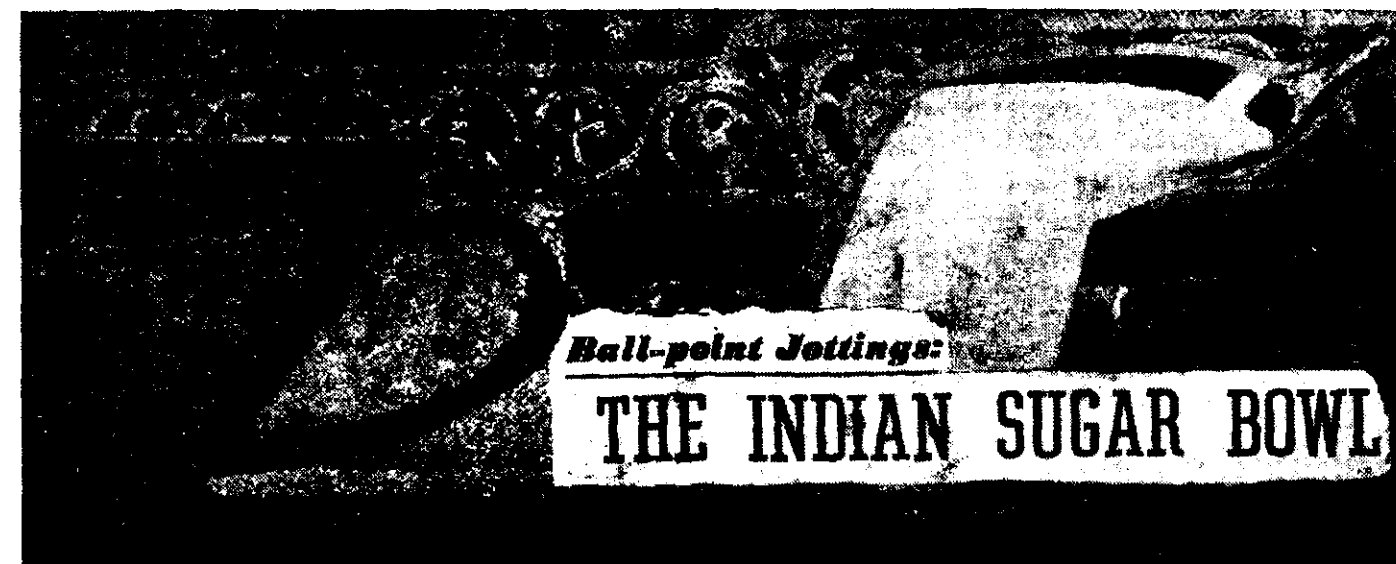
The totally unforeseen but pleasant meeting with two young officers and the spontaneous hospitality enjoyed at their hands during the course of the ramblings appeared to have impressed and delighted chief Engineer Periasamy very much. To its pleasant surprise, our visiting group learned, that the jovial 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)

April, 1972



## 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.

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

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 ~~author'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.

XB(394) m 418, 1.659A N72



### 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 khandasari 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 P. A., LL. B., M.P. May be, they were discussing the economics of the Sugar Industry in the country.

## Visit to Sakthinaagar &amp; 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. Ramiiah 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

## Peal 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

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



Ambujam — Krishnan

#### 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.

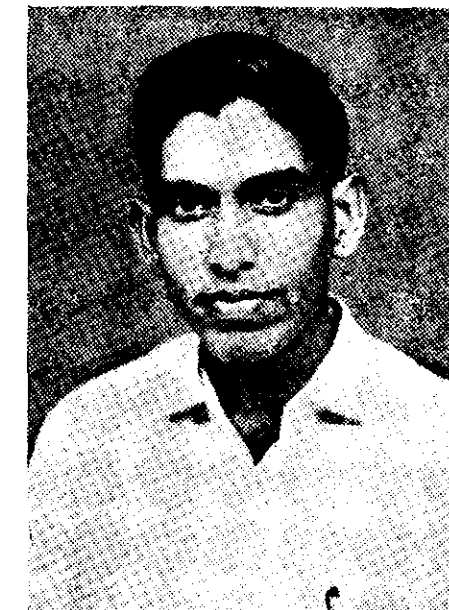
Referring to the federation president's demand for roads in areas where sugar factories were situated, Mr. Madhavan said the government had realised the importance of laying roads in those areas and it had also agreed in principle to increase the allotment from the cane cess contributed by the sugar-mills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

## செய்தி மடல்

(மாத இதழ்)

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

சுயமாகப் பராமுகி "செய்தி மடல்"  
மூலம் அனுப்புவதா விதி,  
ராமச்சந்திர கோவை-9.

## 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).

| 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                                      |



Thirty days old Lucerne crop.

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  $P_2O_5$  and 50 Kg of  $K_2O$  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 )

- Place of publication ... 72, Sen Gupta Street, Coimbatore-9
- Periodicity of its publication... Quarterly (once in three months)
- Printer's Name ... K. Palaniswamy  
Nationality ... Indian  
Address ... 26/65, Raja St., Coimbatore-1
- Publisher's Name ... S. V. Balasubramanian  
Nationality ... Indian  
Address ... 72, Sen Gupta Street, Coimbatore-9
- Editor's Name ... A. E. Solomon Appadurai  
Nationality ... Indian  
Address ... 72, Sen Gupta Street, Coimbatore-9
- 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.

Date: 1-4-1972 (Sd.) S. V. BALASUBRAMANIAN,  
Signature of Publisher.

## ALTERNATIVE....

In this world Good Books  
make up for good companions.

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

## 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.

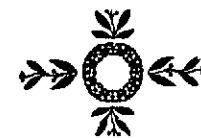




## NEWS IN PICTURES

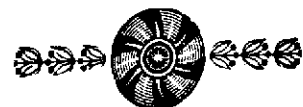
Top left : Members of the Sugar Enquiry Commission with the lady guests, and Hosts Mrs. Pushpam Kailasam and Commercial Director V. M. Kailasam at the Erode reception.

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 hippister (low hip) saree modes!



Newly Weds, Shanmugavadivu — 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



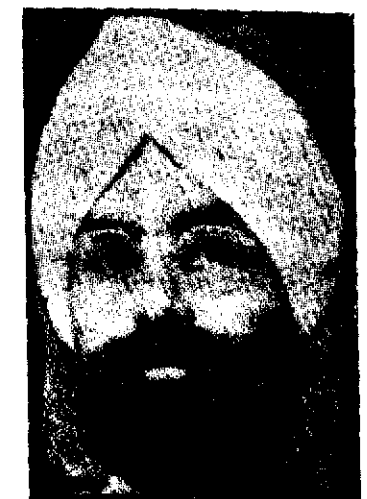
Syed Mir Kasim  
Jammu - Kashmir .....

- **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 Maraicaire. 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 Chalath 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

— continued next page



C. M. Since February 1969 .....  
Hon. Muthuvel Karunanidhi



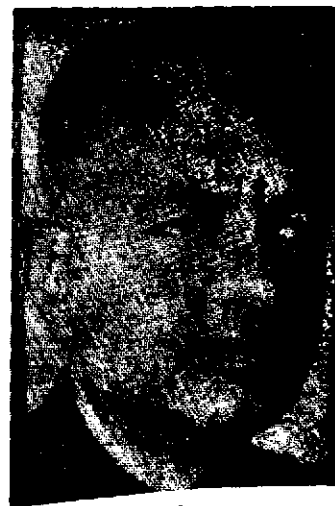
Giyani Zailsingh  
.....The Punjab

## Grand Viziers and Beys of Provincial India

— continued from previous page

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

- **Maharashtra:** On the 16th of March 1972, Hon. Mr. Vasantrao 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.
- **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. Chakravarty. Area of the state is 16,945 square miles, the Capital being Chandigarh.



Y. S. Parmar  
Himachal Pradesh...



Devaraj Urs  
Mysore State...



Barkatullah Khan  
Rajasthan ...

- **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:** Dieu & 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 Aizawl, 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.

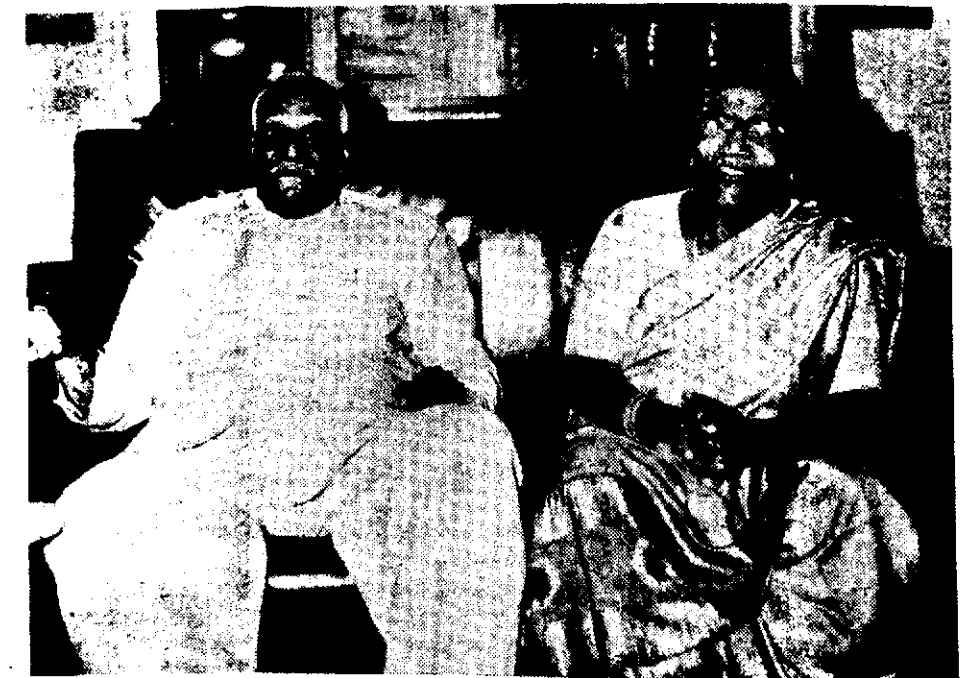
Congress (Indra) is in power in the fifteen States of Mysore, Andhra, Maharashtra, Gujarat, Madhya Pradesh, Rajasthan, Uttar Pradesh, Punjab, Hariyana, Himachal Pradesh, Jammu-Kashmir, Bihar, West Bengal, Assam, Tripura and the union territory of Delhi.

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...

— continued from page 10

### 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 from the factory graced the occasion with their presence and presents.

### Sellakkannu — M. Balasubramanian

**Mr. C. M. Velusamy**, manager **Panchayat Union Pollachi** celebrate the wedding of his younger brother **M. Balasubramanian** of **Hyl department, Sakthi Sugars, batore**, with **Sellakkannu** daughter of **Mr. K. Arumuga Gounder, T. Chittur**. The marriage which took place at **Pollachi** on Friday, 18th March, was largely attended by groom's colleagues from the office, friends and relations.

### Nalini — Chandraseka

**Mr. N. Ramu Gowder** of **Sakthi Sugars** and **Technical Director N. Cha** celebrated with much éclat the wedding of his son **R. sekaran B. Tech.** (T. N. Nalini B. Sc. daughter of **H. N. Nanjiah Gowder** on 5th March in the premises of "M. N. P. N. Gowder sons" at **Mettupalayam**. A galaxy of illustrious guests, inc' friends, well-wishers and relations received by the groom's uncles **N. Deviah Gowder** **Mr. N. Chandapr** and **Mr. N. Krishnasamy** and 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 éclat 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 an 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 } — David Ben-Jesse  
B. C. } (Poet & King)  
1040-970

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 Pornas 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 forego too great a drain on its current resources.

### ➤ EEC ... Soviet sugar ...

It was announced in Luxembourg, that the EEC sugar beet crops for 1971 at 5.5 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.

Sakthi Sugars is terms entering the capital market with a public issue of Rs.18 lakhs comprising 1.10 lakhs equity shares of Rs.19lakhs 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 his high grade hybrid seeds.

It is now proposed to establish an Alcohol Distillery with a production capacity of Two million gallon per annum, adjoin 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 pace according to plan and the distillery is expected to go into production by the end of May, this year. The civil constructions including the tall building which is to house the plant is nearing completing.

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 lakhs. The issued and subscribed capital is Rs.93 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 30 June 1972.

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.