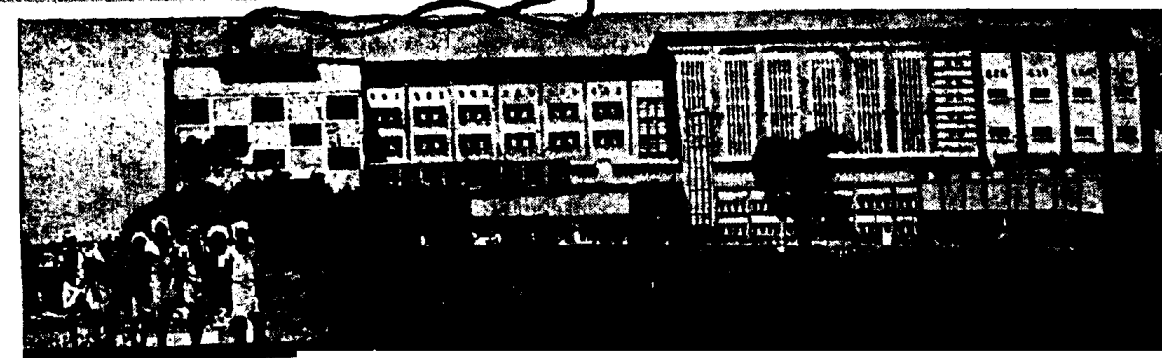


SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
V, Nos. 1 & 2 ★ 15, JANUARY 1973



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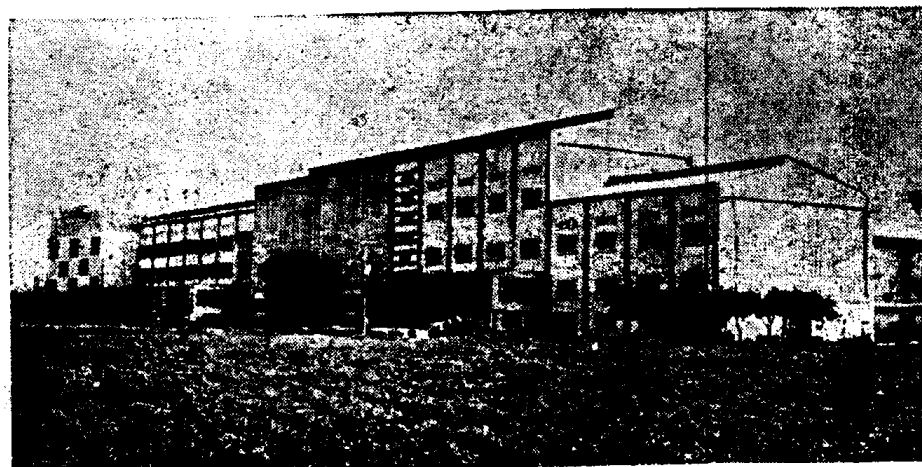
1973



Walking into the NEW YEAR with the joyous elation of having successfully negotiated four eventful and popular years of youthful progress taking in the stride the formidable spheres of agriculture and industry too, we once again pause to bow in humble gratitude and sincere thanksgiving to merciful GOD Almighty, for all the wonderful good that we received at HIS hands in the past and hope to receive in the years to come.



On this happy occasion, we wish you all a very pleasant, peaceful and prosperous New year replete with sunshine and success.



SUGAR NEWS

Wedding Bells

Chief Minister's Son Marries

● Kanthi — Alagiri

The famed 'PeriyarThidal' in Tamilnad's metropolis Madras was the venue of a gay and elegant wedding, early last month, where the first lady of the state Mrs. Dhayalu Karunanidhi and Chief Minister Hon'ble



Muthuvel Karunanidhi celebrated with much eclat, the happy marriage of their student son Alagiri Karunanidhi of Presidency College, with miss Kanthi the charming teen-age daughter of Mrs. and Mr. Karalar of Kannanurpalayam (Tiruchi District) and a student in the S. S. L. C. class, on 10th December, 1972.

— continued

English SUGAR

The English Word "Sugar" is of French origin!.

After the Norman conquest of England, the English Vocabulary was virtually doubled by the addition of French words, especially those reflecting a higher standard of living and a more complex social life; for example words connected with food like Sugar, Vinegar, Boil, Fry, Roast.

— Contributed by
M. Ponnuswamy

Wedding Bells ...

— continued from previous page

Blushes, Smiles, and a Savant:

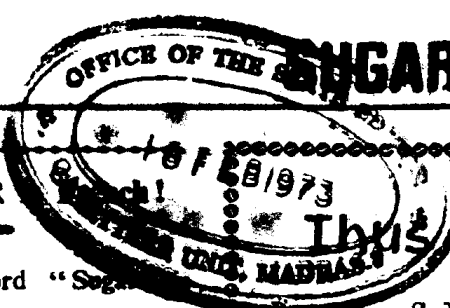
Savant, Hon'ble V. R. Nedunchezian, M. A., M. L. A. of the Tamilnadu cabinet presided over the pleasant function, which commenced at 10-30 A. M. The handsome 'groom' put around the ivory neck of his comely bride the sacred necklet ('Thali'), followed by mutual exchange of gold rings and fragrant flower garlands not to speak of the inevitable smiles and blushes on the youthful faces of the couple.

In a short talk, bubbling with joyous satisfaction, the groom's father Hon'ble Karunanidhi welcomed and thanked the vast gathering of guests who had responded to his invitation.

The guests came...

Among those who graced the occasion with their presence were Lady Madhuben Shah the illustrious wife of the States'

— continued on page 5



Thus Writes Our Chairman

I am delighted to note that SAKTHI SUGAR NEWS is entering its fifth year of publication. I wish to congratulate you on the progress this has made during the last four years.

Our plant itself has grown during the last eight years and this year we have reached the distinction of having crushed 5.91 lakh tonnes of sugarcane in the sugar year 1971-72, which is the highest crush for any single unit in the Country.

This sort of development has been possible because of the co-operation that we have been able to get from the ryots and for this the SEITHI MADAL has been responsible and the SUGAR NEWS Quarterly has been conveying the work we have been doing in different fields. During its fifth year of publication, let me convey my appreciation for all the officers and staff of Sakthi Sugars for having achieved the highest crush in the country. I also wish to convey my thanks and congratulations to all the ryots who have developed to that extent and also our thanks to the Director of Sugar and the Director of Agriculture for releasing funds for the development of roads in our cane belt.

In addition to all these, we have had good co-operation from our labour and that is the reason why we have been able to increase our crush annually, while generally the sugar industry has been having a fluctuating crush. I do hope very shortly we should be able to produce the maximum sugar in the country for any single unit in which this year we have reached the second place.

Yours sincerely,

N. Mahalingam
Chairman.

Coimbatore
1st Nov. 1972

To
The Editor,
SAKTHI SUGAR NEWS,
Coimbatore-9.

Baisagi Moong (green gram)

A PROFITABLE INTER-CROP IN SUGARCANE

by

G. A. SIVARAMAN, B. Sc. (Ag)

(District Agricultural Officer, Cane Development, Coimbatore-2)

Introduction:

It is a general practice that the ryots do not grow any intercrop in sugarcane. Some ryots have the practice of growing vegetables like Bhendi as a border crop. The spacing between two rows of cane ranges between 2' and 3' in this region. Just after planting of sets in the furrows, this interspace is left unnoticed which encourages the growth of number of weeds in the field. Thus there is a competition between these weeds and the sugarcane crop for the plant nutrients and moisture. If these weeds are allowed in the field, a sizable portions of plant nutrients are taken by the weeds. To arrest the growth of such weeds, the interspace should be utilised for raising an intercrop.

Bisagi-Moong as an Intercrop:

The sugarcane crop takes nearly a month for its complete germination. The Interspace will not be covered by the foliage of sugarcane upto about three months. So weeds come up luxuriously during these months. A competition can very easily be created among the weeds by just growing BISAGI MOONG in between rows of sugarcane.

Initiative:

To have an experience on Bisagi as an intercrop in sugarcane, about 2.00 acres of sugarcane field of Thiru Saravana Gounder of Kugalur in Gopichettipalayam Taluk was intercropped with Bisagi-moong as an intercrop during March-May 1972. The performance of Bisagi was closely studied and by raising this Bisagi it was found that the weed growth was to some extent arrested. The staff of sugarcane development scheme were taken to this field and the owner of the field expressed his opinion that Bisagi can be grown as an intercrop in cane to obtain an additional income without affecting the main crop.

Follow-up:

Further as a follow up, the sugarcane development staff has been geared and efforts have been taken to raise Bisagi in cane fields just at the time of planting of setts. The total area so far covered is 2196.55 acres. The yield particulars and cost of cultivation are furnished in the Annexure.

Cultivation:

Bisagi-moong can be raised during any month. But sowing during the months of heavy rainfall and cold weather should be avoided.

Season	...
Seed rate	... 2 Kgs per acre
Duration	... 58-70 days (average 65 days)
Sowing	... 2 seeds per hole with a spacing of 9" (22.5 cm)

The seeds can be treated with Rhizobium culture and sown for better yields.

Method of Sowing:

The setts are planted mostly at the centre of the trench, and the Bisagi seeds are sown on one side of the side of the Cane rows, at the ridge with a distance of 6" to 8" from cane row immediately after planting of setts, at the rate of 2 seeds per hole with a spacing of 9" between holes. In this method, it is quite easy for weeding and earthing-up at 45 day of planting of setts. On the side of the cane where there is no bisagi-moong plant, the required quantity of fertiliser is applied, covered with soil and irrigated. The Bisagi plant does not, in any way, give hinderance for

— continued next page

Wedding Bells...

— continued from page 3

governor, Hon'ble Mrs. Sathyavani Muthu the solitary lady-member of the Tamilnad Cabinet, former Chief Minister K. Kamaraj M. P. of Madras and Brahmananda Reddy, M. P. of Andhrapradesh, Nonagenarian rationalist periyar E. V. Ramaswamy, Central Minister Barrister Kumaramangalam, M. P., Hon'ble Chief Justice Veerasamy of the Madras High Court, Dr. Hande, M. L. A., Hon'ble State Ministers, Legislators, Screen Stars Chandra Babu, Sivaji Ganesan and any number of prominent women and men from all walks of life and from all parts of the country in general and the province in particular.

Defence Minister Hon'ble Mr. Jegajivan Ram, B. Sc., M. P. who flew into Madras that afternoon, Congratulated the newly-weds at the Gopalapuram house of Chief Minister Karunanidhi.

● Director Elayanaivel's Brother Weds Swaroopani—Subramaniam

The wedding of Swaroopani beloved daughter of Mr. N. S. Kaliappa gounder, Pariyur Nanjagoundanpalayam with K. S. Subramaniam younger brother of our Director L. S. Elayana Velu of Kugalur and a son of our late director K. Saravanaswamy, was celebrated on Wednesday the 8th November at Gobi's wellknown Sita wedding-parlour. Friends, relations and prominent persons including Directors of Sakti Sugars participated in the happy function.

SUGARCANE
FIELD WITH AN
INTER-CROP OF
GREEN GRAM
(BISAGI
MOONG)



Inter-crop of green-gram in Sugarcane...

— continued from page 4

weeding, earthing and applying fertilisers. The plant population of Bisagi moong roughly works out to 25,000 per acre which is required for obtaining a good yield.

Plant Protection:

This is also found to be necessary against aphids and Grasshoppers. Dusting with BHC 10% at 20th-25th day after sowing.

(or)

Spraying with Endrin or Rogor

Again just at the time of flowering or 40th-45th day, another dusting or Endrin or Rogor spray is needed.

When the Bisagi moong crop is sprayed with Endrin, the cane crop can also be sprayed. This gives a prophylactic treatment against early shoot borer.

Harvesting:

Fully matured pods are picked. Numbers of pickings will be a four at the maximum. The pods are non-dehiscent. No bursting of pods is seen in the field. The crop matures even at 51 days after sowing. The maximum duration will be about 70 days.

Yields:

Average 100-125 Kgs per acre
Highest yield obtained 200 kgs per acre
Lowest yield obtained 95 kgs per acre.

Advantages:

1. To some extent weed growth is suppressed.
2. After picking the pods, Bisagi-moong plants can be incorporated in the soil.
3. It gives an additional revenue of about Rs 150-250 from an acre in about 2 months.

ANNEXURE

Cost of Cultivation of Bisagi Moong per Acre

- 1) Cost of 2 kgs of Bisagi Seeds @ Rs. 2/- per kv of seeds } 4-00
- 2) Sowing charges 2-04 workers @ Rs. 1.50 per woman } 3-00 to 8-00
- 3) Cost of Plant Protection

Operation:

- a) Cost of 2 kgs of BHC 10% & 2 kgs of DDT 5% } 2-00

— continued next page

SAKTHI
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(English Quarterly)

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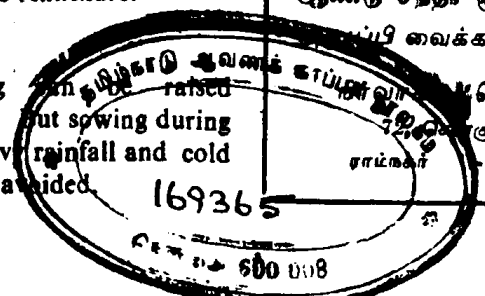
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"SUGAR NEWS"
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Coimbatore-9.

சக்தி சர்க்கரை நாளிதழ்
செய்தி மடல்

(மாத இதழ்)

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

செய்தி மடல்
செய்தி மடல்
செய்தி மடல்
செய்தி மடல்



HERE THEY ARE, THE HEAD OFFICE STAFF:

Discovering on Wheels the Pandyan South

Thanks to the magnanimity of the management, 19 members of Sakthi Sugars Head Office in Coimbatore were able to snatch 102 hours off their official duties, during the Independence day week to make a brisk sightseeing tour of important and interesting places in the districts of Madurai, Ramnad, Tirunelveli and Kanyakumari in Tamilnad, and Idikki district in Kerala, covering in the process a total distance of 1365 Kilometers by road, in four automobiles.



Perching on the bonnet...

Left to right: Driver Palanisamy, D. S. Rajagopal, "Perchers" Avinashi Ramasami, and R. Shanmugam, R. Sivasubramaniam and Accounts Officer N. V. Kamalesan.



Posing on a bridge...

Driver Joseph, K. Krishnan, P. S. Kandaswamy, A. Sivanandam and your Editor.



In sun-glasses all...

Driver Jayakumar, T. M. Raja, C. S. Krishnan, T. C. Natanamurthi, (slightly in the rear), G. Balakrishnan and V. Periasamy.



...and the fourth car

Driver Susai, R. Manoharan, S. Chandrasekaran, C. Jeyaraman, S. Abdul Khadar and K. Nagarainavelu.

EFFLUENT THAT EMITTED NO ODOUR...

Surprise at Sakthinagar for Hon. Minister

"JERUJA"

Surprises, two in number, but both pleasant in nature, awaited the Hon'ble Mr. Anbil Dharmalingam minister for agriculture in the Tamil Nadu Cabinet, when he made an unscheduled visit to the effluent disposal spot of our distillery, making a detour, while on his way to our Industrial complex at Sakthinagar on the evening of 22nd January. He was accompanied by our Commercial Director V. M. Kailasam, legislator A. M. Raja, M.A., M.L.A., President N. K. K. Periasamy of Bhavani Panchayat Union and our administrative officer K. P. Ganesan.

Utilitarian waste...

The minister was visibly astonished and he did not hesitate to express it frankly that unlike other places the effluent from Sakthi distillery gave out no odour! He was amazed to see that the waste water was utilised as an effective source of irrigation to reclaim arid wastelands, and grow crops in an area of bow 130 acres.

He could not help remarking that this happy state in Sakthinagar was in sharp contrast to the complaints in some other places that the effluents there not only produced unbearable stinking foul smell in the vicinity but was also destructive to crops.

Strength of a Nation

A nation's strength ultimately consists in what it can do on its own and not in what it can borrow from others.

— Indra Gandhi
India (Prime Minister)

At Sakthinagar, the effluent is carried by underground pipes to a distance of two miles, after high dilution with fesh water in the ratio of 1:10 and emptied into two deep brick and cement troughs, from where it is distributed through channels for irrigation. During the visit of the minister, the sugarcane planted in the reclaimed land irrigated by the effluent was a luxuriant standing crop of six months. This waste water has been found to be specially good for irrigating crops like cholam and chillies besides sugarcane.

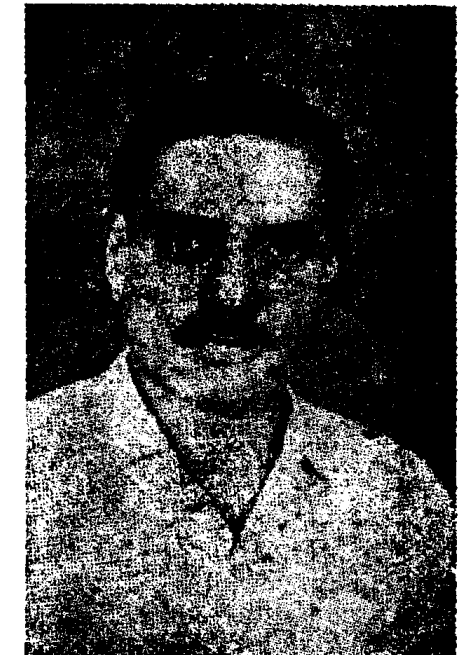
Cane-cess Road...

Prior to this, Hon. Mr. Anbil Dharmalingam declared open the new eight Kilo Metres long Road from Jambai to Ooratchikottai constructed at a cost of Rs. 3.5 lakhs, under Sugarcane development scheme with the help of cane-cess fund.

The function which took place at 3.30 p. m. on Monday the 22nd of January in Selambagoundenpalayam, was presided over by Legislator A. M. Raja, M. A., M. L. A. who represents the Bhavani constituency in the state assembly.

So far, Sakthi sugars has paid a total of Rupees 122 lakhs as cane-cess. As against this a total sum of rupees 30 lakhs has been spent by the government in Sakthi Sugars Factory area for constructing and developing cane roads.

Presiding over the function legislator Raja stressed that there was immediate need for 30 more such roads for improving road communications in the region. He pointed out that if these road works were taken on hand forthwith it will go a long way to rehabilitate the thousands of people

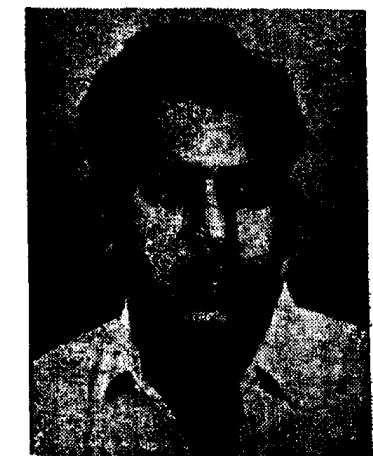


Anbil Dharmalingam

Hon'ble Minister for Agriculture in Tamil Nadu

who were recently affected by the floods, by affording them opportunities for work. He, therefore, appealed to the minister to see that orders were issued for sanctioning these

— continued next page



A. M. RAJA, M. A., M. L. A.

Presided over function.

HON'BLE MINISTER FOR AGRICULTURE IN SAKTHINAGAR

ONE MORE CANE-ROAD IN FACTORY AREA

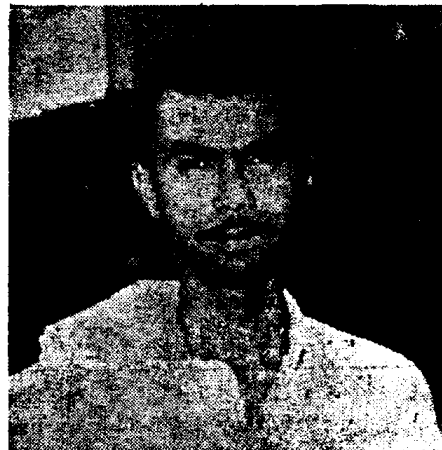
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road works urgently which may cost about rupees 76 lakhs.

Chairman N. K. K. Periasamy of Bhavani panchayat union who addressed the gathering took the opportunity to express his gratitude to Sakthi Sugars and all others who hastened to render timely succour and help during the floods in Bhavani.

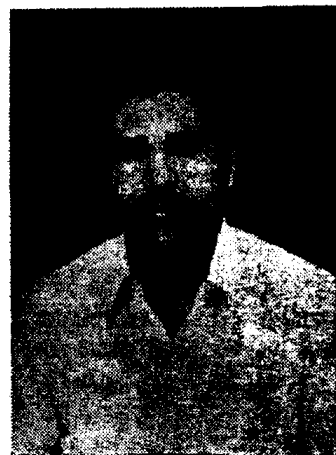
Kudos to Sakthi Sugars..

The minister was happy that Sakthi Sugars was taking the initiative in improving road communi-



N. K. K. Periasamy

Chairman, Bhavani Panchayat Union



M. C. Doraisamy

President, Thottipalayam Panchayat Board

cations in the area which apart from helping the transport of cane to the factory, guaranteed the progress and development of the rural areas. He expressed belief that Government would do its best to commence approach and link roads in the area. He thanked the management of Sakthi Sugars for providing shelter and food to those rendered homeless during the recent floods, and extending prompt help in rescue operations. The Hon. minister was glad that though the minimum price recommended for cane by government was Rs. 85 only, Sakthi Sugars had not hesitated to pay higher prices whenever possible and thus helped the ryots.

Panchayat president M.C. Duraisamy read and presented an address of welcome to the Hon'ble minister on behalf of Thottipalayam Panchayat. Earlier Divisional Engineer S. I. Syed Ibrahim of Highways welcomed the minister, and the gathering in a short speech.

Sakthi assures co-operation

In a brief but impressive speech, Commercial Director V. M. Kailasam thanked the ryots who by their co-operation and contribution of land helped the laying of the new road. He also thanked government officials, Engineers, Village people and all others who did their bit to hasten the construction of the newly laid Jambai-Ooratchikottai cane-cess road. He assured the Hon'ble Minister and the government that the management of Sakthi Sugars were always ready to extend their whole hearted co-operation to any scheme for the economic development of the region.

There was a good gathering of ryots, village people, factory officials and Government officials at the happy function.

In Sakthinagar...

At the conclusion of the function the honourable minister motored to Sakthi Sugars factory on his maiden visit to the industrial complex as Minister of Agriculture. On arrival at Sakthinagar guest House Hon'ble Minister Anbil Dharmalingam, legislator A. M. Raja and Panchayat Union Chief N. K. K. Periasamy were received by Administrative officer K. P. Ganesan and garlanded by Chief Engineer K. M. Periasamy, Technical adviser cum Chief Chemist T. T. Oommen and Dr. A. Natarajan; all of whom along with Cane Superintendent K. S. Thirumalaisamy, Deputy Cane Superintendent Ramasamy, Civil Engineer Jegannathan, Cane Office Cashier Murugesan and other factory officials were introduced to the Hon'ble visitor, Minister Anbil Dharmalingam by Commercial Director V. M. Kailasam.

On behalf of the workers, the Minister was garlanded by the General Secretary of the trade union B. L. N. Shastri and Subbannan. At the entrance to the Distillery, the illustrious guest was garland by distillery chemist Viswamurthi.

He evinced much interest in our distillery which went into production on 22nd June 1972; and is now

— continued next page

Real wealth

Wealth consists, not in having great possessions, but in having few wants.

Athens }
B. C. 300 }

— Epicurus
(Philosopher)

Indian Sugar Bowl

● RELEASE OF SUGAR FOR FEBRUARY 1973

The central government has ordered release of 2,75,000 tonnes of sugar from factories for February 1973, of which 1,85,000 tonnes will be for levy and 90,000 tonnes for free sale. This was announced by the Ministry of Agriculture in New Delhi.

THE GRAND-KIDS COME HOME!

Mrs. Jaya Viswanathan and Mr. P. V. Viswanathan our Venerable General Manager are perhaps the "happiest grand - parents of the quarter."

The reason is this. Though they had been elevated to the enviable status of "grand-parents" nearly five good years ago and could now boast of three chubby grand children, they had not seen even one of them till some weeks back. All the three kids were born overseas and were with their respective parents — 2 with the Raghunaths in England, and the youngest Arun with the Srinivasans in the United States of America.

When Radha Raghunath a former contributor to our journals and the elder daughter of the Viswanathans arrived in India recently with five years old Ramesh and his little younger sister Anita, (After a sojourn of 6 years in U. K. with her husband Mr. Raghunath) Mrs. and Mr. Viswanathan had the pleasure of seeing their grand-kids for the first time. It is interesting to learn that initially the grand-parents and uncles had some difficulty in understanding the "Cockney" of the kids!

● NO CHANGE IN TARIFF VALUE

The government of India decided not to make any change in the existing tariff value for free sale of sugar for January. The present tariff value of Rs. 275 a quintal will, therefore, continue to operate in January also, as per announcement on 31-12-1972.

● SUGAR OUT-PUT IN INDIA IMPRESSIVE

Sugar out-put in the first quarter of the current season has been quite impressive. The out-put during October-December, is understood to have exceeded substantially that of the corresponding quarter of the last season.

As against 8.69 lakh tonnes during the same quarter of the last season, the present out-put amounts to 11.75 tonnes. Consequent on larger production, the supply position has become more easy. But the release of sugar for internal consumption is not likely to be liberalised. The out-put of the season is expected to be more than the internal consumption, which has been drastically cut by smaller monthly releases.

— continued on page 12

Hon'ble minister for Agriculture in Sakthinagar...

— continued from page 8

producing 9000 gallons of much needed Industrial Alcohol per day. He did not hesitate to run up the 103 steps of the 85 feet distillery tower, leaving behind many a younger person gasping for breath. If the boiler house, molasses dilutor, fermenters, and rectifying columns attracted this attention this being his first ever visit to an Industrial alcohol plant, it was the dilution of the effluents before disposal that elicited his approval most. The minister went round our sugar factory also.

Earlier he sat for a slight repast at the guest house table in the evening on a day of heavy official engagements in the region.



Marine oner too ...

Works-Director, ship-yard

The Government of India have recently added one more responsibility to our Chairman N. Mahalingam by appointing him as one of the Works Directors of the Cochin Ship-yard, the other two being K. P. C. C. President K. K. Viswanathan and Dr. V. R. Syed Mohamed, with Vice-admiral N. Krishnan of the Indian Navy as Chairman. Chairman M. F. L.

Prior to this, the Government had already appointed N. M. Chairman of the largest single Fertilisers plant in India Manufacturing Complex Fertilizer viz the Madras Fertilizers Limited, a public sector project with Indo-American partnership the Government of India having 51% ownership. On assuming charge of that post in the last week of September, he gave a luncheon to the important executives of the company at Coimbatore on the 15th of October.

President, T. N. S. M. A.

Chairman N. Mahalingam B. Sc., M. I. E., is in charge of other important public Offices also, as a member of the Tamilnadu Planning Commission and President of the Tamilnadu Sugar Mills Association.

A LEOPARD IN SAKTHINAGAR

Many perhaps do not know, that there is a beautiful Leopard in Sakthinagar, for the past six months!

The ten month old nocturnal Carnivore, "*fels pardus*" - to call it by its Zoological name is a beauty to behold, with a long tail and dark-spotted yellowish velvety coat. Though short in stature, as compared to its royal speckled cousin, the hunting leopard ("*cynaelurus jubatus*") used by ancient royal houses as a tamed hunting animal like the falcon, the Sakthinagar pard is really a charmer.

Gift to Mysore or Coimbatore Mpl. Zoo

Thanks to our cane superintendent K. S. Thirumalaisamy, a great fancier of wild animals, the leopard is thriving in his house as a pet on one kilo of raw mutton per day. Continued efforts for the last six months since it was brought to Sakthinagar as a four month old kitten, to make it take milk or cooked meat have borne no fruit.

Unfortunately, of late the baby animal which is fast developing into a fine specimen of its breed, is showing a predilection to stalk and attempt to spring ferociously at the spotted deer, and the domestic animals in the compound. Only the fact that it is secured by a strong iron chain and locked away in a cage in the night, is keeping the little fellow from working any havoc.

Shortly, the panther pet may leave the precincts of Sakthinagar, as it is proposed to gift it away either to the Coimbatore Municipal Zoo or the Mysore Zoo, as a present from Sakthi Sugars, where hundreds of visitors may have an opportunity to admire the beautiful male, safely caged behind iron bars, though the children and youngsters at Sakthinagar who have developed a strange fascination for him may miss much their erstwhile dangerous pet.

Generalbody meeting...

— continued from page 11
ing dividends and bonus shares. He garlanded chairman Mahalingam with a fragrant garland of Sandalwood.

INDIAN SUGAR BOWL...

— continued from page 9

THE DECCAN SUGAR FACTORIES ASSOCIATION

At the 33rd annual general meeting of the Deccan Sugar Factories Association, Bombay held on 26th December 1972, Mr. D.N. Popat and Mr. A. N. Ruia have been re-elected president and Vice-President respectively of the association, for the year 1972-73.

NO STEP-UP IN EXPORT OF SUGAR

The union government, it is understood, is not contemplating any step-up in the quantum of exports for 1973, beyond the preferential quotas to be eventually made available from the U. S. and the U. K. The country is likely to have a quota of about 70,000 tonnes from United States.

The union government, according to informed sources will in effect continue for 1973, the previous year's export policy and pay exports to the level of about one lakh tonnes; though according to the terms of the international sugar agreement, India usually gets a yearly quota of 2.50 lakh tonnes. As required under the relevant provisions of the agreement, the government will declare a shortfall at the appropriate time.

Evidently, the union government prefers to toe a cautious line in respect of sugar export. The anticipated increase of three to four lakh tonnes in the current season's production will be more than off-set by the spurt in consumption. Therefore, it wants to restrict exports mainly to preferential quotas. However, within the framework of the export policy for 1973, provisions involving small quantities against past commitments and emergent overseas requirements will be made.

Likewise shareholders M. H. Nachimuthu of Malayampalayam, N. Ramasamy Gounder of Ooratchikottai and Samlappa Gounder of Nerinjimangalam also eulogised the services of the Directors in general and Chairman N. Mahalingam in particular.

Commercial Director V. M. Kailasam and Chairman Mahalingam were garlanded on behalf of the shareholders, for the timely, and prompt help extended to those affected by the Bhavani floods.

Dividend

As recommended by the Directors the general body was pleased to declare a dividend of 9.3% (taxable) on Redeemable cumulative preference shares and 15% (Taxable) on equity shares for the year ending 30-6-1972, on the paid up share capital as at 30-6-72, to be paid from Dividend Reserve, subject in respect of equity capital, to the approval of Industrial Finance Corporation of India and the Tamil Nadu Industrial Investment Corporation Limited.

Bonus Shares

It was also decided to issue fully paid up Bonus shares in the proportion of 2 Bonus Shares for every 5 Equity shares held by a member in the 9,60,000 Equity shares of the company by capitalising the General Reserves of the Company accordingly, subject to the approval of the controller of capital issues and the Industrial Finance Corporation of India.

Donation to V. H. S.

It was decided to make a cash donation to the extent of Rs. 5 lakhs to the Voluntary Health Service, Madras, for enabling it to start a unit at the factory area for starting a hospital and dispensaries and to gift 6.34 acres of land for location of hospital, subject to certain provisions.

The meeting ended with proposal of a vote of thanks by General Manager P. V. Viswanathan. There was also a tea party.

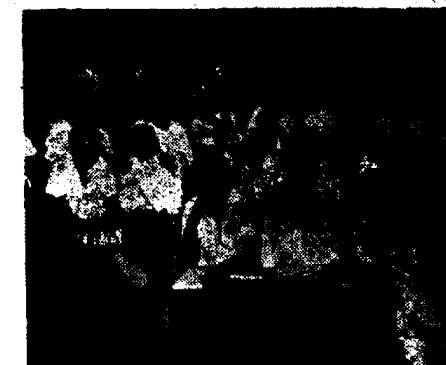
NEWS IN PICTURES

Governor lays Foundation Stone for VHS Hospital

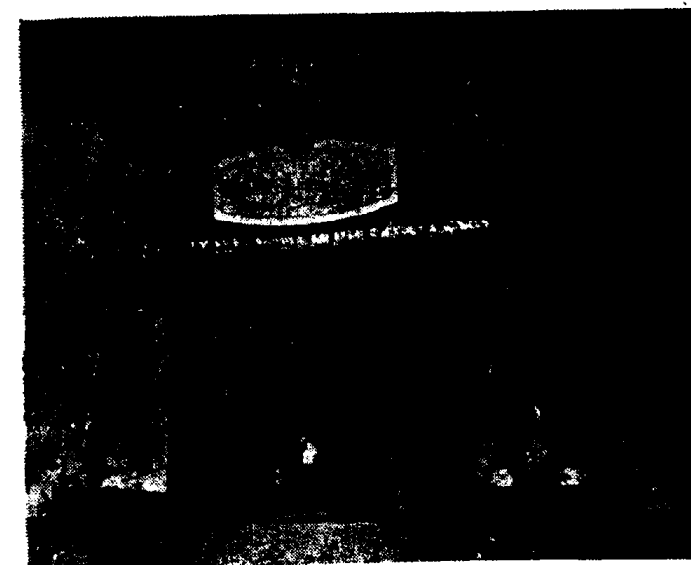
At a colourful and well attended function, in the decorated pavilion erected opposite our factory on the northern side of the bus road, His Excellency Governor K. K. Shah, B. A., LL. B., laid the foundation stone for the main hospital of the Voluntary Health Service, Erode Branch on the afternoon of 22nd November. Sakthi's Chairman N. Mahalingam, B. Sc., M. I. E., Presided over the happy function.

A Silver "stupa" (column) of exquisite workmanship, with the figure of the great poet Valluvar carved at the top, was presented to His Excellency as a memento. Factory Medical Officer Dr. A. Natarajan submitted a report about the V. H. S. and Dr. Sanjeevi of Madras explained the objects and pattern of the movement.

In a brilliant speech interspersed with excellent humour, His Excellency Governor Shah congratulated the management of Sakthi Sugars on their efficiency, people oriented policies and welfare activities. He observed that those who complain of difficulties in starting industries, would do well to visit and learn from Sakthi Sugars, the "know-how" of running industries profitably and efficiently with the enthusiastic co-operation of the employees.



the press and A. I. R. unit ...



INTERNATIONAL PORTHOLE



Increase anticipated in World Sugar Production

◆◆◆◆◆◆◆◆◆◆

Sugar statistician F. O. Licht has predicted a rise in World Sugar production of 4.6 million tons (ie: 46,00,000 tons) in 1972-73 to a total out-turn of 7,71,39,000 tons, in his first estimate for the season. In general, the Licht estimates are closely in line with those issued by the London merchants, C. Czarni-Kow. Over a period of years, sugar has shown a very regular rise around 4 percent a year, but not surprisingly this rate of growth has not been maintained during the present period of high prices.

In spite of this, consumption is still expected to exceed the higher production figure and cause a further small decline in stocks, before output gains sufficient impetus to move ahead again.

► Uganda cancel's Tender for Sugar ..

A tender for the supply of sugar to Uganda, which had been accepted by the State Trading Corporation at Kampala, was subsequently cancelled on president Amin's orders. The reason was that the successful tenderer was an Asian (-one Mr. Lakshani of Kenya) A statement issued by president Amin's government stated: "The government will not entertain tenders from Asians who have been milking the economy".

Uganda recently invited tenders for 40,000 tons of sugar worth over \$ 3 millions.

► Greece decides to Import sugar...

Greece will import 45,000 tons of sugar to meet its domestic requirements, under a decision by its ministry of national economy. The import is to be effected not later than 30th April, 1973. Of the quota approved, 26, 150 tons must be imported from the E. E. C.

Sugar production in Greece last year amounted to only 1,30,000 tons as against 142,000 tons in 1971. Sugar consumption this year is estimated at 1,80,000 tons. Adverse weather conditions and switch over by beet growers to more profitable crops were the main reasons for the lower sugar output by Greece's three refineries last year.

► Russia pays double price for Cuba sugar

According to Cuban premier Fidel Castro, Soviet Russia has agreed to pay almost double the price it currently pays for Cuba sugar. Cuba it is understood will be allowed a delay of 13 years to repay its debts in a series of far reaching long-term economic accords.

Premier Fidel Castro announced in a television radio address early this month that under the agreements signed during his visit to Moscow in the middle of December 1972, the Soviet Union would modernise Cuba's sugar and nickel industries which account for nearly 90 per cent of its exports.

The floods came ...

— continued from page 15

Bishop Jeevanandam, Thangamuthy, the pupils and preceptors of Vellalar College for Women from Erode, the Ramakrishna Mission, the Y. M. C. A., and Coimbatore Unit of Red Cross rendered signal service in carrying out ameliorative measures distributing rice, household utensils like aluminium platters, tumblers and cooking vessels and new cloths.

It is a sad story of great pathos that a youthful student volunteer from Madras Christian College engaged in flood relief work at Bhavani found a watery grave in the torrents of the angry river.

Preventive measure

Planning commission member Dr. Natarajan undertook a short tour of the region to survey the possibility of constructing dams as a flood control measure.

When a similar flood occurred (though not of the present magnitude) about half a century ago in 1924, the then collector of the district Mr. Vernon, arranged building sites on higher levels in Bhavani town to avoid the submersion of residences during floods in the rivers and a grateful people named the place as Vernonpuram, but which today has come to be known as "Varnapuram".

The Soviet Union will lend Cuba upto 300 million Roubles (about 150 million pound sterling) for mechanisations, equipment and maintenance of Cuba's Sugar Industry.

de facto Reputation

◆◆◆◆◆

The way to gain a good reputation is to endeavour to be what you desire to appear.

Athens } — Socrates
469 - 399 }
B. C. } (Philosopher)

unprecedented in history of the area:

MIDNIGHT FLOODS and HAVOC in FACTORY REGION

oooooooooooooooooooo

Not less than 30 villages on the north and south banks of River Bhavani, and in the three taluks of Bhavani, Gobi, and Erode in Coimbatore district, were very seriously affected and submerged entirely by floods which took the people in the areas completely unawares, on the night of Friday the 8th December 1972 by about 11 P. M.

To aggravate the situation, consequent on torrential and continuous rains, the Thadapalli, Arakkankottai canals and big tanks at Appakudal, Odathurai and Anandasagar recorded a total of over 183 breaches.

Devastations

The resultant flood havoc, rendered over half a lakh of people homeless. Heavy damage was caused to roads, irrigation works, communications like telegraph and telephone lines and crops like paddy, sugarcane and turmeric. Breaches in the irrigation sources will

affect cultivation to the extent of over 1,500 acres.

Factory affected...

Cane growing areas serving Sakthi Sugars factory have been affected, and the pumps and motors used for taking water to the factory along with the pump house, were heavily damaged requiring immediate replacements at heavy cost. The crushing operations had to be suspended for about two weeks.

Hands to the succour

The spontaneous, effective and immediate action taken by the management of Sakthi Sugars, for rescuing the stranded folk, providing temporary shelter, and arranging supply of wholesome food packets to the people and milk to the children; with the staff working round the clock in dedicated service, came in for all round appreciation. It is at such times of human crisis that the nobler traits of humanity also manifest themselves!

His excellency the Governor K. K. Shah, Tamilnad Ministers hon'ble Mr. Sadique Pasha and hon'ble Mr. Kannappan, accompanied by the legislators and parliament member representing the constituencies, chairmen of panchayat unions and district collector J. Sivakumar visited the affected taluks on the 13th and 14th of December, for on the spot studies to effect prompt relief measures.

Later, Chief Minister hon'ble M. Karunanidhi and central Minister hon'ble C. Subramaniam also visited the affected regions at the end of the month.

Voluntary agencies

Close on the heels of relief measures undertaken by Sakthi Sugars, panchayat unions and the government, private agencies like Volunteer corps of college students from Madras, the church of South India unit led by

— continued on page 14



One of the 183 breaches ...

When the Appakudal lake near our factory broke its bounds, 154 feet wide breaches were made in the tank bund and the adjoining bus route road.

— Photos: Shanmugasas



Message thro "Seithi Madal" and "Sugar News"

Winding up his whirl wind tour of flood-hit areas at Jambai on 14-12-'72 His Excellency the Governor asks your Editor to tell the people—"they can confidently look forward that we will do everything possible for them."

Postings, Promotions and

ROLL-CALL of HONOUR

The management of Sakthi Sugars were pleased to grant sizable increases in the emoluments of seven officials of our cane department, in recognition of their outstanding services in arranging maximum sowings in their respective areas and following them up by helping the ryots to produce high yields of sugar rich cane with their persuasive technical advices and encouragements, for the 1972-73 season.

As seen in the picture below, they are left to right, cane subinspector V. N. Ponnusamy of Athani division, Inspector K. V. Ramanathan of Ammapet in the top row; cane subinspectors M. Selvaraj of Gobi and S. Dakshinamoorthy of Bhavani. In the bottom row are subinspectors R. Selvaraj of Ammapet, A. N. Selliannan of Athani and K. Subbarayan of Pudukkaraipudur division. We convey them our hearty

congratulations, on this, their meritorious record!

Previous season...

In the previous season, similar increases in emoluments were secured for similar distinguished services in the cane department, by cane subinspectors K. N. Thangavel and C. Subramaniam.

● Cane crushed during 1971-1972

During the financial year ended 30-6-1972, the total cane crushed in our Sakthinagar factory was 5,26,102.730 tonnes and the sugar manufactured was 50,062.80 tonnes with recovery of 9.52% as against 4,34,861.53 tonnes of cane crushed and 40,158.52 tonnes of sugar obtained in respect of the previous year with the recovery at 9.23%.

The crushing operations continued for the period from 1-7-1971 to 11-8-1971 before the off-season. After completing the overhauling of machinery, crushing recommenced on 29-9-1971 and continued without break upto 2nd June 1972.

● First place in Ind: Record crush!... and after...

For the sugar season ending 30th September 1972 the factory has crushed the maximum in India for a single unit, namely 5.91 lakh tonnes of cane with a recovery of 9.42%.

It is a happy news that our sugar factory has increased its crushing capacity to 2500 tonnes of cane per day from July 1972. The letter of intent for increasing the crushing capacity to 4000 tonnes per day, has been received from the government of India, this month.

● Distillery

Our new Distillery which started production of Industrial Alcohol from 22nd June 1972, with a capacity of two million (twenty lakh) gallons per annum is working to its full capacity.

— continued



Postings and promotions...

— continued from previous page

It is welcome news that the government of Tamil Nadu has since permitted the company to increase the Distillery capacity to 3 million (thirty lakh) gallons per annum.

● Postings and promotions...

Mr. V. Venkata Reddy, with an experience of dozen years in management side of Sugar Factories, has been appointed as the new General Manager of our sister concern, in Mysore state Chamundeswari Sugars, and has taken charge of the post recently. Mr. N. S. Seshadri B. Com., A.C.A. is the accounts officer.

A Send-off was accorded to the former G. M., Mr. R. V. Venkatadas, on his reversion to Sakthi Sugars as Development officer. A tea party was given in his honour by the staff of Chamundeswari Sugars Head office at Hotel Kamadenu in Bangalore, on 19th January.

At the Factory, the building for which is coming up in K. M. Doddy in Maddur Taluk in Mandya district of Karnataka State, on the newly acquired 85 acre site, Mr. M. Chandrasekaran is the chief Engineer and Mr. Rathnam is the cane superintendent, while Mr. M. S. Narayanasamy and K. V. Nanjundiah are the other two officers.

In Sakthinagar

We are happy to record that during last year, P. Ramasamy, G. D. Pandurangan and K. Natarajan have been promoted to posts of assistant engineers in the civil department.

Second Priority!

Next to GOD they parents.

England & U.S }
1644 -- 1718 } — W. Penn



The horse that won the Rs. 580 Stakes ...!

Rani Mangammal of Madurai Nayak dynasty, riding a "dummy horse" brought all the way from Salem district, and preceeded by a fanfare of deafening rural drums, carried away the coveted first prize of Rs. 580 worth steel almirah, in the annual fancy dress competition at our factory campus.

In the process she put to flight a real horse ridden by a fierce Beduin Arab! Frightened by the "hurrahs" of the spectators and the beat of drums, the arab steed refused to come before the 'judges', reared and beat a retreat ignoring the cajolings and threats of the marauding young Arab (our correspondent Tipper Subramanian).

The winner of the first prize was our Sanitary Officer Jayaram Naidu!

BIRTH

To Kalyani Palanisamy wife of purchase assistant R. Palanisamy ("Elampooranan") of

In the Factory M. K. Ramkumar was promoted as Deputy Chief Engineer, and V. Haridas as Maintenance Engineer. The other promotions are T. R. Krishnasamy as Shift Engineer (Turbines) P. K. Jawahar as Shift Engineer and B. L. N. Shastry as Assistant Engineer (Mills). Former Mechanical Supervisors L. Kantharaj, P. Dharmalingam, N. N. Prithviraj and P. Mohanasundaram have been promoted as assistant engineers.

Sakthi Sugars Head Office, on Friday the 2nd February a beautiful baby girl at "Comfy Meternity Home" of Dr. Miss P. Isiah, M. S., M. R. C. O. & G. (Edinburgh) Coimbatore-18. The baby and the young mother are doing fine.

The happy news of the new arrival was announced to the officers and staff of the head office by the young father, with the distribution of apples, oranges, biscuits and sweet Ju-Juber; no wonder he is having everybody's sincerest wishes for a baby-boy next, in 1975.

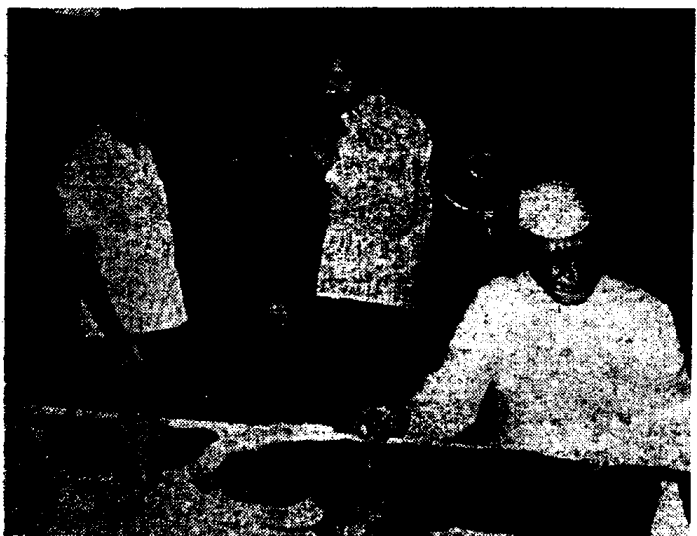
His Excellency Kodardas K. Shah in Sakthinagar



Resting for a while...

On arrival at Sakthinagar in the morning of 22nd November, His Excellency is seen having a tete-a-tete with our young chairman N. M., prior to doing a round of the Sugar Factory and Distillery unit.

♦♦♦♦



Lunche on in honour of the visit...

Deputy general-manager S. V. Balasubramanian is ushering into their seats at the head-table the distinguished guests, His Excellency the Governor Shah and District Collector Sivakumar.



a peep into sugar technology...

Evidently, the technique of grading quality sugar in Sakthi Sugars is being explained to the illustrious visitor by Technical adviser cum chief chemist T. T. Oommen, as chief Engineer K. M. Periasamy, General Manager P. V. Viswanathan and District Collector Sivakumar look on.

♦♦♦♦



...and here come the guests.

Led by chairman N. M., here come some of the other important guests, Directors K. K. Ramasamy, S. Senniappa gounder, P. N. Nanjappan and legislator M. Chinnaamy, M.L.A.

HOLIDAY TREK AND... HOMAGE to a HERO at MIDNIGHT

♦♦♦♦♦

— "Tappal"

During the course of the 853 mile holiday trek by road in the South (referred to at page 6 above), our motorcade stopped at midnight in historic Kayattar — the place where the dauntless Veerapandia Kattabomman, the last of the brave poligars of Panchalamkurichi who refused to submit to the invading English East India Company, and was hanged on 16th October 1799 at the orders of Major John Bannerman after he was betrayed to the English Company's army by the then Thondaman of Pudukkottai (in Tiruchirappalli) and the poligar of Ettayapuram.

Against the skyline

Silhouetted against the starless sky on that dark night, stood the majestic statue of the hero, sword in hand, on a lofty pedestal alongside the highway. By the light of electric torches and flickering match-sticks we scanned the inscriptions on the pedestal before we paid our homage at the memorial to the fearless patriot, erected 170 long years after his death.

An interesting anecdote is the way that the memory of the freedom fighter of the 18th century was kept alive by grateful people in the face of dire threats and bans by the English rulers of the day. At the site of the execution on the side of the trunk road (where the old Kayattar fort stood once), about three quarters of a mile to the north of the village,



bathing in Tiruchendur

stands a great pile of stones of all sizes, which represents the accumulated offerings during the past 173 years, by wayfarers who tarry a while to silently honour the departed soul of the great man, before they continue their journey.

"Firm and Daring"

It is recorded by an English Gazetteer that to the last the poligar maintained an attitude of cool defiance.

Writing in his diary under the date 17-10-1799, Major John Bannerman noted — "The manner and behaviour of the Poligar, during the whole time of his being before those who were assembled yesterday at the examination which took place was undaunted and supercilious. He frequently eyed the Ettaiyapuram Poligar who had been so active to secure his person and the poligar of sivagiri with an appearance of indignant scorn; and when he went out to be executed he walked with a firm and daring air, and cast looks of sullen contempt on the poligars (chieftains) to his right and left as he passed. On reaching the foot of the tree in which he was hanged, he regretted that he left his fort in the defence of which it would have been better for him to have died".

A fortress ploughed...

But such was the terror that the name of the Kattabommas and their stronghold Panchalamkurichi instilled in the hearts of enemies, and the loyalty and confidence inspired in the hearts of sympathisers, friends and followers that when the little fortress was finally captured from Veerapandia's younger brothers Sivathiah Kattabomman and Umai-Thurai, in March 1801, it was razed to the ground. According to an English Writer of the time—"...the fort was razed to the ground, the site was



Lady of Vaigai ...

One of the fine pieces of art which ornament the Vaigai Dam Park, completed in 1959; and visited by our staff in 1972.

ploughed over and sown with Castor seed and the name of the place was expunged from all the registers of the district."

All these past events of history passed before our minds as we gazed with admiration on the statue of the mighty warrior, — a reminder to the saga of nearly a century of unflinching fight by the dynasty of Kattabommas of Panchalamkurichi against invading hoardes, first of the nawabs of the Carnatic and later of the English East India Company.



... and Vaigai Dam

A HERBICIDE TO YOUR HELP

"ATROZINE" for Weed Control in Fodder Cholam

by
C. VENKATACHALAM * S. MICHAEL RAJ * V. VEERABADRAN
(Instructors in Agronomy)

Tamil Nadu Agricultural University - Coimbatore-3

Fodder cholam is sown thick using a higher seed rate and without any regular spacing. So, hand weeding operation is considered time-consuming and costly. To economise on the cost of weeding, the use of a herbicide may help.

To test the efficacy and economics of the use of "Atrozine" to control weeds in fodder cholam, an observation trial was laid out in F. No. 72 of the Central Farm of the Agricultural College and Research Institute, Coimbatore-3. The details and the results are given below:

The crop was shown on 2-10-71. 1540 sq. metres (consisting) of 110 smaller plots of 14 sq. metres) of

area was allotted to each of the following four treatments.

1. Control (no hand weeding or herbicide).
2. Hand weeding once.
3. Hand weeding twice.
4. Atrozine @ 400 gms. ai. per ha.

The herbicide was sprayed on 8-10-72. Hand weeding was done on 6-11-71 for Treatment 2 and on 6-11-71 and 26-12-71 for Treatment 3. The costs of the different treatments are given in Table-I. Other cultivation expenditures are common for all the treatments).

It could be seen from Table-I that the cost of herbicide application

was much less compared to the hand weeding operations. Besides there was good control of weeds in the herbicide treated plots.

Yield of fodder under the different treatments is given in Table-II. Herbicide applied plot has given the highest yield over all the other treatments.

From the results of this trial it may be concluded that for effective and economic weed control, in fodder cholam, Atrozine can be recommended.

TABLE I

Treatmental cost extra	Charges.
1. Control	—
2. Hand weeding once @ 20 women/ha (Rs. 2.50/women)	50.00
3. Hand weeding twice @ 35 women/ha (Rs. 2.50/women)	87.50
4. Cost of Atrozine 50% W.P. @ 800 grams/ha (Rs. 40/kg.) (Spraying cost Rs. 3/ha)	35.00

TABLE II
Yield of fodder under different treatment/ha.

	Yield/ha kg.	Percentage increase over control.
1. Control	15,620	—
2. Hand weeding once	16,800	9.30
3. Hand weeding twice	17,952	11.49
4. Herbicide treated	18,576	11.89

Tamilnadu adopts...

The Wonder Banana from Bihar

The Horticultural department of the Tamil Nadu Agricultural University in collaboration with the Indian Council of Agricultural Research is operating a Research Project on Bananas. 110 varieties of bananas from abroad and different parts of the Country have been tested to select the outstanding ones for popularising in India.

— continued next page

Peal of Wedding Bells in SAKTHI Firmament!



Sakthi Textile's Director celebrates wedding of daughter

● Rajeswari — Rathnaswamy

Mrs. and Mr. S. A. Ramachandran, B. A., LL. B., Director of Sakthi Textiles Ltd., Pollachi celebrated the marriage of their daughter, Selvi R. Rajeswari with Selvan Rathna-

swamy, B. A., son of Mr. R. M. Marappa Gounder of Jameenmuthur. The Wedding took place on Friday the 17th of November in Pollachi. Besides Mr. N. Mahalingam, Chairman of Sakthi Sugars, friends and relatives graced the function with their presence, in good members.

● Manjula Devi — Ganapathi

The wedding of Mr. P. Ganapathi, son of Mr. Ponnuswamy Gounder and Assistant Cashier of Sakthi Sugars at Sakthi Nagar, with Selvi Manjula Devi, Grand daughter of Mr. M. Chinnana Gounder of Sanar Palayam and Daughter of Mr. S. S. Ayanan, took place in Vaniga Visiya Kalyana Mandapam, Erode on the 10th of December.

Mr. V. M. Kailasam, Commercial Director of Sakthi Sugars, Officers and other employees of Sakthi Sugars, friends and relatives participated in the happy function.

● Padmavathi — Dorairaj

The marriage of Mr. V. K. Dorairaj, Assistant Cane Inspector of Sakthi Sugars in Gobi Branch Cane Office, with Selvi Padmavathi, was celebrated on Monday the 11th December in Sita Kalyana Mandapam at Gobichettipalayam.

● Samiyathal — Subramaniam

The Wedding of Mr. S. Subramaniam, of Sakthi Sugars with Miss Samiyathal, daughter of Mr. Kaliappa Gounder of Kuppanayaken Valasu

— continued next page

Efforts will be made to multiply the suckers, subject to the performance in the regional trials, which are going to be conducted by Tamil Nadu, Agricultural University for a year or two.

BIRTHS...

To Mrs. Soundram Balasubramanian, B.Sc., wife of our Publisher and Deputy General Manager S. V. Balasubramanian, B.com., A. C. A., on Wednesday the 22nd of November 1972, a bonny boy at Balaji Nursing Home in R. S. Puram, Coimbatore. On that day the young father was away at Sakthi Nagar busy receiving His excellency K. K. Shah, the first State Governor to visit the factory.

The new born baby is the second son of the Balasubramanian couple, the elder one six year old Murali is a pupil in Carmel Garden School.

Grand child to Director P. G. Karuthiruman

To Mrs. Lalitha Jawahar wife of our Distillery Engineer R. K. Jawahar, B. E., on



Wednesday the 4th October, 1972, a chubby baby girl in Erode at a Private Meternity Home. We are happy to congratulate the young parents, and the paternal grandfather Mr. P. G. Karuthiruman, a Director of our concern.



Aye a gay company are they...!

One of the happy pictures clicked during holiday tour of our head office staff. Left to right are accounts assistant G. Balakrishnan, Stenographer K. Krishnan, Cashier R. Sivasubramanian, Purchase Official T. M. Raja and Accounts Officer N. V. Kamalasan.

Snapshot by D. S. Rajagopal



The Kailasams with the newly weds ..



...the guests over cups of ice-cream

● Ruth Premela — Jesudian James

By the grace of GOD, Mrs. Nancy Appadurai and Editor Solomon Appadurai, celebrated the wedding of their journalist son Jesudian A. James with Ruth D. Premela, M.Sc., daughter of Mrs. Molly Collison and Engineer-Director, Victor D. Collison of Southern Electricals Ltd., Madras, on Wednesday the 29th November, when the marriage was solemnised at the altar of Christ Church, Coimbatore.

In the reception that followed Sakthi's Commercial Director V. M. Kailasam and Mr. Edwin Samuel proposed the toasts of the newly wedded couple and Rt. Rev. Jeevanandam Thangamuthu, B. A., B. T., B. D., the new Bishop in Coimbatore uttered the benediction, while Moderator's - Commissary Rev. Israel Somasundaram, B.A., L.T., B. D., presided over the happy function.

The bridal couple were the recipients of presents from the guests, including a choice gift from Mrs. Marudhapushpam Kailasam.

The Brothers of the groom Advertisement consultant cum Journalist M. N. Sudhan Appadurai of Sudhan publicity, Engineer Benjamin Appadurai of MALCO, sister Miss Jemima Ranjini, Mrs. Helen Sudhan, Mrs. Vimala Benjamin and aunt Mrs. Jane Edward, received the happy throng of guests. The musical strains of the Brass Band and Abdul Razack's orchestra kept the assemblage entertained as it sat for tea, on the lawns.

Weddings ...

— continued from page 21

was celebrated on Wednesday the 25th of October. The wedding took place in the bride's residence at Kuppayakken Valasu.

● Bharathi — Venkidusamy

Selvan A. M. Venkidusamy, B.Sc. employee of Sakthi Sugars, celebrated his wedding with Selvi R. Bharathi on Friday, the 10th of November, at Sita Kalyana Mandapam, Gobi.

● Sivakami — Subramanian

Mr. V. Rangasamy, Manager of our sister concern Indo Swiss Synthetic Gem Manufacturing company Ltd., was happy to celebrate the marriage of his Brother-in-law on Friday the 10th of November. The bridegroom was Mr. M. Subramanian, B.E., Assistant Engineer in Tamil Nadu Electricity Board and the bride was Dr. Miss P. Sivakami, M.D., beloved daughter of Mr. T. K. Periasamy Nadar of Madurai. The happy function took place in Palani.

— continued next page

soft or harsh

A soft answer turneth away wrath but grievous words stir up anger.

Solomon the wise
(King & Wiseman)

Wedding ...

— continued from page 22

● Vasantha — Selvaraj

Bridegroom, Mr. A. Selvaraj, employee of Sakthi Sugars, Gobi Division, celebrated his wedding with Miss Vasantha, beloved daughter of



Mr. Thyagarajan of Erode on Monday the 27th of August. Officers and employees of Sakthi Sugars, along with friends and relatives, were present in good numbers on the happy occasion.

● Rajeswari — Ramaswamy

The Wedding of Selvi Rajeswari, beloved daughter of Mr. T. K. Varadaraja Gounder, shareholder of Sakthi Sugars and prominent land lord of Thottapalayam, with Dr. K. C. Ramaswamy, M.B., B.S., Asst. Surgeon in Karur, Government Hospital and son of Mr. K. P. Chinnaswamy Gounder of Kidakaran palayam in Karur Taluk was celebrated on the 12th of November in Meenatchi Kalyana Mandapam, Bhavani.

Intercrop of green-gram in Sugarcane ...

— continued from page 5

- b) Cost of dusting one man @ Rs. 3/- per day } 3-00
- c) Cost of Rogor 250 ml } 5-00
- d) Cost of spraying 2 men for 1/2 day @ Rs. 3/- per day } 3-00

On a fact finding flight

CHAIRMAN N. M. in S. E. ASIA

oooooooooooo

Sakthi's Chairman N. Mahalingam was on a flying visit to Malaysia and Singapore early December last year. He was accompanied in the trip by our General Manager, P. V. Viswanathan and Assistant Cane Superintendent Balasubramaniam of Sakthi Nagar.

It is understood that they were on a fact finding mission, at the invitation of the Government of Malaysia in connection with the proposal to establish one more sugar unit in that South East Asian Federation. Malaysia is endowed with an enviably rich soil and irrigation facilities, ideal for growing cane which is the basic raw material for manufacturing white crystal sugar.



... in search of spheres new

Malay. While Malays account for 50% of the population, there are also 37% of Chinese, 11% Indians, Pakistanis and other racials.

At the conclusion of 10 days tour Chairman Mahalingam's fact finding team flew into Meenambakam Airport on 12th December from Kuala Lumpur, the Capital of Malaysia.

The Federation of Malaysia sprawling over an area of 50,690 square miles contains within itself the former 9 kingdoms of Malaya, Penang and Malacca. The country which is situated in the Peninsula of Malaya has a population of nearly one crore people, the national language being

4) Harvesting:

10 to 12 women for picking pods & collection of seeds @ Rs. 1.50 per day

Total 35-00 to 43-00

Total cost of cultivation to get maximum yield } Rs. 35/- to 45/-

N.B.: 1) Picking of pods can be restricted to two as the pods are not bursting in the fields. 2) If any plant protection operation is not bestowed the cost of cultivation comes to Rs. 22/- to Rs. 30/-

3) Instead of a spray, more dusting can be given. ☉

To GOD our GRATITUDE

O give thanks unto the LORD; for He is good; because His mercy endureth for ever.

Let His people now say that HIS mercy endureth for ever.

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

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

We did enjoy visiting places South

BEAUTY SPOTS OF MANIMUTHAR DAM



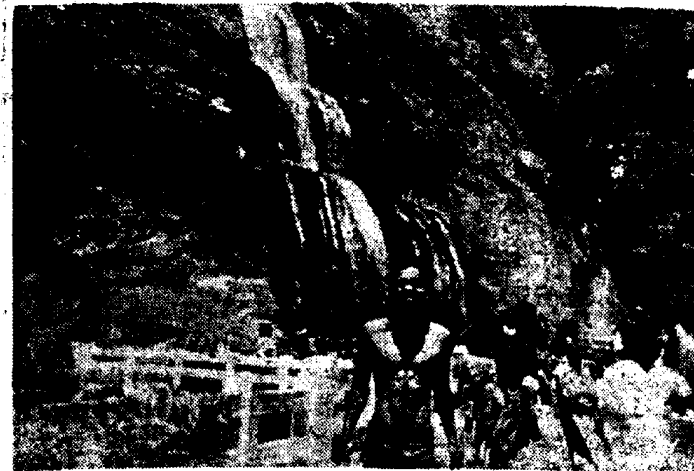
Bridge overlooking bathing depths...

awe inspiring Tiger Sanctuary...

...Statues in Park...



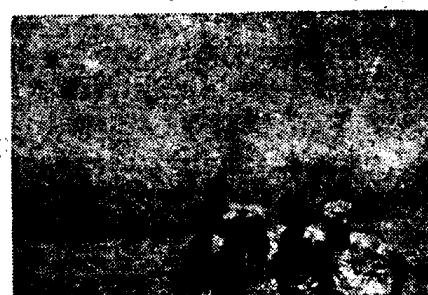
Magnificent and glorious...



Cascades the perennial falls...

Common man's summer resort, courtallam

oooooooooooooooooooo



Boating in Tekadi lake



Sea bath, in cape...

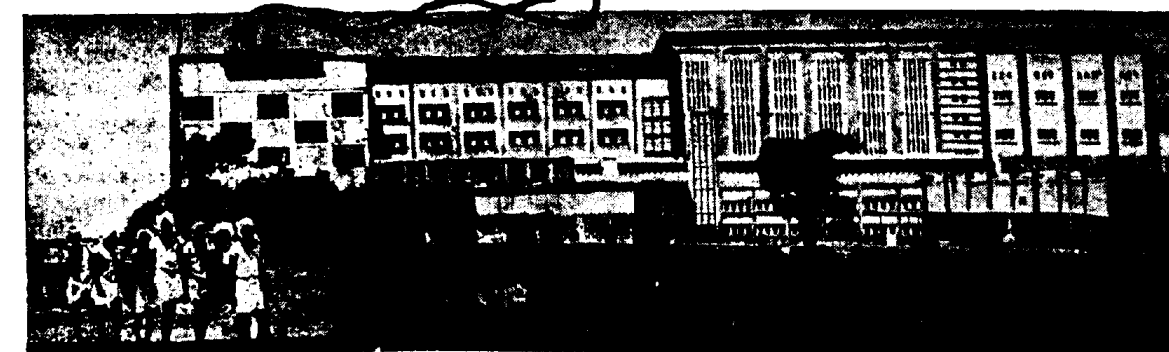
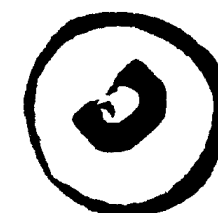
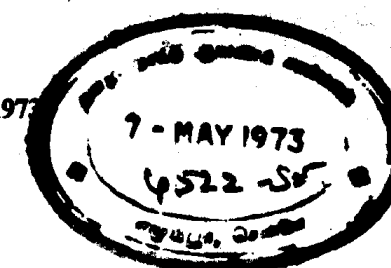


and Tiruchendur...

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SAKTHI SUGAR NEWS

QUARTERLY JOURNAL DEVOTED TO
SUGAR, SUGARCANE & AGRICULTURE
VOL. V, No. 3 ★ 15. APRIL 1973



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Research Institutes:

IMPROVEMENT POTENTIAL OF SUGARCANE

Prof. SHER SINGH

(Hon'ble Minister of State for Agriculture, New Delhi)

Sugarcane is a very important commercial crop in our country. It has occupied 2.0 to 2.8 million hectares approximately in the country in the last 10 years. For this period the production of sugarcane has ranged from 93 to 131 million tonnes, while sugar production has ranged from 2.1 to 4.3 million tonnes. Its importance has been recognized by the Central Government and at present there are three Central Research Institutes working on this crop alone. There is considerable work taking place both on research and development of this crop in various State centres also.

Success of Coimbatore Institute

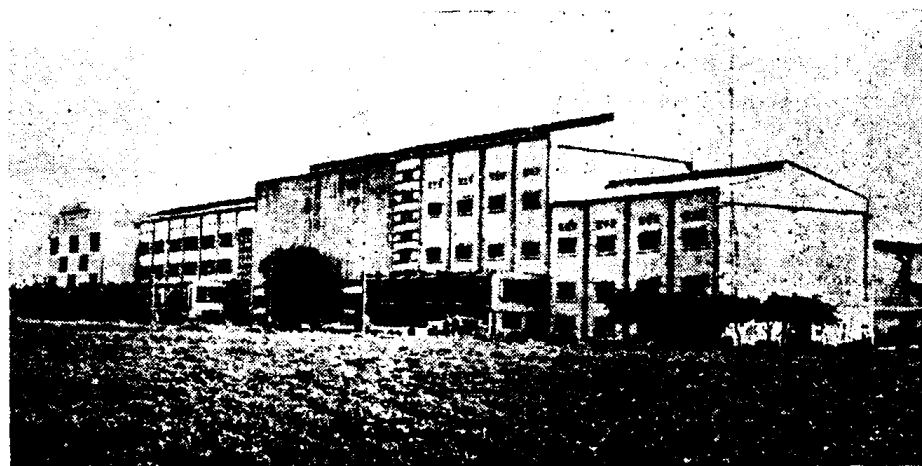
The Coimbatore Institute is one of these three institutes. This Institute was started in 1912 as a research station. In 1950 its status was raised to that of an Institute. In 1969 it became a part of the family of Institutes of Indian Council of Agri-

cultural Research. It was located at Coimbatore because seed setting and flowering in sugarcane occur satisfactorily mainly at Coimbatore. The main function of this Institute has been to breed varieties for all the cane growing tracts of India. It is of interest to note that because of the above reason in contrast to other crops such as maize, rice, wheat, etc., the breeding work of sugarcane for the entire country has been mainly confined to Sugarcane Breeding Institute, Coimbatore. At Pusa, in Bihar State, they have succeeded in obtaining seed setting and flowering and they are carrying out a limited programme for their own State.

The details regarding the various breeding methods employed by the Institute, and the achievements of the Institute, in terms of area occupied by the varieties produced by the Institute, are given in their Brochure. The very fact that this Institute has been associ-

ated with production of varieties which occupy almost all the areas in all the States except Bihar and part of U. P. shows that the Institute has been quite successful in its task. The varieties Co. 213, Co. 312, Co. 313, Co. 419, Co. 421 and Co. 453 have occupied large areas in the past and some of them are still occupying considerable areas. Co. 1148, Co. 997, Co. 658 and Co. 740 are the other varieties which have become popular and increased their area in recent past. Several recent releases have been placed or are likely to be placed on the approved list of varieties for various States. They include Co. 62175 in Mysore, Co. 6304 and Co. 62174 in Tamil Nadu, Co. 62399 in Punjab and Co. 62112 and others in Orissa. These varieties have become popular because of several desirable characters in them. Many of them are high yielding types, such as Co. 419, grown in Tamil Nadu, Andhra Pradesh, etc., and Co. 1148 and Co. 1158 grown in Northern belt. Others are early, i. e. give high recovery in early part of crushing season of factory;

— Continued on page 23



SUGAR NEWS



BALL-POINT JOTTINGS -

The Indian Sugar Bowl

44 lakh tonnes of SUGAR by 1973-74

According to the 26th Report of the Estimates Committee, presented to the Lok Sabha on 20th February, the installed annual sugar production capacity in the country, is expected to be in the order of 43 to 44 lakh tonnes. The earlier estimate was that this figure would be somewhere between 45 and 47 lakh tonnes by 1973-74.

It would appear that the Inter-Ministerial Committee of the Union Government was considering a proposal to issue additional licences, so as to raise the licensed capacity to about 56 lakh tonnes.

Sugar output in February '73

The total sugar production in India during February 1973, the fifth

month of the current 1972-73 season was about 7,25,000 tonnes as against 6,87,000 tonnes during the corresponding period last season, according to the Indian Sugar Mills Association. This brings the total production during the first five months of 1972-73 season to 26,64,000 tonnes as against 23,08,000 tonnes during the corresponding five months period last season.

The off-take of sugar from factories during the month of February 1973 was about 2,69,000 for internal consumption and nil for exports, against 3,09,000 tonnes for internal consumption and nil for exports in the corresponding period last season. The total despatches in the first five months in 1972-73 were 14,76,000 tonnes for internal consumption and 7,000 tonnes for export against 16,84,000 tonnes for internal consumption and 38,000 tonnes for exports during the corresponding period last season.

The total closing stock of sugar with factories on Feb. 28 was about 17,73,000 tonnes against about 19,94,000 tonnes on the same date last season.

Season in Western Ind. drawing to an end

In Western India, the sugar manufacturing season is gradually drawing to an end. Several factories including co-operatives have already closed during last month March, 73. The earlier closure of the season this year is mainly due to non-availability of cane in Gujarat, Maharashtra, Rajasthan and Mysore.

The factories in Bihar and Uttar Pradesh might have a comparatively longer season.

The production of sugar in the country till the end of February was of the order of 26.64 lakh tonnes against 23.08 lakh tonnes on the same date last year.

— Continued next page

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.

Enemy to None

Be civil to all;
sociable to many;
familiar with few;
friend to one;
enemy to none.

U. S. A. } — Benjamin Franklin
1706-90 } (Diplomat)

Grant me, oh GOD

God grant me the serenity
To accept the things
I cannot change,
To have the courage
to change the things I can
And the wisdom to know
the difference.



Third year in succession ...

A justifiably proud General Manager P. V. Viswanathan, is receiving from Industries Minister Hon'ble Mr. S. Madhavan, the State Safety award (Sugar Factories Group) for 1971—Shield, Certificates and cash prize of Rs. 2000/—, on behalf of SAKTHI SUGARS, whose factory at Sakthinagar has bagged the awards for the third year in succession.

The pleasant function in which the state safety awards under various groups were distributed, took place at Nandambakkam, Madras, on the evening of 29th March. Vote of thanks was proposed by the acting commissioner of labour K. V. Parthasarathy.



... celebrating it with a party

To celebrate this singular event Sakthi Sugars gave a party, in which about 400 persons participated.

Seated at the high table (from left to right) are director T. Manickavasagam of Meenakshi Mills Group, our "G. M." Viswanathan, T. Doraisamy the Chief Inspector of factories, Hon'ble Ministers N. V. Natarajan (labour) and S. Madhavan (Industries), M. M. Rajendran, I. A. S., Secretary to Govt. Industries department, and Deputy General Manager Sundarachariu of Surgical Instruments plant, in which Campus the functions were held.

Indian Sugar Bowl...

— Continued

Although the over all sugar output in the country will be around 36 lakh tonnes reports from Maharashtra and Mysore indicate that the sugar recovery has come down from 10.50 per cent to 10 per cent, chiefly due to the poor quality of cane.

➤ No sick mills in Tamilnadu State...

At a recent press conference in New Delhi, P. Maruthai Pillai, President of the South Indian Sugar Mills Association said that there are no sick mills in Tamilnadu and that three units in Kerala have not been working profitably. He averred that most of the six new sugar mills to come up in Tamil Nadu, in the Fifth plan will be in Tanjore District.

He said that per acre production of sugar cane has increased from 25 to 32 tonnes at present in Tamilnad and could be increased to 40 tonnes. He added that considerable efforts have been made with success to improve both the per-acre production of cane and the recoveries through rationalising sowing both in terms of timing and varieties, so that longer crushing season did not affect recoveries. According to him, it will not be possible to lessen the crushing season. From the national angle a longer crushing season should prove to be good overall, though profitability may be lower.

In Tamilnadu he estimated that the production this year will be 3.25 lakh tonnes against a forecast of 3.5 lakh tonnes, but this would be an improvement on last years' 3 lakh tonnes.

SISMA president Maruthapillai held out a reasonably rosy picture of production in the coming year. He expressed the opinion "at the present trend production, the fifth plan target of 58.59 lakh tonnes is not difficult of achievement, though government should adopt a strict long-term policy regarding cane prices, excise duty and the free market quotas". "The profitability of the sugar industry will depend on Government's policy. If the entire production is to be taken over by the government, profitability will be lower".

Everything & Nothing

The Cynic is one who knows the price of everything and the value of nothing.

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Foundation for Head Office building:

A mile-stone in our onward trek



Following traditions of Tamil yore, the foundation of the proposed new four-storey construction for the Head office of Sakthi Sugars was laid, by solemnly depositing "Navaratnas - precious nine jewels" in the maiden excavation, prior to planting the "mugurthakkaal - pole of prosperity" over it.

The happy inaugural function was held in the early hours of Thursday the 15th of March, as sweet stereo music continued to come floating in the morning breeze. The venue was the newly acquired one acre site for the purpose, on Race course road in the heart of Coimbatore, the commercial metropolis of Tamilnadu state.

The gay stream of guests started pouring into the campus, which stood bright and inviting with decorations of green palms, corn stalks, flowers, sugarcane and plantains. The illustrious invitees who had warmly responded were cordially received at the decorated entrance and corridor and led to the seats in the specially erected spacious *pandal* by chairman N. Mahalingam, Commercial Director V. M. Kailasam, Directors R. Chinnasamy Naidu, N. K. Kaliappa, D. Periasamy, K. K. Ramasamy, K. S. Murugaiyan, P. N. Nanjappan, E. S. Palanisamy, General Manager P. V. Viswanathan, and Deputy General Manager S. V. Balasubramanian.

Among the VIPs who attended the function were the president of the Coimbatore branch of Indian Chamber

of Commerce K. Sundaram, Zamindar V. S. Ramaraj Vanavarayar of Samathur Pattagar N. S. S. Mandradiar of Palayakottai, Director G. K. Deva-rajulu Naidu of Lakshmi Mills group Panchayat Union Chairman T. M. Kumarasamy of Thudiyalur, General Manager P. K. Duraisamy of Anamallais Agencies and A. R. C., A. Subramaniam (Raju gounder) of Pollachi, Principal K. Arumugam of Nachimuthu Polytechnic,—

Mrs. Pushpa Kandasamy, District Police Chief K. Kandasamy, Mrs. and Mr. C. J. N. Nazareth, Station Officer of All India Radio in Coimbatore and District Medical Officer Dr. M. Palanisamy from Erode, in addition to a large number of Bank and business executives, government officers, several executives and staff members from



... in pleasant anticipation

Commercial Director V. M. Kailasam and Director R. Chinnasamy Naidu have taken their stand at the decorated entrance to receive the guests.

our factory and a good representation of the Coimbatore press. The morning's functions were rounded off with a hearty breakfast, before the guests bade adieu. Please see also pictures on page 18 inside.



Invitees arrive ...



Chairman N. M. with guests



Pole of Prosperity ...



Britain too honours him

Dr. M. S. Swaminathan, Director-General, Indian Council of Agriculture and Research, has been elected by London Royal Society as its member. He is the 20th Indian scientist to get this rare distinction from the Society, and the first Agricultural Scientist from India to be accorded this honour. The present president of the Royal Society is the Nobel-Prize winner Sir Allen Hodkin.

Dr. Swaminathan, an agricultural scientist of international repute was honoured by the Government of India

INTERNATIONAL PORT-HOLE

● Mauritius Seeks know-how from India

Mauritius, the Island country in Indian Ocean (East of Madagascar) is anxious to setup on a co-operative basis a sugar factory in the interest of small cane growers to arrest their exploitation by the French settlers, according to H. Ramnarain, a former co-operation minister of the Country.

Mr. Ramnarain, during his recent visit to India, said that all the 23 sugar factories and about 70 percent of land in Mauritius were owned and controlled by a mere 15,000 French settlers, in a population of over 800,000 mostly of Indian origin. He was interested in getting technical know-how and other advises pertaining to sugar industry from India.

Born in 1925, he has travelled widely and has written over 250 scientific research thesis and books.



Ramani — Rajagopal

Mrs. and Mr. Vengalil Padmanabha Menon celebrated the wedding of their son K. K. Rajagopal (of Chamundeswari sugars head office, Bangalore) with Ramani beloved daughter of V. Kochukutta Menon of Cannanore on Thursday at Kozhicode, followed by a reception at "poornima", Feroke.

8,00,000 mostly of Indian origin. He was interested in getting technical know-how and other advises pertaining to sugar industry from India.

● Peru Increases Sugar out-put

Peru (in south America) will register a record sugar out put of 9,13,274 tons in 1972. Estimates for 1973 production of sugar in the country are for 9,20,000 tons. (The present record out-put was that of 7,94,002 tons registered in 1971.)



Charming Señoritas from Sakthinagar on Ooty's lovely hills

Resting on parapet wall at edge of ghat road, are (left to right) Juliet Pushparani, Vimala Gupta, Balasaraswathi Haridas, Savithri Ganesan, Subbulakshmi Natarajan and Kalpana, during recent tour of the Nilgiris.



Seated left to right are Prema, Rathna, Padma Natarajan, Vice-President Pankajam Thirumalaisamy, baby Sripriya and Saraswathi Balasubramaniam — all of the S. S. L. C. (Sakthi Sugars Ladies Club).

DISTILLERY SCIENCE:

Something about Alcohol

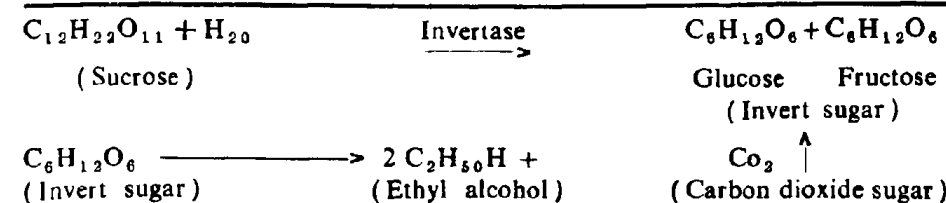
by K. K. MENON



Ancient History does not record anything about the discovery of Alcohol nor the date of its birth. It is true that about the time man has started the use of clothes, say as early as 5,000 years ago he has started the cultivation of Grapes also. Western and Eastern countries in ancient records tell us that he did not loose much time in discovering that the fermented juice of the Grape was good to drink as well. It is just possible as in the case of the 'discovery of tea' by Chinese the discovery of alcohol may be accidental. As some one puts it, a pot of grape juice might have been left unnoticed and undisturbed. Naturally fermentation had taken place by the time the pot was noticed and some one tasted and there it was, one of man's oldest luxuries.

Theory:

The fermentation of Molasses results from the action of 'Yeast' which first inverts the sucrose by the action of invertase secreted by the yeast, and then the yeast converts the invert sugar to Ethyl alcohol and carbon dioxide according to the following reactions.



The theoretical yield from 1 lb of invert sugar (0.95 lbs of sucrose) is 0.511 lb of absolute alcohol and 0.489 lb of carbon dioxide. Though these results are not achieved, as high as 95% efficiency has been achieved with modern methods.

Process of Alcohol produced from Molasses:

Cane molasses contains about 50% of various sugars capable of being converted into alcohol by the process of fermentations with yeast cells. As the yeast cells cannot thrive

In India drinking prevailed in all ages of our History as Puranas and Sutras have made references to it. Ramayana and Mahabharatha also have discussed drinking of 'Sura' (Wine). There are ample references to it in Kalidasa's 'Sakuntala' 'Kumara Sambavam' and 'Raguvamsa'. In modern times, westerners have elevated wine along with Bread as basic needs of life; and made drinking of alcohol almost a food habit.

Alcohol is chemically a group of organic compounds made up of Carbon, Hydrogen and Oxygen having a formula of $\text{C}_2\text{H}_5\text{OH}$ (Ethyl alcohol). There are two methods of its production one by chemical synthesis of Petroleum and the other by fermentation. The raw material for this fermentation is generally the molasses obtained as by product in cane sugar factories.

in concentrated molasses, molasses is diluted nearly four times its own weight and the compressed yeast is fed directly and allowed to ferment, which will be completed in about 36 hours.

The fermented wash obtained in the process is admitted into the



Rows of molasses tanks in our distillery at Sakthinagar.

distillation column, where it is boiled with steam. The vapours arising from the wash are passed through a number of plates, 16 to 18 and allowed to bowl through the wash content of this plate. During the process of bubbling, the wash is stripped of all its alcohol content and the resulting vapour containing about 45% of alcohol is passed on to another similar distillation column called rectifier. This column also contains a number of plates 40 to 48 in which bubbling takes place in the liquid hold of each plate. The concentration of the vapour in alcohol goes on progressively increasing from the bottom plate to the top until the concentration has reached 96% alcohol. Simultaneously the alcohol stripped liquid will be flowing downwards from plate to plate until the absolutely alcohol free liquid (water) flows out of the base of the column as "spent lees."

The top vapours from the Rectifier having a concentration of about 96% alcohol are condensed in a series of multi-tubular condensers and condensate is recovered partly as the final

— continued next page

Yesterday, Today, Tomorrow

TILLAGE and SEEDS

G. S. THANGAMUTHU, M.Sc., D.S.S. N. SANKARAN, M. Sc., (Ag.)
 A. V. RAJAN, M. Sc., (Ag.) N. ARUNACHALAM, M.Sc., (Ag.)
 (Tamil Nadu Agricultural University, Coimbatore)

Tillage is the mechanical manipulation of the soil with different tools and implements for loosening the surface crust to bring about conditions favourable for the germination of seeds and growth of crops. The chief objectives of tillage are the following:

1. To break up the soil and to bring it to suitable physical condition.
2. To remove stubbles and weeds.
3. To prepare a satisfactory seed bed.
4. To create a condition favourable for ensuring an adequate supply of moisture for the use of growing crops.
5. To incorporate manures and fertilizers in the soil.
6. To destroy insect pests which are harboured in the soil.
7. To ensure ample aeration in the root range of the crops.

One of the best known earlier assumptions as to the reason for tillage



doing it the traditional way

was made by Jethro Tull (1733) an English Farmer. He suggested that tillage improved productiveness of soil because it caused a breaking down of the large soil particles into smaller ones which increased the surface from which plant roots obtained their food. Tull's ideas are responsible for his introducing "Horse Hoeing Husbandry" which consisted of planting crops in rows and "Horse-hoeing" in between the rows. Based upon the above view thorough tillage operations were recommended to obtain good tilth.

Today the view is entirely changing. The thinking is towards minimum cost of cultivation to get more profit. For this we have to necessarily cut down the expenditure towards cost of cultivation. Experiments conducted at various places proved that repeated and too many ploughings are in no way superior to minimum tillage with regard to yield. Hence farmers need not spend more money to do the ploughing operations, provided weeds are controlled effectively. For this of late chemical weed control is a boon to achieve minimum tillage. The weedicides can be sprayed to control the weeds either as pre-emergence or as post-emergence. Now the minimum tillage practices are gaining popular in all the multiple cropping research lines in various research centres of our country.

The present day thinking in developed countries is for "No Tillage". The very formulation of the word came from the thinking of scientists as How the natural vegetation grows luxuriously without any tillage? Why cannot we also raise field crops without any

tillage? This natural growth of vegetation kindled the human's mind, thus a new concept of "No Tillage", has been started. The no tillage practices are adopted as follows. After the harvest of one crop, a line is drawn in between the stubbles of previous crops. The seeds, fertilizers will be drilled and covered in that line. Between the rows the weedicides will be applied to control weeds. The space between the lines drawn will be left without any tillage which will absorb and conserve more rain water and that coarse soil condition will also reduce weed germination. In developed countries the trend is to have a tractor attached with all the accessories which will do the complete operations from field preparation to covering of seeds. In detail, the manipulation of soil in lines, followed by application of weedicides in between rows, sowing seeds, application of fertilizers and pesticides and covering the same all the operations will be over at a stroke. This is popularly called as "Once over plough" or "Once over tillage".

Agriculture in India, as in many underdeveloped countries, has been for

SAKTHI SUGAR NEWS

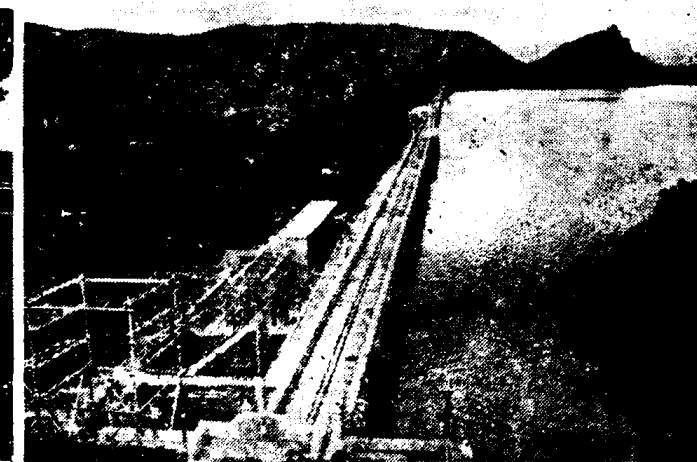
(English Quarterly)

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72, Sen Gupta Street,
Coimbatore-9.



Two good views of Tamilnad's famous Dam at Mettur

The reservoir and Hydro-Electric installations are part of the major irrigation cum Hydel project in Salem district.

— photo: A. G. JOSEPH, Mettur Dam.

centuries, a way of life rather than a commercial avocation. The very success of any crop is dependent on the seed which we sow. The basic need for better and prosperous agriculture is 'Seed'. The year Nineteen hundred sixty one was celebrated as the 'World Seed Year'. The Chief object was to promote the use of good seed throughout the world. The proverb "Today's seed is Tomorrow's Harvest" is a truism which falls with vicious impact on many of the "have not" nations of this world in which we live. Now-a-days the seed problem is so urgent that it becomes a matter of life and death in this world.

In the beginning of Agriculture, man collected the seeds from the plants grown at river banks and from water places and forest areas. Such seeds were used for his agriculture. Due to constant use of such methods of seed collection, not only the yield was slowly reduced, but also purity of seeds was greatly affected with contamination. Meanwhile man invented

— continued on page 17

DON'T CROW WHEN YOU WIN,
DON'T CRY WHEN YOU LOSE.

Statement about ownership and other particulars about Newspaper

SAKTHI SUGAR NEWS

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

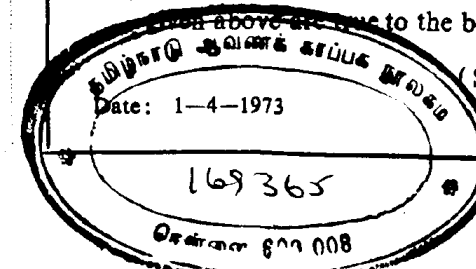
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(See Rule 8)

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

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



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"Buon Natale" - we celebrate a joyous 51st:

Best Wishes for Many Happy Returns of the Day!

A singularly exuberant *bon accueil* awaited beloved Chairman **N. Mahalingam**, when he alighted at the door-



Greetings warm ...
with garland and cake

step of Sakthi Sugars head office in Coimbatore, on the bright and exhilarating summer morning of 24th March last month, to celebrate in an unbelievably simple but remarkably homely function, his happy fifty-first birth day, from metropolitan Delhi...

Responding with characteristic grace to the spontaneously warm invitation extended by the staff to share with them the delightful day, he drove straight to the premises of the head office, fairly immediately on arrival from distant Delhi, where he happened to be away on 21st March - the actual date of birth.

On stepping out of his blue Mercedes at the stroke of eight, he was greeted with the traditional courtesies, cool spray of fragrant rose water, paste of sweet-scented sandal and platter of flowers; not to speak of the hall-full of cheerful faces beaming with broad smiles, and pairs of healthy palms joined in respectful *vanakkams*,

are they exultantly changed position to vigorously clap a jubilant approbation, when Sakthi's venerable general manager P. V. Viswanathan garlanded the chief guest with a huge and beautiful garland of roses and jasmines.

The pleasantly surprised dear chairman was next requested, on behalf of Sakthi Sugars, to cut the six kilo Birthday Cake, covered by lily-white icing and super imposed ornate decorations with the motto "many happy returns" exquisitely embossed across the top in Chocolate letters!. The small hall resounded to continued peals of clapping hands, when Chairman Mahalingam deftly cut the cake, and the first piece of neatly sliced cake was smartly picked and presented by the general manager on a China plate to the Chairman.

— continued on next page



Hall-full of happy faces with traditional courtesies sandal paste rose water and fragrant flowers.



Happy birthday to you ...

— continued

Thanks to the excellent arrangements vouched by the youthful deputy general manager S. V. Balasubramanian, everyone in the assemblage was contently munching a big piece of cake, within the next few minutes; distributed in flowered card-board saucers. This was later followed by a splendid *'dejeuner'*, in which the Chief guest also partook.

Toast and Response

In a brief but impressive talk general manager Viswanathan proposed the toast of the Chief guest, conveying hearty congratulations on the happy event in his life and best wishes of the staff for a healthy and useful long life. He also pointed out that in all his Industrial undertakings, apart from earning a reasonable profit, Shri Mahalingam was motivated mainly by a desire to provide job opportunities for the educated and skilled youth of the country; and providing quality food products of standard purity to the people, like sugar and hybrid seeds.

Three cheers to the guest...

In the course of his moving response of 17 minutes duration, Chairman Mahalingam confessed that he was very much touched by the affection displayed and the homely nature of the warm reception extended to him so very spontaneously by the staff. He gave a brief appraisal of the economic and Industrial state of the country, before he proceeded to indicate the lines on which the sugar factory at Sakthinagar was proposed to be developed on reaching the capacity to crush 4000 tonnes of cane per day. He indicated the possibility of developing an industrial estate in the vicinity, with opportunities for small scale industries like manufacture of chocolates, confectionary sugar candy, and glucose, for all of which the raw material will be sugar. He also contemplated providing the much

— continued on page 15

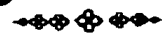


Glory to god ★ ... a golden birthday

With humble gratitude to gracious GOD Almighty, for enabling us all to see this glorious day, we hasten to wish dear Chairman N. Mahalingam, B. Sc., F. I. E., many many happy returns of the day. On this golden occasion, along with N. M., we wish his beloved spouse Mrs. Mariammal Mahalingam and all members of the "Sakthi Nilayam" family, pleasant, peaceful, prosperous and healthy long lives, replete with the sunshine of success for the glory of GOD and the good of the people.

— SAKTHI SUGARS

Something about Alcohol



— Continued from page 7

product and partly returned to the column at the top as "Reflux".

A part of the vapours from the Analyser column bubble through the incoming wash so that the impurities like Aldehyde and yeasters are removed and condensed in two condensers over another small concentrated column which is similar to the Rectifier. This impure condensate is returned separately to the storage and as it contains a large percentage of alcohol also it is utilised mostly for making denatured spirit. Similar impure alcohol is also drawn to the extent of 10% of the total production from the top of the rectifier. This is usually mixed up with the impure alcohol obtained from the concentration column above the Analyser.

During the fermentation of molasses certain amount of higher alcohols called "Fusel Oil" is also produced. This generally collects in the bottom plates of the Rectifier, it is tapped out, cooled and mixed with water-oil floats on the top. The yield of fusel oil is 0.1 to 0.2% of the alcohol produced. This fusel oil is used in Paints and Varnishes and



Dilution pond...

The hot effluent from the distillery is cooled by making it pass through artificial lagoons, before it is let into this brick and cement pond behind our distillery, where it is diluted with nearly ten times its quantity of fresh water, before being pumped out to disposal centre.

also as flavours in perfumery Industry. It is necessary to remove the fusel oil to have a good quality rectified spirit. Fusel oil contains 75% amyl alcohol, 20% Butyl alcohol and 5% other alcohols.

The main effluent from the factory is called "Spent Wash". This is subjected to fermentation and solar evaporation and when diluted with water can irrigate the cane crop itself:

The main product in the distillery from the process mentioned above is Rectified Spirit (Ethyl alcohol). This conforms to the specification for Grade I of ISI.

Different Grades of Alcohol

Rectified Spirit: Rectified Spirit contains 96% of Ethyl alcohol by weight. This is also called as Power Alcohol as it was used as a fuel during IInd world war for automobiles and Industrial Alcohol as it is used in the manufacture of various commercial products.

Denatured Spirit: The spirit containing 96% alcohol and other impure product obtained in the distillation is poisoned with some malodorous and obnoxious chemicals (Such as methyl alcohol and Pyridine) and thus made unfit for human consumption. This is sold as Denatured Spirit for Hospital and Lab use.

Absolute Alcohol: The Absolute or Anhydrous Alcohol is 99.9% ethyl alcohol by weight. This grade is normally produced by azeotropic Dehydration of Benzene. Therefore this alcohol has a little percent of Benzene content.

Silent spirit: For purposes of perfumery and Foreign liquors a purer alcohol will be needed. For this purpose an additional column is provided in the Distilleries and the so called "Silent Spirit" or Neutral alcohol (which is actually neutral and purer) is obtained.

Alcohol-its Industrial Use

Power alcohol, Rectified spirit or the Industrial Alcohol is basic raw material for the manufacture of many organic chemicals such as Acetic Acid, Butanol, Acetone, Ethyl Acetate, Acetic anhydride etc. Number of Chemicals can be obtained by a) Oxidation b) by de-hydration or by, modification of alcohol. With these developments the demand for the Industrial alcohol is going up considerably. As the demands of the organic chemical Industries are increasing rapidly, we are afraid, there will be a big short fall of Ethyl alcohol by the end of Fourth plan even when the fully installed capacities are utilised.

The major alcohol consuming Industries in the south such as 'PVC', Styrene, Cellulose acetate and cordite each require 12 to 15 Million gallons, 2 to 3 million gallons, 12 to 14 Million gallons and 5 to 8 lakhs respectively. In addition to this there is great demand for Alcohol for Potable purposes.

Alcohol content and Proof

Terminology

There is always a definite proportionate relation between the Degree Proof of Strength and the alcoholic content by volume. Absolute alcohol of 99.9% said to have a Proof Strength of 174.6°. In other words 100% alcohol in Bulk have a Proof Strength of 175°. This ratio of 100/175 or say 4/7 is the representative relation between the two measures of purity. To make it more clear when the alcoholic percentage in a given bulk of alcohol is 50% its proof strength works out to $50 \times 7/4 = 87.5^\circ$ Proof. Alter-

— Continued next page

Unearned money

The darkest hour in any man's life is when he sits down to plan how to get money without earning it.

— Horace greely

ALCOHOL ...

— Continued from previous page

nately when a given bulk of alcohol with addition of water has brought down from a strength of 174.6° to 100° proof the volume of alcohol in this bulk has come down to $100 \times 4/7 = 57.1$ percent; This 100° proof or 57.1 percent alcohol constitutes a "Norm" in assessing the degree of purity, and liquors with lower strength than 100° proof are called "under proof (u. p.)" and with over strength than 100° proof are called "over proof (o. p.)". In short any liquor having a mere strength of 75° proof is $(100-75) = 25^\circ$ u. p. and those having say 120° proof is 20° o. p.

Types and varieties of Potable Liquors:

There are mainly two types of products. 1) The soft drinks which are produced under direct fermentation such as Beers, Ales and Wines and 2) The hard drinks which are products of fermentation and distillation such as several types of Brandys, rums, whiskys, gins, vodkas etc. Against this there are drinks or beverages called Indian Made foreign Liquors; (I. M. F. L's) while generally in Foreign Countries where people have become extremely quality conscious the various products are manufactured from the particular primary raw material, where as this type of I. M. F. L's use 'Silent spirit' as the base. Silent spirit is diluted with water, blended with synthetic or natural flavoring agents and brought to its desired alcohol base. These drinks are aged in teak or OAK wooden Barrels, Bottled and sold under different trade names.

Conclusion: The story so far is quite intoxicating and Alcohol on the other hand has got its ill-effects too. "As Rex D' Rozaris correctly puts it—" For many, the drinking of alcohol is a mere falling in line, a social custom—the accepted Normal behaviour". And it becomes only a problem when the drinker passes "Safe threshold". "Alcoholism" affected only

a minority " But the fault does not lie with alcohol. It lies with the Individual. Alcohol can either be put to good or bad use. Unless each Individual learns how to use alcohol effectively, he and the others around him will continue to suffer "

(Acknowledgement: The author is grateful to the directors of M/s. Savalle India whose references have been used here.

Reference: Science today-vol. 5-1971 Number.)



Effluent disposal centre

In this photo, taken during his visit to Sakthinagar, the minister for Agriculture in Tamil Nadu Govt. Hon'ble Mr. Anbil Dharmalingam was visibly astonished to notice that the effluent from the Sakthi Sugar's Distillery did not emit any bad odour as in other places, and that it was utilised to irrigate and reclaim about 130 acres of arid waste land for the cultivation of sugarcane.

Standing on the masonry construction of the effluent disposal through, are (left to right) Commercial Director V. M. Kailasam, Legislator A. M. Raja, M.L.A. Hon'ble Minister Anbil Dharmalingam and others.

WHEN CHAIRMAN DEIGNED TO SHARE

SIX SCORE MINUTES with the HEAD OFFICE STAFF

.....



Shares and General Departments

Sitting left to right are M. C. Narayanan, Chairman N Mahalingam, General Manager P. V. Viswanathan and Deputy General Manager S. V. Balasubramanian. Second row: T. M. Karthiyayini, V. Unnikrishnan, T. Arumugam, D. S. Rajagopal, A. Sivanandam, M. N. Thangavel and Avinashi Ramasamy. In the last row are S. Chandrasekaran and C. Jeyaraman.

Accounts Department

Seated on the left extreme is Accounts Officer N. V. Kamalesan. Second row left to right: R. Balasubramanian M. N. Sakthivel, K. K. Muthusamy, C. Manoharan, R. Sivasubramanian, G. Balakrishnan, C. S. Krishnan and P. P. Ramasamy. In the rear row are V. P. Periasamy, L. Venugopal, R. Narayanasamy, P. S. Kandasamy, P. N. Chellappan and R. Manoharan.

Photos: P. KANNAN

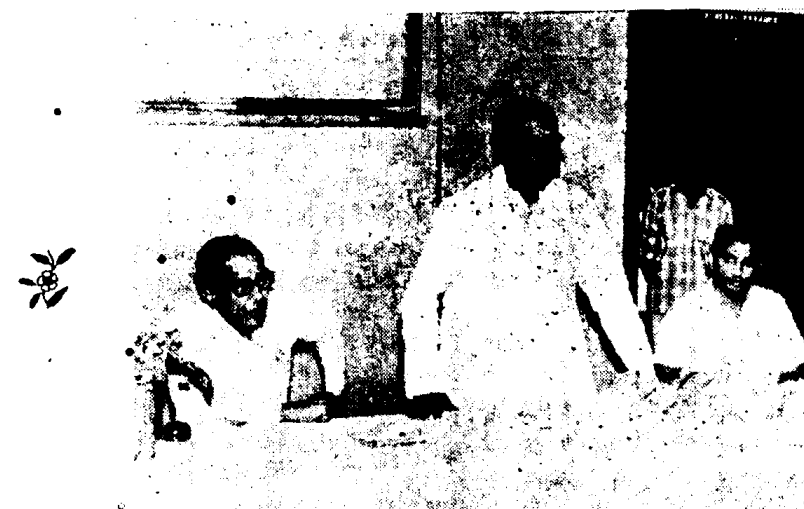


Seeds Department

Seated at left extreme is seeds officer K. R. Ramanujam. In the second row (L to R) are T. C. Natanamurthi, S. Shanmugavel, Jothivel, Balakrishnan, S. Ramasamy and G. Jeyasurya. In the last row are Natarajan, Mookiah Raja, P. S. Kandasamy and drivers Vellingiri and Jeyapal.

Purchase Department

Seated at left extreme is assistant purchase officer M. Ponnusamy. In the second row are driver Joseph Nataraj, S. Shanmugam, G. P. Sankaranarayanan, R. Palanisamy, T. M. R. Raja and N. Mani. In the rear row are Driver Kandasamy, V. Murugesan and Driver Das.



... Yes, the warmth and spontaneity of your reception have touched me indeed.

photos: P. KANNAN

Gladsome events:

51st Birthday...

— continued

needed technical and expert advice to the small scale manufacturers on payment of a nominal small fee by constituting a pool of experts and making their services available to all those who needed them.

Conveying felicitations on behalf of the readers of our Home Journals, Editor AESA expressed sincere hope that the past labours and accomplishments of chairman N. M. would prove to be rich experiences and spring boards for higher and far remarkable achievements during the years to come, in the fields of Industry and service to humanity.



"Sakthi Nilayam"...

Before taking leave, N M. was delighted to sit for photographs with the different departments of the office. At 10 A. M., the car carrying beloved chief N. M. slowly rolled out of the Precincts, to the united loud cheers of "hip-hip-hurray" as "G. M." Viswanathan proposed three hearty cheers.

Evening at Sakthi Nilayam

The next evening, a small team of three, representing the head office called at "Sakthi Nilayam", in Pollachi, to convey the greetings and wishes of Sakthi Sugars, to Mahalingam couple, on the joyous and unique occasion of Shri Mahalingam's 51st birth day.

Sakthi's young chief and his beloved spouse were all smiles, when the former, Chairman Mahalingam gladly acceded to the request of the representatives to put around the neck of Mrs. Mariammal Mahalingam the lovely Rose-Lily garland from Sakthi Sugars, after he was first garlanded. This happy and unique event in their lives was duly Photographed. Two of the pictures are published on pages 13 and 15 for the benefit of our expectant readers.

The representatives, - General Manager P. V. Viswanathan, Editor

Solomon Appadurai and accounts officer N. V. Kamalesan were entertained to tea and "chotta-hazari" before they took leave of the hosts.

Five generations...

The ancestral house of the Mahalingams, "Sakthi Nilayam", an airy bright and well-kept mansion with spacious outlying grounds, is situated right in the centre of the town, on a rather narrow road, named after his venerated father, late shri P. Nachimuthu a former Chairman of the municipal council, Pollachi.

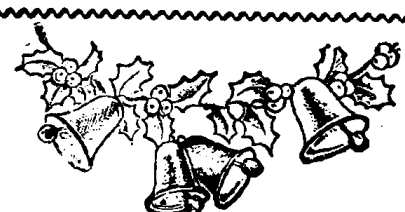
The Well known Nachimuthu Polytechnic with its imposing structure, was founded by a dutiful son, in memory of that father—a pioneer in fields of road transport and tyre retreading in the State. The buildings for ladies annexe at the officer's club in Coimbatore, and the residential hostel for girls at the Tindal campus of Vellala College for women in Erode were donated in fond memory of his

— Continued next page



"May it please the LORD..."

—to bless you both and all yours, for ever and a day" — is our sincere prayer, this day.



Thanks be to GOD

Bless the Lord, O my soul,
and forget not all His benefits:

...Who crowneth thee with
loving kindness and tender mercies;
who satisfieth thy mouth
with good things; so that thy
youth is renewed like the eagle's.

Israel B. C. — David ben - Jesse
1040-970 Poet King

Buon Natale

— Continued from page 15
beloved mother Mrs. Rukkumani am-
mal Nachimuthu, who had a considerable
share in shaping his life and
Character.



Cutting the Birth-day Cake ...



Watched with Joyous satisfaction general manager P. V. Viswanathan
and deputy general manager S. V. Balasubramanian, from the flanks.

Announcement for Tamil Nadu:

SUGARCANE PRICES FOR. CURRENT SUGAR SEASON



The minimum price of sugarcane payable by the various sugar factories in Tamil Nadu and Pondicherry States for the current sugar season have been announced by the Central Government. The prices will be in force up to Sept. 30 this year.

The prices have been fixed on the basis of the basic minimum of Rs. 8 per quintal linked to a recovery

Daughter Mrs. Karunambal Vanavarayar wife of Advocate Krishnaraj Vanavarayar, and sons Manikka-sundaram, Balasubramanian and Srinivasan are the dearly loved children of the Mahalingams, while bonny baby Karpagavalli the little favourite of the happy household forms the van guard of a fifth generation in the manor. ☉

of 8.5 per cent or below with a premium of 9.4 paise per quintal for every 0.1 per cent increase in recovery above 8.5 per cent.

Following are the prices (per quintal):

Tiruchi Dt: Deccan Sugars and Abkhari Company Ltd., Pugalur. Rs. 9.41; Cauveri Sugars and Chemicals Ltd., Pettavaithalai, Rs. 8.75; and Kothari Sugars and Chemicals Ltd., Kattur, Rs. 9.50.

South Arcot Dt: EID. Parry, Nellikuppam, Rs. 8; South Indian Steel and Sugars Ltd., Mundiampakkam, Rs. 8.66; Aruna Sugars, Pennadam, Rs. 9.03; Kallakurichi Co-op Sugar Factory, Moongithurappattu, Rs. 8.85.

Madurai Dt: Madurai Sugars and Allied Products Ltd., Pandirajapuram, Rs. 9.32; National Co-op Sugar Mills Ltd., Alanganallur, Rs. 9.50.

Thanjavur Dt: Thiru Arooran Sugars Ltd., Vadapathimangalam, Rs. 8.75.

Coimbatore Dt: Amaravathi Co-op Sugar Mills Ltd., Kaniyur, Rs. 9.03; Sakthi Sugars Ltd., Appakudal, Rs. 9.79.

North Arcot Dt: North Arcot Dt. Co-op Sugar Mills Ltd., Ambur, Rs. 9.60.

Chingleput Dt: Maduranthagam Co-op Sugar Mills Ltd., Padalam, Rs. 9.03.

Salem Dt: Salem Co-operative Sugar Mills Ltd., Mohanur, Rs. 9.03.

Dharmapuri Dt: Dharmapuri Co-op Sugar Mills Ltd., Dharmapuri, Rs. 8.

Pondicherry State: New Horizon Sugar Mills Company, Ariyur, Rs. 8.66.

Tillage and Seeds ...

— continued from page 11

the "Roguing Techniques" in order to avoid the admixture of other varieties. Consequently other methods like pure line selection, Mass selection, Hybridization, Irradiation techniques etc. were introduced. By the above facilities in the recent knowledge, high yielding varieties and hybrids of current varieties are evolved.

In the recent years the idea is to have a single variety in crop plants for a larger area. For that only co-ordinated Research Works in various centres are started. This will help to evolve a suitable strain in a quicker time over a vast area. Further the seed improvement programme of the day consists of introduction of dwarf statured non-lodging, high yielding, fertilizer responsive and pest and disease resistant varieties.

The world bank has warned that unless steps are taken to improve agricultural research, India will face critical food situation in 1970's and 1980's. The growing population also should be fed sufficiently. Additional area for cultivation can be increased to a certain extent only. To compensate these things, production and use of fertilizers can be increased to a greater degree. We can check the pests and diseases also to the maximum possible with all our scientific know how. Unless the seeds which we sow in the field are 'PERFECT' in all aspects it is impossible to achieve the target in food production.

These are ideas to start very big seed production plants at selected centres, so that special variety of seeds in Rice, Jowar, Bajra, Maize, Cotton etc. can be produced in considerable quantities in time to meet the growing needs. Hence tomorrow we can eagerly expect a fruitful "DYNAMIC SEED INDUSTRY".

**Today's SEED is
Tomorrow's Harvest**

Panel divided on

SUGAR INDUSTRY TAKE-OVER



(With due acknowledgement to the "THE HINDU" dated 18-4-1973)

Members of the Sugar Industry Enquiry Commission are sharply divided over the question of nationalisation of the industry and unless some last-minute development takes place, the Commission's report on this issue, due for presentation to Government this month end, is unlikely to be unanimous.

Five out of the ten members are reported to be in favour of outright nationalisation while four feel that the take-over may be confined to sick mills and to marketing of sugar produced by all mills in the country. One member has agreed to nationalisation in principle but feels that it may be given effect to after the cadre necessary to manage the mills is built. If this member is brought round in the next fortnight in favour of confining the take-over to sick mills and sugar marketing the Commission will be evenly divided.

The four members in favour of limited take-over are said to hold the view that the Government should set up a national sugar authority to manage the sick mills and take over marketing of the entire output of the industry.

Even among those who are in favour of nationalisation of the entire industry, there is divergence of approach. The representative of the co-operative sugar factories is reported to be of the view that the private sector sugar mills should be taken over and given to the co-operative sector for management. The labour representative reportedly feels that nationalisation should cover units both in private sector and co-operative sector and the nationalised units should be handed over to workers for management. There are now 141 sugar mills in private sector, 84 in the co-opera-



Hon. Justice Bhargava, I. C. S.,

The Chairman of the Sugar Industry Enquiry commission, set up by the government of India, is seen here in happy conversation with our Commercial Director V. M. Kailasam, during the commission's visit to our sugar factory during end of February, 1972.

tive sector and 10 in the public sector, with a total installed annual capacity of a little over 4 million tonnes.

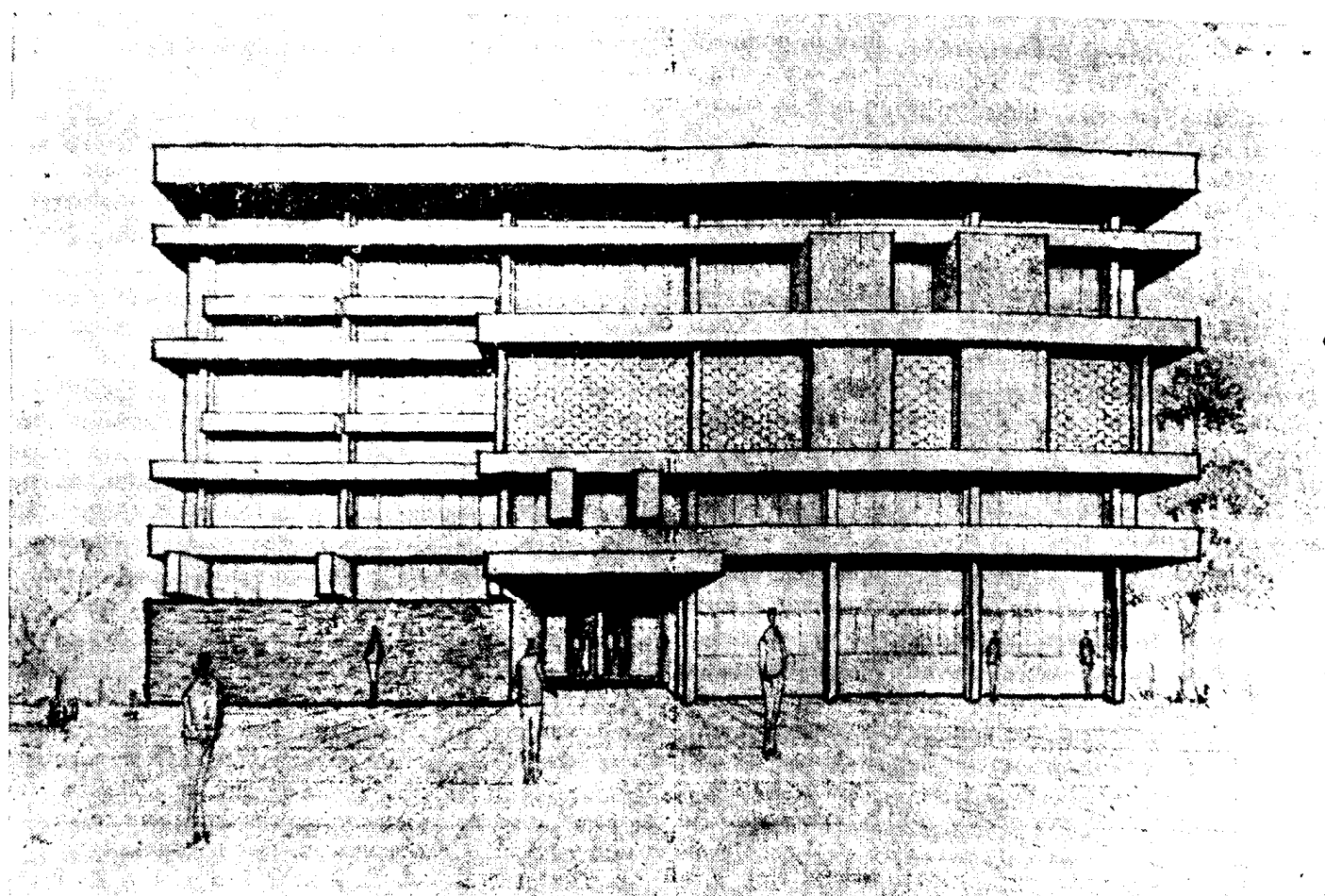
The members of the Commission are reported to have conveyed their individual views on the nationalisation issue to the Chairman and, on the basis of these views the Commission is drawing the report, which will be signed by the members and presented by the end of the month.

The divergence of views in the Commission is bound to make Government's task in deciding the issue more difficult. In the context of the growing pressure from the party for nationalising the industry, the Government cannot ignore any majority view in favour of take-over. At the same time, it cannot easily brush aside the cogent arguments advanced in favour of limited take-over. ☉



Foundation for Head office building

... and a hearty breakfast



a perspective drawing of the proposed four storey structure

BIRTHS...

To Mrs. Jeya Vasudevan, wife of factory auto mechanic K. Vasudevan, a baby boy on the morning of Friday the 6th April, at the factory hospital in Sakthinagar.

To Mrs. Chellakkannu Balasubramanian of Manak-kadavu farm, a baby boy on Thursday, 9th January 1973, at her parental home in Then Chittoor. Readers might remember that the wedding of this couple was celebrated at Pollachi on 31st March, 1972.

To Mrs. Nataraj wife of factory godown keeper Nataraj, a baby girl in Pollachi. The happy father broke the good news to his friends and colleagues, with the distribution of sweets.

To Mrs. Shanmugavadivu Kandasamy, wife of P. S. Kandasamy, B.A., of our seeds department, a baby girl on Tuesday the 15th of February, in Coimbatore. The young father shared the joy of the good news with the members of the head office by the distribution of chocolates and sugar candy. The date of their wedding was 29th March, 1972.

To Mrs. Punithavathi Thirugnanasambandam wife of Thirugnanasambandam of Sakthinagar Transport Office, a baby boy, on 4th April in the Hos-



PEAL OF WEDDING BELLS IN SAKTHI FIRMAMENT!

● Manonmani — Palanisamy

The marriage of miss Manonmani beloved sister of M. N. Thangavel additional personal assistant in our head office and daughter of Mr. M. Nallathambi, landlord Kattari Kavundanur, and Mr. K. Palanisamy son of Mr. S. Kattari Konar of Thopparapatti was celebrated with much eclat at Thanthondimalai on the morning of Thursday the 3rd February, and was graced by the presence of relations and friends in good numbers.

● John Mary — K. Walter

The wedding of Selvan K. Walter of our Erode Sales Office and son of Mr. Kulandai, head master of our Elementary School in Sakthinagar, with Selvi John Mary beloved daughter of Mr. A. Bhagyanathan Nadar of Tiruvengampettai was celebrated at Sacred hearts church, Sarakkani on the morning of 17th February. Both the marriage function and the reception later on, at Sakthinagar were attended by relations friends and colleagues in considerable numbers.

.....
pital at Vellakovil. Mother and baby are doing fine. The young father celebrated the event with distribution of sugar candy. ⊕



Newly weds...

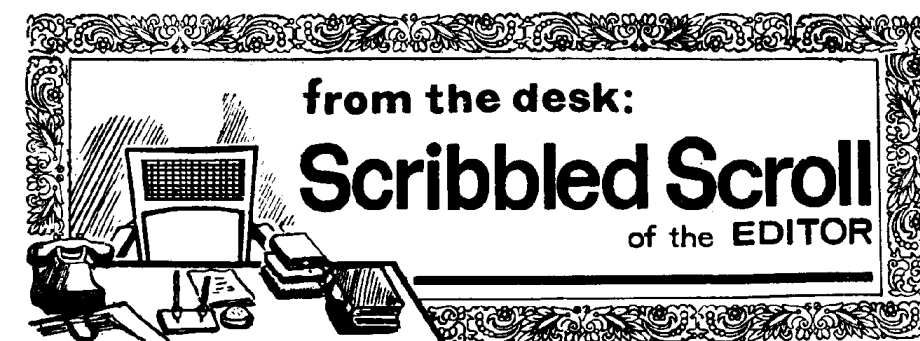
Rajeswari — Ratnasami

A brief report of the happy wedding appeared in our last issue of January '73. The bride is the beloved daughter of Mrs. and Mr. S. A. Ramachandran B. A., L. L. B., Director of Sakthi Textiles Ltd., a sister concern of ours, at Pollachi.

Vimala — Easwaramurthi

The merry wedding of our time office employee M. P. Easwaramurthi with Miss Vimala daughter of Mr. T. Kandasamy of Salem, took place at the bride's residence in Mettupalayam on 11th March, last month. The function was attended by friends and relations who showered good wishes on the young couple.

Knowledge is the
Discovery of ignorance



At Sakthinagar our Civil department appears to have carried out a considerable amount of development work in a surprisingly short period, for which congratulations are justly due to Civil Engineer P. Jagannathan, his assistant Engineers, staff and workers.

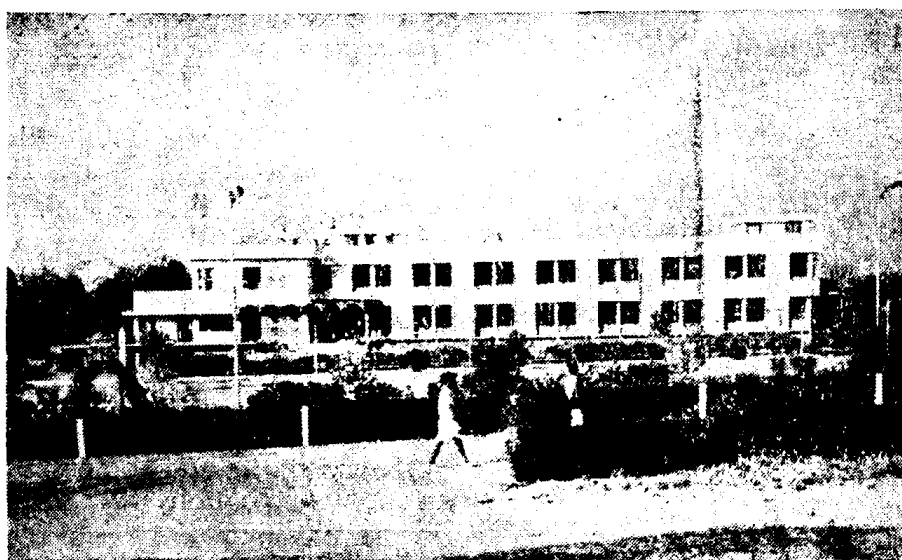
They have taken up flood damage relief works on contract to the tune of Rs. 15 lakhs, and completed essential restoration jobs like closing up breaches in tank bunds, filling up with earth and restoring traffic in washed off roads in record time with remarkable efficiency. Works worth over Rs. 7 lakhs have been completed in less than two months!

Just now, they are busy forming a road from Mevani to Karungaradu in our factory region right across wet fields, under Sugarcane Road Deve-

lopment Scheme, at an estimated cost of Rs. 9 lakhs. In the factory campus workers and technical men are busy giving the finishing touches to the new Administrative Office building nearing completion. They have now started work on the foundation for our proposed expansion in the factory, and are also busy shifting the workshop building. In the new labour colony which is coming up on the 40 acre plot about a mile away from the campus, one block of 40 houses and 16 'C' type quarters are nearing completion.

Emerald green lawns

Thanks to the new horticulturist Ramalingam, the campus can now boast of an excellent three acre park, a veritable treat to the eyes of colourful flowers, green foliage and emerald carpets of grass lawns, with a mini



The new building for administrative office in Sakthinagar, with the newly laid park stretched out in front

children's park at one corner, and gay giant umbrellas under which are arranged comfortable seats to sit and relax.

The busy beehive

Sakthinagar in general and the Industrial complex in particular, appear a veritable beehive, working round the clock, evidently to make good the time lost during the floods early this season. Factory appears to be crushing 2,500 to 2,600 tonnes of cane per day. Works are in progress to switch the crushing to 4,000 tonnes a day, for which expansion the necessary permissions have been obtained from the government.

Spurred on by the record successes of the previous season, the factory seems well poised to keep up the show if not to create more records in production cleanliness safety, etc. Heads of departments—Chief Engineer K. M. Periasamy, Technical Adviser cum Chief Chemist T. T. Oommen, Cane Superintendent K.S. Thirumalaisamy and Administrative Officer K. P. Ganesan, with their staff and workers appear to be at it in a concerted effort to come off in flying colours this season also.

The S. S. L. C. — the ladies Club at Sakthinagar is as active as ever. Recently the members were on a picnic to summer resort Ootacamund in Nilgris,—enjoying a trip to Doddapettah the tallest-8000 feet peak in Tamilnadu, boating in the artificial Sullivan lake originally conceived in 1823 for irrigation, sauntering in the terraced botanical garden, a veritable land mark laid out over a century ago by an expert from London's Kew Gardens, and looking up a Toda settlement they thoroughly enjoyed the tour as reflected in the pictures on page 6 supra. The conveyances for the tour were kindly provided by the management.

The nursery school run in the premises of the "S. S. L. C." is proving quite popular with the kiddies.



Peal of Wedding Bells

—Continued from Page 19

● Maithili Meenakshi — P. S. Gopalan

The wedding of P. S. Gopalan, B. A. (Hons.), Staff correspondent of the "INDIAN EXPRESS" at Coimbatore with Maithili Meenakshi daughter of Mr. R. Ganesan, State Bank of Travancore, took place on Thursday 25th January in Ramnagar, Coimbatore. The marriage in the morning and the reception in the evening at which Kannan brothers entertained the guests to car-natic music, were largely attended by Newspaper men, relations and friends. The happy couple were the recipients of numerous presents and messages of greetings.

● Ilamathi — Natarajan

The happy marriage of Distillery Assistant P. Natarajan, M. Sc., F.I.C.S., son of Mr. Paramasivam of Vazhathottam, with K. Ilamathi daughter of Mr. N. V. Kandasamy of veerappan chattram was celebrated with much warmth at Asokapuram, Erode, on 11th March. The wedding in the morning and the midday reception at the groom's residence in Vazhathottam, were well attended by colleagues from Sakthi Sugars, friends and a host of relations. The couple were the recipients of presents and felicitations.



● Parvathi — Sengodu

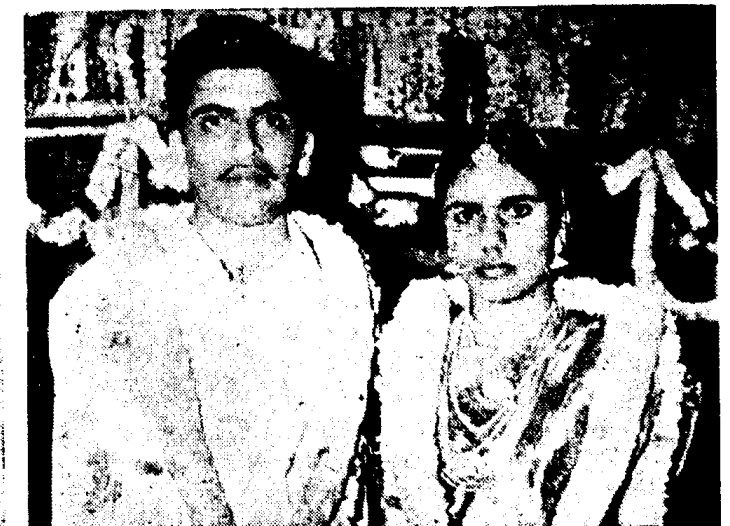
Mr. M. Sengodu of Bhavani cane office entered the portals of married life with Miss. Parvathi ammal beloved daughter of Mr. Chinnusamy of Kothukaranpudur. The happy wedding was graced by Commercial Director V. M. Kailasam, officers of cane department and staff from Sakthi Sugars, besides relations and friends.



Presentation from Sakthi Sugars...

A gay and well attended wedding was celebrated at dawn of 11th March in the premises of Santhalinga Adigalar Tamil College, Perur, over which chairman N. Mahalingam presided.

The merry bridegroom was Selvan K. Sivasamy, B. Com., A. C. A., our internal auditor, and the happy bride was Selvi S. Nagamani, the beloved daughter of Mr. Swamiappa Gounder of Krishnagoundanpudur.



Newly weds: Nagamani - Sivasamy...

At the joyous function, attended by legislators Manickavasagam, M. L. A., K. Aranganathan, M. L. A., officers and staff of Sakthi Sugars, friends and relations, accounts officer N. V. Kamalesan presented to the couple a beautiful Electric fan on behalf of the office. The toast of the couple was proposed by his-holiness Santhalinga Ramasamy Adigal and his-holiness Sundara Swamigal of Siravai Gowmara Madam.

The war is on:

LEPROSY CONTROL SERVICE AT SAKTHINAGAR

• Dr. A. Natarajan, M. B. B. S. •

It is fitting that the brief note below from our factory Medical officer should find a place in our journal at this juncture as this year is observed internationally as the "World Leprosy Year". According to the German News Agency "Dieust Aus Deutschland", there are about 110 lakhs of people in the world affected by Leprosy, of whom 40 lakhs alone have registered themselves for treatment; but only about 30 Lakhs of leper patients are submitting themselves to regular treatment.

— EDITOR

But they could not extend their services to further centres at Sakthinagar or Anthiyur.

Friday afternoons

However, captivated by the sympathy shown by our Chairman to these socially disabled brothers of humanity, I began to treat the Leprosy cases in our Sakthinagar Hospital. The afternoons of Fridays were set apart for treatment of Leprosy cases. The number of cases registered rose from 10 to 292 within a period of eighteen months. Patients come for

treatment from places like, Karattadi-palayam, Burgur etc. Most of the cases show remarkable improvement. Many of the patients feel shy to be exposed as Leprosy cases. They should attend the clinics regularly for years together. They should not be discouraged or looked upon with contempt. Our object should be to educate them to take treatment regularly and to guard themselves from the disabilities.

Site for Asylum

Thiru M. S. Palaniappa Mudaliar a noted Philanthropist and social worker has come forward to provide an Asylum for the patients who can stay and take treatment. Sites have been seen by him.

As the network of the voluntary Health Service is established with their basic Referral Hospital at Sakthinagar, the public will have elaborate medical services and the Leprosy cases would be screened and assigned for specialised treatment and follow up. With this we may be in a position to bring down the incidence considerably.

— Continued on last page

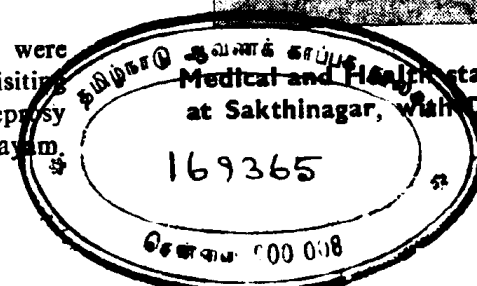


The Writer ...

Examining a patient

Our revered Chairman was given to understand that there was high incidence of Leprosy in the neighbourhood of Anthiyur, Bhavani and Jambai in our factory area. So I was advised by him to contact the authorities to do the needful and obtain medical care for the patients. The District Medical Authorities were accordingly informed of the high incidence of Leprosy in the above area.

The medical services were rendered at Jambai by the visiting Government Team from Leprosy control unit at Thamarapalayam.



Improvement Potential of Sugarcane ...

— Continued from page 2

they include Co. 658 which is popular in Tamil Nadu, Co. 997 in Andhra Pradesh, and Co. 1336, Co. J. 58 and others in Northern belt. Some of them are resistant to red rot, the most important disease of sugarcane in India, as for example, Co. 1148. Others have other desirable characters such as resistance to smut, resistance to insect pests, drought and frost resistance, retention of high recovery for a long period, flood and water-logging resistance, and other economic characters, to make them suitable for the various cane growing areas in the country.

Co in 26 countries

According to the latest compiled data Co. varieties are commercially grown in 26 other countries in the world. The main reason for Coimbatore Institute being successful in producing varieties which are adapted to such diverse climatic conditions in India and foreign countries, is probably the wide genetic base used in the breeding programme. Genetic base has come here from more than one species.

In sugarcane the introduction of a new variety is a slow process as compared to other crops such as wheat and rice. Hence the replacement of older varieties takes more time in sugarcane. From crossing to placement of a variety on approved list, it takes 10 to 15 years. Partly this is because of low multiplication rate and one year life cycle. I am glad to know that some steps are being taken to reduce this time. More needs to be done on this problem.

One important reason for the success of Coimbatore Institute is the very good co-operation between the Centre and States with respect to various aspects of research. There is an appreciation by every one con-



... and one on behalf of you all

On the gladsome occasion of his 51st birthday (Golden Jubilee), Chairman, N. Mahalingam, the Founder of your favourite magazines "Sakthi SUGAR NEWS" and its Tamil counterpart "SEITHI MADAL", was garlanded on behalf of you all, the READERS, in the precincts of the editorial office by your Editor.

cerned that they are going to benefit from this co-operation. I hope that this Co-operation will increase in future for mutual benefit.

Potential for future

I am informed that there is a large potential for future improvement in case of sugarcane varieties. This should be exploited as early as possible since we could use more sugar and jaggery production at more economical prices. The payment by the factory to an individual farmer for the cane supplied by him is by weight of the cane in our country. We have to resort to this practice since to an individual factory a large number of farmers are supplying cane. This places a variety which gives high sucrose content but slightly less yield i.e. tonnage, at a disadvantage. Some of the factories have overcome this difficulty by giving a certain higher price for the loss in yield due to the use of these varieties. This practice should be more widely followed. It will be advantageous to the factories

themselves to identify various varieties which could give maximum total sugar per hectare at different times of their crushing period and encourage their use by giving even premium if need be. The present widespread practice of using mainly one variety for the entire period of crushing results in the peak recovery only for a short period. By a planned use of a group of varieties which reach their peak recovery at different times of crushing period, we could increase the overall recovery. As I have

— Continued on last page

IRREQUITABLE!

What shall I render unto
the Lord GOD for all His
benefits.

Israel
B. C.
1040-970

David ben-Jesse
(Poet King)

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



The spotted beauty we presented to Mysore

Here are two fine studies in different moods, of the eleven months old leopard cub presented recently by Sakthi Sugars, to the Zoo at Mysore. This spotted beauty was a favourite pet in our Sakthinagar campus for six pleasant months.

— Photos: T. T. Marthy

Improving Sugarcane Potential ...

— Continued from page 23

mentioned earlier, this is not a theoretical proposition. Some of the factories are using this principle to their advantage in India itself. Other methods open to us for maximization of recovery for the factory such as staggered planting, i.e. planting the varieties at different dates, use of ratoons—ratoons mature earlier than plant crop, pre-harvest maturity survey, etc., should also be exploited. Simultaneously, efforts must go on by breeders to produce varieties which may give still more total sugar per hectare. In areas where there will be difficulties in putting some of these practices in force, varieties which could give both high sugar and high yield for a longer period

than the existing varieties should be bred. All efforts should be made to maximise the jaggery production also.

Resistant Varieties

I would also like to see more intensive work on breeding varieties resistant to drought, frost and to major diseases and insect pests. We have a large number of farmers in this country who do not have the means to irrigate their fields and to take up costly plant protection measures. The best way by which they could be helped is to produce resistant varieties. It is also to be noted that these farmers need the maximum help. Hence production of these resistant varieties will not only be a scientific achievement but would also have a far reaching social impact.

Scientific methods

Over and above the problem of varieties, there is need both for developing and propagating the scientific methods of sugarcane agriculture. Sugarcane is manured much more heavily than any other major crop in India. It has been observed that we are using approximately 8 to 10 lb of nitrogen to produce a ton of sugarcane crop of an average quality. In other countries, hardly 3 lb of nitrogen per ton is used to produce high quality cane. We also should improve other aspects of sugarcane

culture. Cost of cultivation of sugarcane in many areas in India is quite high. There is a need to reduce the cost of cultivation, so that eventually we can give sugar and jaggery at lower price to the consumer and compete in the international market also.

Sugarcane production passes through cyclic fluctuations. We have two years of excessive production of sugarcane followed by two years of low production. Differences between them could be as high as 20%. Prices of open market gur and sugar have fluctuated even still more. This causes considerable hardship to every one concerned. We should study this problem in depth and find out a suitable solution.

[From the Address delivered, at the Diamond Jubilee Celebrations, of the Sugarcane Breeding Institute, Coimbatore.]

Leprosy Control Service ...

— Continued from page 22

There are countries in the world where the incidence of Leprosy has been wiped out (like Japan) completely within a decade of control campaign. We have been successful in eradicating Malaria, in our country, Small Pox has been controlled. If concerted action is taken we may be successful in bringing down the incidence of Leprosy in a decade.

With the encouragement of our chairman and the guidance of our Commercial Director I feel confident of successfully carrying out the mission. Though an uphill work, it does give satisfaction that one is rendering a real service to humanity in a much neglected field.

With reason, but ...

.....

Anger is never without a reason; but seldom a good one.

America } — Benjamin Franklin
1706 - 90 }

Seldom done

.....

Laws too gentle are seldom obeyed; too severe, seldom executed.

America } — Benjamin Franklin
1706 - 90 }

SUGAR NEWS

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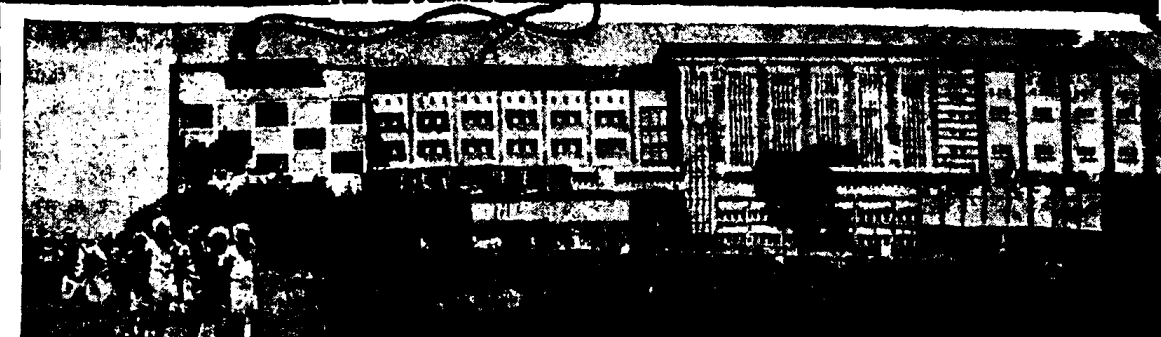
JULY, 1973



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Jubilee in the Metropolis ...

—continued

uniforms, sent a thrill of joy into the jostling holiday crowds and added gaiety to the festive air.

Hospitality par excellence and the chief guests

And there was that young and debonair Advocate-Planter Krishnaraj

Pradip Narang elected as new Chief of ISMA

For the year 1973-74, well known captain of Industry Pradip Narang has been elected president of the Indian Sugar Mills Association.

Tamilnad's P. Maruda Pillai has been elected vice-president of the



Vice - President ...

Association for the current year. In the place of Mr. Maruda Pillai elected vice-president, our Chairman N. Mahalingam has been coopted as one of the members of the P. B. M. executive committee.

Vanavarayar (the Junior Raja of Samathur) receiving every one of the guests with his inimitable smile and characteristic hospitality.

Gracefully and elegantly dressed in peacock blue blouse and saree with a gold and violet border, Mrs. Mariammal Mahalingam walked into the hall accompanied by chief guest Mahalingam, unassumingly attired in his usual lily-white vashti and Jibbah with a folded upper cloth of silken hue thrown across his right shoulder.

The audience rose from their comfortable seats as one man, in a gesture of honour to the chief guests as they ascended the platform in response to the wishes of the reception committee and solemnly greeted the congregation with joined palms. Cameras clicked as electronic bulbs flashed.

Exceptional warmth and good humour marked the two hundred and ten minute long proceedings of the closing session in the spacious, specially decorated and elaborately lighted Rajeswari Hall in Madras.

His Excellency obliges ..

The speakers were visibly in high spirits. Popular governor His Excellency Thiru K. K. Shah obliged the audience by agreeing to deliver the preamble to his inaugural address in his newly-learned Tamil, after taking an assurance that he will not be taken to task for any possible mistakes. Occasionally he paused to enquire in English—“right?” always contriving to draw the answer in the affirmative. In the process he sent them into roars of appreciative laughter.

Chola splendours for Kongu couple

Vivacity of the congregation touched new heights, when jovial Chief Minister Karunanidhi, successfully persuaded, not only “Jubilee-celebrity” Mahalingam, but also his shy and hesitant spouse, lady Mari-

ammal Mahalingam to garland each other, with the Rs. 750 each “Kadamba” garlands, a rarity ordered from Tanjore, bringing back to ones mind the historic grandeures and usages of royal Chola splendours.

Hon'ble M. Karunanidhi released for publication two English books of chairmam Mahalingam, preceding it by a speech interspersed with rare humour and occasional satire and gleams of oratoric excellence. He recalled frankly that the seeds for his idea of forming a planning commission for Tamilnad—the first of its kind in India—were sown in his mind by Mahalingam who had often discussed with him and stressed the need, importance and desirability of having such a body for the state.

Comrades in distress too...

He also went on to reveal that though they were acquaintances since the time they occupied opposite benches in the legislative assembly, their close and intimate friendship dated from the day they were “comrades in distress”. The chief made a very touching reference to the incident when both were trapped under a festive pandal which was brought down by an unexpected cyclonic wind of unheard of velocity, but lived to escape unhurt, and continue in their service to

— continued next page

BACK AND FRONT

Though I also will be Fifty next June, people regard me as much younger to Mahalingam because they look at him from the front and me from the back (evidently by the location of the bald patches on our respective heads.) Also there are several who praise him to his face and abuse me at my back.

Madras-4 } — Karunanidhi
29-7-1973 } (Chief Minister)

Jubilee in Metropolis ...

—continued

the people. He wondered why every speaker had fought shy of that incident and stressed that such occurrences in ones life should never be forgotten.

The first copies of the two books of chairman Mahalingam, one about sugar and another about planning, were received by Mr. S. N. Lall of EID-Parry and Mr. Srinivasan of Higginbothams respectively, while yet another small publication released by Hon'ble minister Mr. Anbil Dharmalingam who also garlanded chairman Mahalingam “on behalf of the people of Tiruchi”, was received by V. P. V. Rajan editor of “The Mail”.

27 years of family friendship...

Defence Minister Hon'ble Jagjivanram claimed a long standing friendship with the family of Mahalingam since 1946 when he first visited Pollachi as a guest of his father the late P. Nachimuthu goundar, a pioneer of road transport industry in Tamilnad and a former chairman of the municipal council. On behalf of the committee of hosts he adorned N. M. with the traditional golden-shawl. He said that the present economic crisis in the country was a challenge to be accepted and solved by progressive minded industrialists like Mahalingam in a new way, to ensure prosperity for the millions of the poor of this country.

They all spoke

Others who delivered congratulatory addresses included former chief minister of the state Meenjur Bhaktavatsalam, Raja Sir Muthiah, of Chettinad pro-chancellor of Anna-malai University, Industrial tycoon and a former minister of the Madras State; Dr. M. Varadarajanar, Tamil savant and Vice-Chancellor of Madurai University.

From the same dais Central Minister C. Subramaniam, Pondi-



... Clever Chief Minister indeed !

“We all know that your Chief Minister Karunanidhi is a clever man, no doubt. Today he has given us one more proof of it, by adroitly prevailing upon the Mahalingam couple to garland each other on this jubilee platform”

— Hon'ble Jagjivan Ram.

cherry's Young Chief Minister Hon'ble Farook Maraiar, Tamilnadu's Education Minister Hon'ble Dr. R. Nedunchezian, the Venerable T. P. Meenakshi Sundaranar a former Vice-chancellor of Madurai University, N. T. Sundaravadeivelu Vice-Chancellor of Madras University, Dr. Malcolm Adiseshayya, Parliamentarian Abdul Samad M. P., Industrialist Chitra Narayanaswamy and others had wished Mahalingam “many happy returns” enconcing their greetings in scintillating eloquence and scholastic revelry.

Poets Forum...

A very interesting programme that could not be ignored was the poets forum, held in connection with the celebrations inaugurated by that great master of ballads Kothamangalam Subbu. Delivering their compositions of poetic excellence with rare imagination elegant language, beauty, diction and meter, poets Mariadas of Tiruchy, Abdul Rahman of Vaniyambadi and Murugu Sundaram of Salem, drew much approbation and appreciative claps from the learned audience.

Here come the ladies...

The crowds that turned up in increasing numbers from session to session had a sizable compliment of ladies including Mrs. Karunambal Vanavarayar, Mrs. Marudapushpam Kailasam, principal Mathews, Mrs. Soundram Kailasam, Mrs. Lall, and a bevy of college girls in colourful attires—ranging from graceful sarees to attractive ultra modern sleeveless “Kameez” and tights or bell bottoms.

Mahalingam couple were profusely garlanded and literally showered with presents and golden shawls of different shades by individuals, institutions and business houses.

Standing to reply to the toasts, a much moved Mahalingam, veritably overwhelmed with emotion by the affection and love extended by the assemblage and the speakers, made a touching and candid speech of 27 minutes duration in Tamil occasionally supplemented by English; a verbatim reproduction of which is printed on page 15 infra.

Copies of special supplement brought out by popular Tamil Daily “Malai Murasu” were distributed. ●

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YESTERDAY, TODAY, TOMORROW

— continued from last issue

EFFICIENT use of FERTILIZERS and PLANT PROTECTION

G. S. Thangamuthu, M. Sc. (Ag.) N. Shankaran, M. Sc. (Ag.)
 A. V. Rajan, M. Sc. (Ag.) N. Arunachalam, M. Sc. (Ag.)
 (Tamil Nadu Agricultural University, Coimbatore.)

Fertilizer is described as spear head of agricultural production. Increased use of fertilizer, introduction of high yielding varieties, efficient water management and recommendation of suitable package of practices form the instruments of the Country's new strategy for increased food production which is popularly referred to as 'Green Revolution'.

Woodash and other house hold waste materials were the first manures used for increasing yield, though not on a scientific basis. Later, emphasis was laid on increased addition of organic matter in the form of legumes to the soil to enrich the soil fertility and increase crop production in early fifties. That time, the use of fertilizers was feared as deteriorating the soil and yield in course of time. When the need for increased crop production

was laid, the use of chemical fertilizers came into vogue, in the later fifties.

Advances made in the field of agriculture have shown different means of fertilizing the crop for its efficient use viz., split application, placement of fertilizers right at the root zone and avoiding gaseous loss, and applying the needed quantity of fertilizer based on soil and plant analysis. Scientific information obtained go to show that the crop yield can be raised by growing algae in wetlands and inclusion of bacterial cultures for efficient fixation of atmospheric nitrogen. Addition of Azatobacter and phospho bacterin cultures to different crops have been found to give increased yield. Foliar application of nutrients found to give increased yield and to reduce the quantum of fertilizers.

To-morrow, the concept will be different from that of to-day. Since more and more research is being conducted in India and abroad to best utilise the costly input viz, fertilizer, that a farmer has to pay. The different approaches that are being considered include broadly under the controlled release concept, the balanced dissolution approach and bio-chemical considerations. The controlled release concept envisages chemical and or physical modification of conventional nitrogen fertilizers with the objectives of (a) minimizing immobilization, leaching and volatilization losses and (b) releasing an adequate amount of available nitrogen at a rate slightly in excess of the demands of the growing plant. To achieve these objects, attempts are made to cover fertilizer granules of urea and ammonium nitrate with rather inert, water resistant coatings or membranes such as plastics, resins, waxes elemental sulphur etc. The balanced dissolution approach is based on the solubility of the compound which is governed by the granule size. The balanced dissolution may be achieved by selection and mixing of different sized granules of varying water solubility. The bio-chemical consideration aims at repressing or inhibiting specific soil microbial groups which perform various bio-chemical transformations and conserving chemical energy within the plants by allowing the plants to take certain short cuts in their bio-chemical reactions.

The population of the world was about 900 millions in 1798. It has — continued on page 23



WHEN "CENTRE AND STATE" HUGGED AND EXCHANGED GARLANDS

METROPOLIS too CELEBRATED his JUBILEE!

"This augurs well for the country. The centre and state are exchanging fragrant garlands" — Thus observed padmashree M. P. Sivagnanam, the 68 year old deputy chairman of Tamilnad Legislative Council, when Central Minister Hon. Jagjivan Ram and State's Chief Minister Hon. Muthuvel Karunanidhi mutually garlanded and hugged each other, amidst thunderous ovation from a 5000 strong assembly in metropolitan Madras.

The happy occasion was the concluding session of the two day celebrations organised by a committee of hosts, in connection with the 51-st birthday of Sakthi's Chairman Mahalingam. This uninhibited display of comradely emotion, was a spontaneous incident on the golden jubilee dais.

The celebrations will no doubt go down in the annals of the city's public life as one of the gayest, entertaining, edifying, lively and highly representative social festivals of recent times — in spite of the singular fact that it centered round a solitary individual, who curiously enough did not even hold a political office of power!

Aye, a galaxy

Two ministers of cabinet rank from Delhi, three ministers of Tamilnad government including the Chief Minister, another Chief Minister from a neighbouring state, two Vice-Chancellors, Two Pro-Chancellors, and one Ex-Vice Chancellor, connected with three different Universities, one

On the Dais —→

Seated on the Golden Jubilee Dais, from left to right are — Hon'ble Minister Anbil Dharmalingam, Padmashree M. P. Sivagnanam who presided over the final session, State Governor His Excellency Kodardas K. Shah, Hon'ble Minister for Defence Jagjivan Ram of the central cabinet, Chief Minister Hon'ble M. Karunanidhi, Chief guest Mahalingam and Mrs. Mariammal Mahalingam.

Chancellor cum His Excellency the Governor, and two learned ladies along with others formed the galaxy of 36 people of name and fame, who vied with one another in addressing choice assemblages that represented a regular cross section of the people from different walks of life, during the four sessions on the two days (28th and 29th July).

As streams of people started flowing into the festal hall and thronging its precincts right from 5 P M onwards, — 90 minutes prior to the scheduled time of the function, on the 29th, the gay strains of the Brass-band in red and navy-blue

— continued next page



N. M. with consort

...garlanded and snapped on alighting at venue of celebrations on the evening of 29th July.



Sparkles from facets...

— continued from page 19 *infra*

in the aggregate), about 5500 people may come forward to start small business like this. $5,500 \times 30,000 = \text{Rs. } 16,50,00,000$. This amount of Rs. 16.50 crores is not too big a sum for Tamilnad.

Tamilnad is also registering marked advances in the sphere of joint-sector industries. Apart from industries, efforts must be taken on hand to start companies to carryout Engineering contracts in foreign countries.

Appeal to take up Ambitious projects

In additions to these, I appeal to Dr. Kalaignar that his wisdom and knowledge should be directed more to the successful fruition of such useful major projects as the Rs. 1000 crore proposal for linking Godhavari, Krishna and Cauvery; changing the course of the rivers that flow from the western ghats; negotiation with the government of Karnataka (Mysore) for Joint sector development etc. If need be, I volunteer to place my services at the disposal of Tamilnad for the success of these schemes. May I also request that the chief minister should march on victoriously in the path of the country's progress, ignoring those Tamilnad friends, who due to lack of adequate experience, indulge in denigrating his actions.

Even when the Sino-Indian war was on in 1962, Pandit Nehru spoke of "Defence Development". When plans failed to yield the expected benefits he thought of embarking on larger plans; just as some experienced medical men administered a double dose of medicine to get the desired cure, when the usual dosage failed. Talented men of Tamilnad are doing successful business not only in different parts of India but also in distant America. That being so, it is my submission that every year,

arrangements may be made to invite fifty to hundred people to start new industries.

...and the finale

Gentlemen,

I had to talk considerably about the government because a country can prosper only if the government functioned properly. In a prosperous country spiritual life also should grow.

Allow me to express my sincerest thanks to you all who honoured us with your benign presence and all those who felicitated me, — in spite of the fact that I am merely functioning as just a wee drop of Indian culture in the great soil of Tamilnad.

At a time when the country, people and the world are striving to get new experiences, I crave in conclusion, your continued love, help and cooperation during all the days to come.

SAKTHI SUGAR NEWS

(English Quarterly)

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

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

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Development officer Celebrates Wedding of his son

Mrs. and Mr. R. Venkatas, Development Officer, Sakthi Sugars, celebrated with much eclat, the wedding of their beloved son V. Ramamurthy, M. A., of the union bank of India, with Miss. M. Lalitha, charming daughter of late Mr. R. Madhava Rao, at Vasavi Kalyanamandapam in Perur.

The wedding in the forenoon and the reception in the evening were well attended by a host of relatives, friends and colleagues from Sakthi Sugars.

Chairman N. Mahalingam of Sakthi-Anamallais group, general manager P. K. Doraisamy of Anamallais Agencies, Deputy general manager S. V. Balasubramanian of Sakthi Sugars were among those who graced the happy function with their presence.

Union Agri Minister compliments Sugar Industry

The Union Agriculture Minister, hon'ble Mr. Fakhruddin Ali Ahmed, complimented the Sugar Industry for its performance during 1972-73. The sugar production, he said, had gone up from 31.1 lakh tonnes in the last year to 38 lakh tonnes so far, and it was estimated to reach about 39 lakh tonnes.

40th annual general meeting of I. S. M. A.

Inaugurating the 40th annual general meeting of the Indian Sugar Mills Association at New Delhi on 21st July, Minister Ahmed said the government would announce its decisions in regard to excise rebates well before the next crushing season.

He said that there would be no change in the existing policy of partial control. The statutory minimum cane price for sugar would continue to be Rs. 8 per quintal linked to a recovery of 8.5 percent with a premium of 9.4 paise for every 0.1 per cent increase in recovery.

Regarding the revision of the levy prices, Mr. Ahmed said the interim report of the Tariff Commission had been examined. Certain clarifications obtained from the commission, he said were being studied.

He said he was aware of the industry's worry about the decision of the Government on the interim report, recently submitted by the sugar Industry Inquiry Commission. The Government he assured would take appropriate decisions keeping in view the interests of cane growers, producers and consumers.

Earlier, the outgoing president of the Association, Mr. M. L. Apte, hailed the existing policy of partial de-control, which had not only proved effective in increasing sugar production, but also ensured supply of levy sugar to consumers at a reasonable price.

— continued next page



Silver replica presented in Coimbatore

In the Golden Jubilee Celebrations held in Coimbatore on 22nd July on a lavish scale, Central Minister Hon'ble Mr. T. A. Pai presented Sakthi's Chairman Mahalingam with silver replica of a temple tower on behalf of the organising committee. K. S. Veeranniah and Giridhari Prasad, Chairman and General Secretary respectively of the committee are seen standing in the background.

Speakers on the occasion included leaders from different spheres; industrialist S. N. R. Chinnasamy Naidu, Tamil scholar Avvai Doraisamy Pillai, G. Vanmikinathan, Editors Parthasarathy of "Theebam" and Tamilvaanan of "Kalkandu", Advocate G. Subramaniam and Akilan. Industrialist G. R. Govindarajulu adorned N. M. with the traditional golden shawl and released the souvenir.

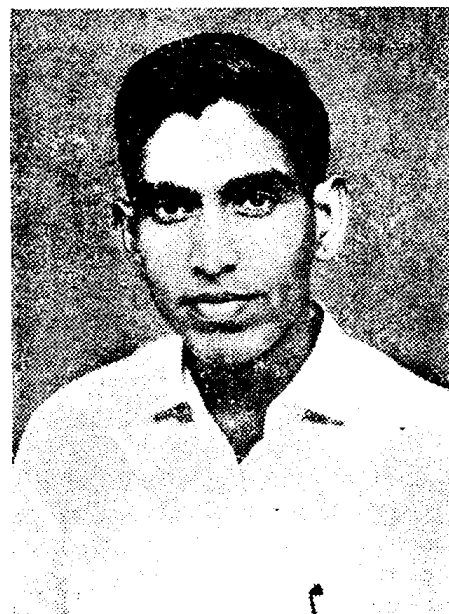
— photo: Kutti David



64th Meeting

The Sixty Fourth Meeting of the Board of Directors of Sakthi Sugars Ltd., was held at No. 268, Kalingarayar Street, Ramnagar, Coimbatore on Saturday the 2nd of June 1973.

The meeting was presided over by Chairman N. Mahalingam, B.Sc., F.I.E. and those present included Commercial Director V. M. Kailasam and Directors S. Senniappa Gounder, K.K. Ramasamy Gounder, P. N. Nanjappan, N. K. Kaliappa, K. S. Murugaiyan, K. S. Elayanaivelu, S. M. Srinivasan, P. G. Karuthiruman and Venkatesiah.



Inauguration ...

Tamilnad's minister for industries Hon. Mr. S. Madhavan declared open the Rs. 8.5 lakh Administrative office building at our Factory Campus in Sakthi Nagar on the evening of 25th May, in an impressive and well attended function. A picture of the new building is on the last page of this Magazine.

Several important subjects were discussed and decisions taken.

General Manager P. V. Viswanathan and Deputy General Manager S. V. Balasubramanian were also present at the sitting.

65th Meeting

The 65th Meeting of the Board of Directors was held on Monday the 26th June 1973, in the premises of the company's Madras office in Poes gardens, when important decisions were arrived at after due deliberations on the various items of the agenda.

Board's Chairman N. Mahalingam, B.Sc., F.I.E. presided over the session, and those who participated included Commercial Director V. M. Kailasam, Technical Director N. Chandappa and Directors A. Venkatesiah, N. K. Kaliappa, K. S. Elayanaivelu, S. M. Srinivasan, S. Senniappa Gounder, K. S. Murugaiyan, E. S. Palanisamy, P. G. Karuthiruman, R. Chinnasamy Naidu, K. K. Ramasamy Gounder and P. N. Nanjappan.

Dputy General Manager S. V. Balasubramanian and Company's Auditor P. N. Raghavendra Rao were also present at the meeting.



ATTENTION PLEASE, AN ANNOUNCEMENT!

Subscribers, readers and contributors are requested to kindly note the **Change in our address.**

From the 20th of August 1973, the offices of "Sakthi SUGAR NEWS" and "SEITHI MADAL" ("செய்தி மடல்") will function at the undermentioned premises :-

**"Greenlands", 28, Race Course Road
Post Box No. 1389, Coimbatore-641018**

A President said it ...

**Resistance to tyrants
is obedience to God.**

U. S. A. } T. Jefferson
1743-1826 } (Third President)

Sugar Industry ...

— continued from previous page

Mr. Apte went on to add that given the same policy as in the last year, the coming season could be a record sugar production year. This year despite the drought in certain parts of the country an increase of 11 per cent acreage was expected.

He opined that no national gains would be derived by nationalising the industry. Mr. Apte also opposed the suggestion to bring the industry increasingly under the co-operative sector. He pointed out that in an essential consumer goods industry like sugar, monopoly of any one sector was fraught with danger and thus thoroughly undesirable. He also claimed that the industry had surpassed every plan target for production.

Mr. Apte emphasised the need for early announcement of the excise incentives policy. He also felt that the existing levy price of sugar was based on extremely tight cost schedules and the return allowed was "unrealistically low".

OUR SUGAR COMPLEX AT SAKTHINAGAR

A DECADE of PROGRESS in SAKTHI SUGARS

.....K. M. Periasamy, Chief Engineer.....

We started our factory Sakthi Sugars—now a great name in Sugar—in December 1964, with a crushing capacity of 1250 tonnes per day. We were able to crush 2,01,994 tonnes of cane in the first season itself and we had no trial season.

In about few months time, we shall be completing the first decade of service both for ourselves and for the country we belong to. Within this short span of a decade, we were able to improve the efficiency and the crushing capacity of the factory from 1250 to 2600 tonnes of cane per day. Year by year, we added machineries to various sections and the achievement of the higher rate of crush was possible because of the encouragement and guidance vouched by our Chairman Thiru N. Mahalingam, an enterprising Industrialist with variegated talents and our Commercial Director Thiru V. M. Kailasam, a progressive and mature businessman of multiple talents.

The work in the factory had to be stopped often during the first two seasons due to Mechanical or Electrical troubles. But the same had been reduced to a great extent in the following seasons. We were able to achieve this, mainly by introducing Preventive Maintenance in the year 1966-67:

In spite of the Experts' opinion in the field that the introduction of Preventive Maintenance in a Sugar

Industry would not be practicable because of the continuous processing involved, we could successfully adopt this in our factory because of the encouragement and guidance given by our Chairman, Commercial Director and General Manager.

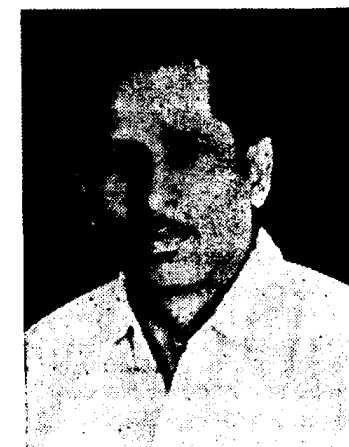
Some may feel that the Preventive Maintenance is costlier because of the investment involved in the procurement of Spares. But considering the reduction in the stoppages and the subsequent reduction in losses, it is clear that it is not so in the long run.

The Preventive Maintenance squad is headed by a Preventive Maintenance Engineer and assisted by the Workshop Engineer for carrying out the Programmes. A few skilled fitters, fitter-mates and Machinists are also working in the squad.

In carrying out Preventive Maintenance, we first chart out a schedule for a season and the jobs such as overhauling of pumps, reduction gears and other moving parts like Stirrers etc. are being done as per the Schedule.

Preventive Maintenance helped us in reducing the duration of the off-season since the repairs and overhauling are done to the machineries during the season itself and only the major jobs like replacing of mill, rollers, cleaning of Boilers etc. are attended to during the Off-season. It is heartening to mention here that we run our factory for 11 months and because of the preventive maintenance adopted, we could complete our overhauling within a short span of one month and resume season after the short period.

I am proud to mention here that we are one of the leading Sugar factories which maintains longest accident free period. Some of our Engineers have undergone training in Safety



author K. M. P.

precautions and periodical safety classes are conducted inside the factory for the employees to teach them the safety precautions under the able guidance of our General Manager, who is an authority on the subject. We have been awarded the running shield both by the Government of India and Government of Tamil Nadu for the Longest Accident Free Period for the last three years continuously.

We have achieved a targetted crush of 2600 tonnes per day and propose to run this season which commenced in July 1972 till October 1973 to achieve a record crush, perhaps the highest in India. Because of the very progressive ideas of the top Management, I am proud to say here, that we envisage a programme of Expansion in such a way that by the time we expand our factory to 4,000

— continued on page 11

The Inspiration

**Freedom, near at hand
makes an old man brave.**

Rome } Seneca
B. C. 4 to } (Tutor to NERO
A. D. 65 } stoic philosopher)

Freedom and Licence

None can love freedom heartily
but good men; the rest love not
freedom but licence.

England } John Milton
1608-74 } (Poet)



adieu in Madras airport...

Snapped at Meenambakkam aerodrome, standing left to right are Assistant Muthuveerappan of our Madras Office, Development officer R. Venkatas, Mrs. Jeya Viswanathan, General Manager P. V. Viswanathan, Sethuram Viswanathan and Liaison officer K. R. Alagarsamy.

OFF ON A TRANS-WORLD ASSIGNMENT

At a pleasant function presided over by, popular Commercial Director V. M. Kailasam, employees of Sakthi Sugars, bade farewell to general manager P. V. Viswanathan, on the eve of his departure overseas on an official assignment.



Commercial Director V. M. K. said it with a garland of Jasmines and Lilys.

Deputy general manager S. V. Balasubramanian who proposed Commercial Director to the chair in the beginning, proposed the vote of thanks at the close of the Social. The function took place in Coimbatore on the 13th of July.

Rising to deliver his brief and impressive opening speech, V. M. K. spoke as follows:

"Our company's general manager Viswanathan is leaving Coimbatore shortly on a foreign tour. He will be visiting, in the course of his two months travels, places in Singapore, Malaysia, the United States of America, Britain and Europe. On an official assignment, he will visit Sugar Complexes, Industrial Alcohol Units and factories where by-products from sugar mills are utilised to manufacture sophisticated commodities, with a view to utilise the information gathered for the development of our units.

With the background of rich experiences gained both in government service and with us, I feel sure that this forthcoming itinerary of general manager Viswanathan will prove to be of much use to Sakthi Sugars,

especially as he has travelled overseas previously also.

I close this talk with a sincere prayer to Almighty, that this tour should prove a happy success to our general manager and to Mrs. Viswanathan and his son Sethuraman who are accompanying him in the trip".

Besides the staff of Coimbatore head office and officers of our Sakthi-nagar factory, the function was graced by general manager P. K. Duraiswamy of our sister concern Anamallis Agencies, Dr. A. Rajagopal, manager T. Murugesan of the Agencies, manager N. Murugesan of ARC and the staff of the two concerns.

Short speeches wishing a bon Voyage to the itinerants, were made by manager V. S. V. Mani of Canara Bank, Labour officer Kannayan, Sakthi Sugars, technical adviser cum chief chemist T. T. Oommen, Administrative officer K. P. Ganesan, Trade Union Secretary Shastri, Auditor K. Sivasamy, P. S. Kandasamy, Ilampooranan R. Palanisamy, D. S. Rajagopal and your Editor. General Manager Viswanathan and his son Sethuraman replied suitably.

Due to delay in flight schedules, Mrs. Jeya Viswanathan, Sethuraman Viswanathan and 'G. M.' Viswanathan were able to leave Coimbatore late on the night of 22nd July only, for Singapore via Madras.

The Viswanathans will be able to combine pleasure with business, as they will be seeing in the course of their travels, grand children Arun and Suresh living with their parents Geetha-Srinivasan in Washington and grand kids Ramesh and Anita living with their parents Radha and Raghu-nath in England.

Their Malady

To be ignorant of one's ignorance, is the malady of the ignorant.

— Anonymous

Sugarcane Breeding Institute at Coimbatore :

REMINISCENCES of a DIRECTOR

N. R. BHAT

(With due acknowledgement to "INDIAN FARMING")



The period that I spent as Director of the Sugarcane Breeding Institute, Coimbatore, was short and tough, but not devoid of useful achievements. I had been offered the post under peculiar circumstances. A senior geneticist who was to take over from the retiring Director had to retire a little earlier for some official reasons. This left some other seniors, who were directly or indirectly connected with sugarcane breeding, to aspire for the Directorship. To them, it was perfectly legitimate; for how were breeding methods based on Mendelian genetics relevant to sugarcane which is a highly heterozygous polyploid? In such a crop, a good seedling was but a chance event, and all one could do was to 'cross the best with the best and hope for the best'. By accepting the post without the least knowledge of such a situation, I had landed myself in an uncongenial atmosphere where friendliness and co-operation could not willingly be forthcoming. There was a redeeming feature, however. It was the disciplined working habits of the inmates ingrained in them by long tradition. The clouds of prejudice also cleared fairly soon and I settled down to work.

On a happy note

Actually, my work commenced on an auspicious and happy note. I joined on 16th August 1958, and on the third day arrived Dr. Harry F. Clements, the internationally reputed Sugarcane Physiologist of Hawaii, on a F. A. O. mission. He delivered a series of ten lectures on 'crop-logging', the technique he had evolved to judge the nutritional or water requirements of a growing or maturing crop from the analyses of plant parts at certain

positions from the crown. There was a big gathering of trainees consisting of sugarcane specialists, estate managers, chemists and others from various cane-growing states. The lectures and discussions were instructive and useful. There were discussions also on merits or otherwise of compost manuring, modes of fertilizer application, earthing up, tying up of mature stalks, etc. These together with pleasure trips to interesting nearby places made the period enjoyable. Eventually, crop-logging was given a trial by the Indian Central Sugarcane Committee at the Research Stations at Anakapalle, Padegaon and Mandya and also by some sugar factories on their estates. But, by and large, it did not make an impact on enlightened sugarcane culture in India.

More sound than light

A couple of months thereafter were the meetings of the Indian Central Sugarcane Committee at Rampur (U.P.) which offered opportunities to meet, and gather experience

from, sugarcane research and development workers from the states. But, there was little to learn from the technical discussions in the formal meetings which were marked by more sound than light. I remember my having given rise to a scene by suggesting an unorthodox experiment in which mixtures of agronomically and physiologically similar varieties could be tried to combat the menace of numerous races of disease pathogens and species of insect pests.

After this, I visited a few sugarcane areas and factories both in the north and in the south. On reflecting over my observations and the data collected on tonnages and recoveries by Shri Gopal Aiyer the Institute's Chemist by visiting various sugar factories in the country for 3 years, I felt convinced that there was scope to rationalise the breeding procedure at the Institute and the supply of material to the states for trials and selection work.

— continued on next page

Sugar Complex at Sakthinagar...

— continued from page 9

tonnes of crush per day, this factory will be a very ideal one in many respects. We will be able to complete the expansion, side by side without stopping the existing mills by putting another exactly similar plant of the same make which not only helps us to reduce the investment on store materials but also helps easy operation since our Technical Staff are accustomed to this pattern of Plant.

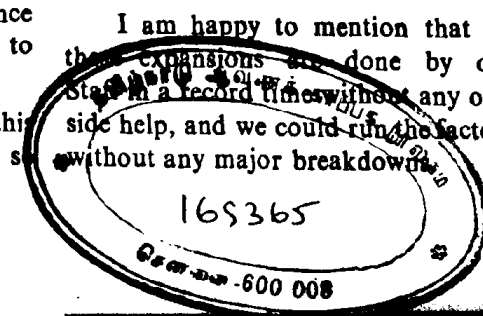
It is worthwhile to note that this expansion is planned in such a way

that we can run the entire factory without stop for the purpose of overhauling. Also, if there is any major breakdown in anyone of the plants, we will be able to crush a minimum of 2600 to 2800 tonnes per day till we rectify the trouble as against our capacity 4,000 tonnes.

I am happy to mention that all the expansions done by our Staff in a record time without any outside help, and we could run the factory without any major breakdown.

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K. V. Charumathi —
N. Chandrasekaran, B. A., B. L.

Security officer S. R. Narayanasamy of Sakthi Sugars factory, celebrated the wedding of his advocate son Selvan N. Chandrasekaran, B. A., B. L. with Selvi K. V. Charumathi daughter of Mirasdar K. V. Venugopal Naidu of Kundarapalli, Krishnagiri taluk, at Bhavani.

Friends, relatives and illustrious persons including Chairman N. Mahalingam, Mrs. Marudhapushpam Kailasam, and Commercial Director V. M. Kailasam, Parliamentarian P. A. Swaminathan M. P., legislator A. M. Raja, M. L. A. and others graced the functions with their presence.



They dread it

Liberty means responsibility;
that is why many men dread it.

Britain 1856-1950 | G. B. Shaw
(Playwright)

Reminiscences ...

— continued

Ramayana legend about the origin of sugarcane in Bharat and how Alexander the Great took it with him to Europe; and, also the genealogies of the first hybrid Indian cane, Co. 205, and of Co. 213 which first enthused the growers in the Punjab with its strikingly higher productivity.

In the surrounding compound were pots and platforms for raising seedlings from fluff, live clumps of specially good varieties and of hybrids of sugarcane with sorghum, maize and bamboo. There was also a tin wall from which were hung posters made of dry canes illustrating the genealogies of some historical and original hybrids and hybrid varieties popular in various states.

Mecca of Cane

Coimbatore was the Mecca for sugarcane and, therefore, there were numerous visitors to the Institute, even some foreigners, all round the year. They were of various professions and standing, and included dignitaries, legislators, executives scientists, professors, students and farmers. Except when they were scientists and V. I. Ps whom I or some senior officer had personally to attend, the work was explained by the late Shri Hussainy who was a competent and knowledgeable Field Assistant in charge of the Seedling House. His talks were as interesting as instructive and were highly appreciated. I had a technical assistant who yearned for an opportunity to impress visitors with his orations on how difficult sugarcane breeding was and how, in spite of this, highly productive and sugar-rich varieties had been bred at Coimbatore. The lay visitor just gaped at being told that a single tassel contained as many as about 40,000 flowers and how the expert sugarcane breeder could cross so many tiny flowers! His orations were often so impressive that an irrigation engineer from a foreign

country exclaimed that his real place should have been in the Parliament!

Visiting V. I. P's.

Among the great scientists who visited the Institute in my time. I remember the American wheat rust pathologist, Dr. Stakman, the East German Radiation Geneticist, Dr. Stubbe and the Director of the Commonwealth Institute of Biological Control, Dr. Simmonds; amongst the foreign dignitaries I recollect Mr. Okpara, the then Prime Minister of Eastern Nigeria who was accompanied by his Commerce Minister and Chief Secretary. There were also a few trainees one of whom was an Egyptian, Mr. Bari.

The experimental area of the Institute lay in 3 locations, the wells in all locations being deep and yet dry during most part of the year. The area near and on the eastern side of the Seedling House was dry sandy loam where growth was just satisfactory. Here, in addition to doing experimental work on thin varieties of cane, was maintained the World Collection of Spontaneums made by the Botanist, Shri R. R. Panje. The lowlying area called 'East Chitra Chavdi' had been acquired specially for the breeding of thick varieties of cane. The famous varieties of the South, viz., Co. 419 and Co. 740, in addition to other improved varieties were evolved hereby N. L. Dutt and his associate and successor (as second Cane Breeder), Shri Subbarao.

It was in E. C. C. that very significant strides in cytogenetics of *Saccharum* species and their crosses with allied genera had been made by Janaki Ammal, Parthasarathy, Narayanaswami and Raghavan; and some also by Dutt and Subbarao. When I went to Coimbatore, this work was mostly in the nature of chromosome counts. Genetic stalks required for the work had been maintained in the premises of the laboratory shed.

The third area called Vedapatti was small and, because of its isolation,

— continued on page 20

27 minutes of candid talk...

Sparkles from the facets of a Gem of purest ray serene



⊕ A verbatim rendering in English of the reponse by Sakthi's
⊗ Chairman Mahalingam to the toasts proposed in his honour, at
⊕ the two-day Golden Jubilee sessions, in Madras. A brief report
⊗ of the celebrations appears elsewhere in the previous pages.
⊕ — EDITOR

oooooooooooo

On behalf of the members of my family, Mrs. Mahalingam and self I am glad to express my heartfelt and loving salutations to you all.

Indeed, the 28th and 29th of July, will ever remain as two golden days in my span of life. Hon'ble Mr. Jagajivan Ram, a noble leader of the country, veteran of Indian politics and an old acquaintance of my revered father, late Mr. Nachimuthu Gownder since 1946, has come in person to felicitate me. That being so, I confess my inability to gauge the boundaries of his love and affection towards our family. Not to be outdone in their measure of love, State's Governor His Excellency Thiru. K. K. Shah, Tamilnadu's Chief Minister Hon'ble Dr. K. L. Karunanidhi, Venerable Shri Baktavatsalam, the Raja of Chettinad, Vice-Chancellor N. T. Sundaravadivelu and Dr. Varadarajan also have deigned to come and convey their good wishes in person.

Speech delivered

8-55 p. m. to 9-22 p. m.

on 29-7-1973

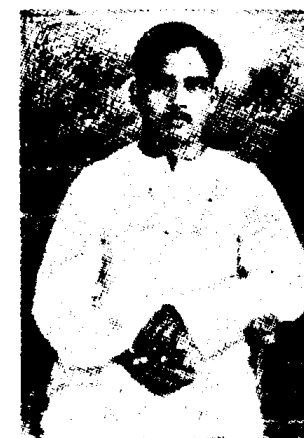
at Rajeswari Wedding Hall
in Madras-4

During yesterday's sessions and this forenoon, leaders hailing from the different fields of religion, politics, literature and poetry were here to congratulate and greet me. A committee of hosts presided over by Mr. K. S. Ramaswamy M. P. got up a two-days function in Pollachi, on the 11th and 12th of June to felicitate me.

At Coimbatore, members of the Sanmarga movement had arranged for grand celebrations on the 21st and 22nd of July to congratulate and greet me, where my respected and beloved friend the Hon'ble Mr. T. A. Pai had hastened snatching time from his manifold and heavy duties, to add his felicitations.

Yesterday, Hon'ble Mr. C. Subramaniam, Minister for Industrial Development in the Central Cabinet, Hon'ble Mr. Farook Maraiar, the Chief Minister of Pondichery and Hon'ble Dr. Navalar Nedunchezian, Minister for Education of Tamilnad were here to participate in the jubilee session and to communicate their good wishes. Today, all of you, learned gentle folk from "generosity-rich". Madras have assembled here in large numbers to make these festivals a glorious success.

From the various parts of Tamilnad honoured friends, men of the "Sanmarga" movement, and



College Pupil N. M.

august folk have hastened to take part in these celebrations and wish me well to their hearts' content. Two ladies have added charm and colour to the proceedings of the two days by delivering the addresses of welcome in elegant English (Mathews) and beautiful Tamil (Soundram-Kailasam).

— continued next page



In Wedding Array

Happy groom Mahalingam with charming bride Mariammal, incoy resplendence.



Cake and garlands, March '73

In late March itself, Sakthi Sugars had taken the happy initiative to convey their joyous greetings and best wishes to the Mahalingams, on the happy 51st birthday of their young chief, his actual date of birth according to the international Julian calendar being 21st March.

— photo: Kannan

Sparkles from facets of a gem...

— continued previous page

Within the short space of a month, I have been uniquely blessed to be felicitated in elaborately arranged Jubilee functions at my home town, headquarters city of my district, and the Metropolis of the State. Our love and salutations are due to those great children of the Tamil Mother, who extended such honours to us. My vocabulary fails me to thank adequately, all the members of the three committees of hosts who toiled motivated by deep love—under the leadership of men like Shri K. S. Ramaswamy in Pollachi, Shri K. S. Veeranna Chettiar in Coimbatore and

Thiru Ma. Po. Sivagnanam in Madras. To all those who wished me and are wishing me long years of prosperity, I once again convey our Salutation. Our sincere gratitude is due to all those who honoured us by holding these (Golden Jubilee) celebrations.

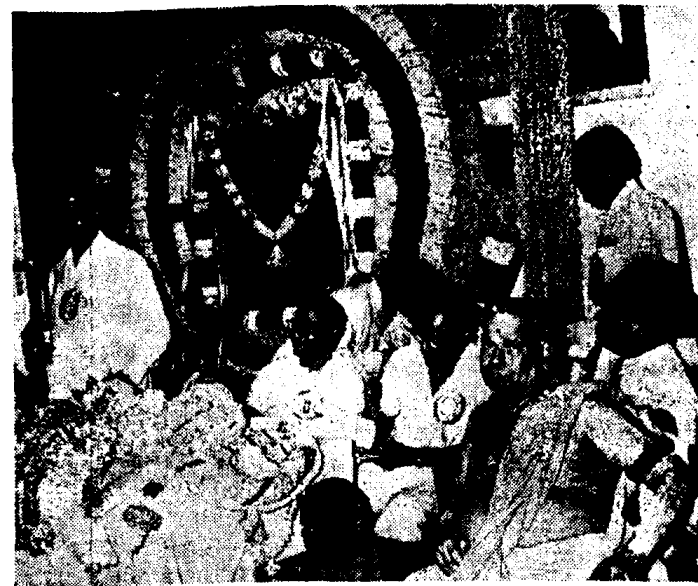
In one of his articles Tamil Savant Thiru K. A. P. Viswanathan has referred to as a "Jack of all Trades" vis-a-vis my interests in multijaneous spheres, and called that my claim to distinction. Doyen of Industrialists M. Chitra Narayana-swamy congratulated me on the ability to handle successfully varied types of Industries, while Dr. Kulandaiwami expressed his joy over my continued interest in Engineering and Technology. Permit me to state that these only indicate the home truth that all these could be achieved by any man of average intelligence in Tamilnad if he would work for them with concentration and application.

Academic background

I am a son of "summer-fertile" Pollachi, situated in the Coimbatore District in the South West of India, known as Kongunad region. From the High School I passed out securing 324 marks out of a Total 600 marks. At college I obtained a second class in my intermediate and Third class in the B. Sc. degree exam. In the Engineering college I failed to qualify for the Diploma degree. I lack the poetic ability to compose poems or lyrics in Tamil. As for platform oratory, I must confess that I got initiated into the sphere of elocation after 1952 only when I became a member of the legislative assembly under auspices of my revered father.

And, I have been wondering as to why in spite of this very modest academic background, you have deemed it fit to extoll my activities and pursuits.

— continued next page



Jubilee at Coimbatore... 22nd July

Standing in the left extreme is central minister Hon'ble T. A. Pai delivering the Golden Jubilee address, felicitating our Chairman Mahalingam who is seated next to him, with a smile of joyous satisfaction playing on his face. Also seated on the festive dais are Industrialist G. R. Govindarajulu of the P. S. G. Group, "Kalkandu" Tamilvaanan with evening felt hat on and the venerable Somasundara Thambiran head of Madurai mutt.

— photo: Kutti David

SPARKLES...

— continued

Ancestral bequest

I am a firm believer in the dictum that 90 percent of toil and 10 percent of knowledge go to make a genius.

My father bequeathed me three things — a will to work hard, the A. B. T. Company and the Sanmargha Sangh. Mother Rukmani Ammal trained me in thrift, taught me to appreciate the value of kinship, and ingrained in me the art of associating with natural ease and love with all relatives. My paternal grandfather Palaniappa Gounder was an ordinary ryot of average means with a 15 acre holding, of which 5 acres were garden land and the rest a stretch of elevated ground. He was very much attached to Gandhi and Khadi.

After my primary education in the London Mission School at Pollachi, I joined the Municipal High School for further studies and passed out of it in 1938 with the S. S. L. C. It was the solitary high school at that time in that taluk, which today can boast of not less than 23 high Schools.

I regard my grandfather and mother as the two persons who had much to do with the shaping of my life in those early days. Lacking proper encouragement from grandfather my father had given up his studies with the 7th standard and started his own vocation. I would think that the beginnings of the present parcel service vehicles that ply the land with the symbol of Hanuman, date back to the time my father drove his bullock cart carrying loads to the Anamallais.

That Tiled House

In the country-tiled house in Imam Khan Street where I lived in those days, I have experienced the hard impact of rains during the summer monsoon and cold winds in the winter. Thanks to the toils and continued labours of two generations, we have



All glory to GOD..., A happy family in the Jubilee Year.

progressed to earn the appreciation of the elite of the state today. The basis of this success was work, —hard work, — honest work. My mother who could not have any considerable share in this elevation of ours, and my father who enjoyed it in a district wide limit, are the real architects of this success of ours. Those who worked with us in the different industries and trades, and the employees who work with us and the friends who toil alongside us also are responsible for these successes.

... a criticism of self

Several speakers alluded to my calm, quiet and peaceful nature. This I would confess is a virtue of circumstances. Only my colleagues and members of the family know the bounds of my tempers. But that would have been occasioned by some incidents or on account of some events and not about any individual. Fortunately, both in the family and in the business circles, this trait in my nature is sympathetically understood and co-operation extended. But I could not get that much toleration in the political sphere.

While I regard Mahatma Gandhi as my political preceptor, Pandit Nehru remains my beacon light. It is because of the fact that I labour within these great boundaries, I am able to continue to work in the public life of the country today even after coming out of party politics.

Grievances of a wife

My wife and children had to endure severe inconveniences when I remained in politics. In fact, my wife used to complain often, that

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"Sakthi Nilayam"

— the present family manor in ancestral Pollachi.

REMINISCENCES...

— continued from page 11

Agro-climatic Regions

Firstly, it was evident that the cane growing areas in the country deserved to be demarcated into agro-climatic regions characterised by fairly distinct patterns of crop growth and sugar recovery. The main factors involved were latitudes, atmospheric humidity and sunshine (vs. cloudiness) during the optimal growth period, availability of flowirrigation and occurrence of water-logging over long periods. Accordingly, 7 regions in all, 4 in the subtropics and 3 in the southern peninsula were formulated. These were thought justified also because the varieties which had found favour with growers in the areas were more or less different. The validity of these regions is evident from the fact that they are being adopted till today as the basis not only for breeding work, but also for various kinds of field experiments under the All-India Co-ordinated Sugarcane Research Project.

Regionwise breeding

Secondly, breeding work had to be done regionwise using the adapted varieties of each region as the agromonic base. Crosses were to be planned primarily for covering up their deficiencies in field and commercial characters, and further to make additional improvements. Mates for the adapted varieties had to be found from among those which had locally been found to excel in characters to be introduced into the former. Some proven indigenous varieties were already available for the purpose. Additional ones could be found among foreign varieties in the World Collection maintained at Taliparamba (Kerala). This implied organising in each region trials of varieties which had made their mark in areas abroad, characterised by fairly similar latitudinal and climatic conditions. After exhausting such varieties some others also could be tried

Yield and Juice

Thirdly, as cane yield and sugar content of juice, the two most important characters in cane improvement, are both governed by numerous genes with small effects, only a special method called 'Reciprocal Recurrent Selection', consisting of a series of alternate steps in grading up and reselection, could prove effective in evolving varieties combining improvement in both characters. The method was useful in building up in the adapted varieties of each region, even other characters like disease and insect pest resistance. Switching over to this special method, which was in vogue in Hawaii, was an important and urgent desideratum.

Fourthly, for making the breeding programme effective, selection work had to be carried out essentially in the regions concerned. This meant that seedlings were to be raised at the sugarcane research stations in the various states from fluff of crosses effected at Coimbatore. Sugarcane Specialists had already been wanting to do this; but, in the case of some of them at least, ambition to earn a name by evolving their own varieties was almost their entire assets in usefully implementing a selection programme. However, there being no other alternative, this had to be done under supervision of the breeding staff at Coimbatore.

I presented all the above ideas in the Fourth All-India Conference of Sugarcane Research and Development Workers, held at Waltair in January 1960 and found them acceptable and proceeded to implement them.

Studies of Genetic stocks

Regional studies of genetic stocks selected for special merits in India and abroad was a very important desideratum. Though it looked that they could be carried out by the local Sugarcane Specialist and his staff, under the conditions then obtaining, I felt it imperative that only persons

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Vasanthan — Balakrishnan

Retired Deputy Superintendent of Police Mr. Gayathrinath celebrated the Wedding of his son Selvan G. Balakrishnan, B. Sc., (Babu) of Sakthi Sugar head office, with Selvi Vasanthan, B. Sc., daughter of Mr. T. P. Venkatraman of Bombay on Thursday the 14th of June at Coimbatore. On behalf of Sakthi Sugars, General Manager Viswanathan Presented to the happy groom and bride a gold sovereign each.

REMINISCENCES...

— continued

specially trained for the purpose could achieve results. On this view, I strongly urged for the establishment of Sub-stations of the Institute at Lucknow and Motihari (Bihar) which was frowned upon by Government as an act of 'empire building'. But, the extremely useful information gathered at these substations and appreciatively utilised in the All India Co-ordinated Project has proved the validity of my action.

Some additional steps appeared essential by way of improvement in techniques employed in sugarcane breeding. One was in the method of testing canes for their reaction to the red rot disease. The basis of evaluation in the method in vogue was the lesion length produced in the cane by the disease pathogen. Past data and information available showed that the method was not very satisfactory. So, the Pathologist was advised to undertake a series of new tests by employing a pure culture of the 'D' strain which was the most virulent at that time and record, in addition to lesion length, all other important symptoms in canes of various grades of susceptibility, tolerance and resistance. The results obtained later brought out that the drying of tops, width of lesions and development of white spots in the lesions were the most significant symptoms connected with susceptibility and led to the formulation of a key for grading canes for red rot reaction.

Hussainy Technique

As sugarcane was being grown in waterlogged areas of over 11 lakh acres in 'Terai' of Uttar Pradesh, screening of seedlings from appropriate crosses was started with a complement of about 7000 seedlings in the waterlogged fields of the Thiru-Arooran sugar factory, where also there was scope to grow waterlogging-tolerant cane. It is gratifying to learn that a couple of good varieties have emerged from this work.



Yasodha — Kannan

The happy wedding of Selvi Yasodha, B. A. beloved daughter of late Mr. R. Srinivasan (former P. A. to our Chairman) and sister of civil Supervisor Jagannathan of Sakthi Sugars, with Selvan N. Kannan, B. Sc. son of late Mr. G. S. Nagaraja Rao of Karaikudi, was celebrated solemnly at Pollachi, on Friday the 22nd June, before a distinguished gathering of friends and relatives.

Since both cane yield and sugar content in juice were characters governed by numerous genes and there was abundance of variability in sugarcane, it was thought worthwhile to begin with irradiation treatment aimed at mutations only in major genes which were assumed to govern (i) reaction of varieties to red rot and (ii) spininess of leaves which made the good variety Co. 527 unpopular. This work has proved fruitful as a spineless Co. 527 and red rot resistant Co. 449 and Co. 312 were secured in a few years after my retirement. I learn that the work has now been expanded to improve even sugar content in juice.

By taking recourse to tiller separation, a small but replicated experiment was carried out to test the usefulness of the 'Bunch Planting' technique of Hawaii which did not give the expected results. The seedlings surviving in competition were not necessarily the vigorous ones suitable to be selected for commercial cultivation.

The 'Melting Pot technique' however, was adopted. The 'Marcotting-

operation for rooting of crowns perfected by the late Shri Hussainy came in handy for the purpose.

Seedling House

The most memorable spot at the Institute was the 'Seedling House', the birth place of sugarcane breeding in India. It was the main working place of the pioneers, Barber and Venkatraman, who by bringing about a revolution in productivity of sugarcane laid a strong foundation for a prosperous sugar industry in the country. The Seedling House was but a humble thatched hut where a few tools and equipment used in Sugarcane breeding, and some tins of fluff to be sown were kept. In it were exhibited coloured pictorial charts of the

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Magnificent promises

The smallest actual good is better than the most magnificent promises of impossibilities.

Britain } Macaulay
1800-59 } (Historian & essayist)

Sparkles ...

— continued

I did not have the spare time even to talk and move freely with my children. If I had moved to Madras in 1964, the object of the move was to be able to spend at least ten to fifteen days with the members of my family. But even the days I spend in the house are taken away by problems of Industry and business, and visits of political acquaintances; leaving me little time to enjoy the company of my family members. Still, we are left a wee bit time at least to spend together, here.

In Western countries, the worth of Politicians and statesmen is appraised by their record of service in positions of public life. In our country they are judged from different angles. No man is perfect. Mahatma Gandhi laboured, with the sages of vedic times as his ideals, and was able to accomplish great things. Even then, he was not able to win the confidence of Jinnah.

Overcoming a Problem

Gandhi is my guide. But during the time I practised his precepts following his path assiduously, I was confronted with the dire problem of want of friends in the different fields of activities. Though I still continue to follow the path of Gandhian cult I have since eschewed the habit of finding fault with others for not following the Gandhian path, and have thus earned friends in all walks of life.

Political or social leadership is not easy. So the community should afford protection to the leadership by confining its critical reviews of an individual, to his acts during term of office.

As against this, today's public life has been tarnished by dragging to newspaper columns and public platforms the private and personal activities of persons in political life.

Review of party life and state of the state

Though twenty five long years have flowed past since India got

Independence, its present state remains that of the U. S. A. of 1931. It was an excellence of Nehru that he never regarded himself as inferior to anybody. He was able to take the greatest intellectuals of India and use them for the development of the country, without ever feeling inferior to any of them. But it was the misfortune of Tamilnad that the chief man of this State was suffering from an inferiority complex at a time when Tamilnad could have registered excellent progress. The result of this complex was that the second generation of leadership was skipped over and third and fourth line of politicians were utilised. That was the reason why governance by congress had to quit. I sounded a note of warning in 1962, only to earn the opposition of the leaders, for giving voice to my opinions in the party meeting. In 1966 I advised in private that congress should join other parties to oppose the anti-congress front; but I was not able to change the path of Thiru Kamaraj. This resulted in the victory of the front in the 1967 general elections. Kalaingar who used to debate from the opposition benches is the Chief Minister of Tamilnad today.

With due respect to the senior leaders of his party he made them his Cabinet Colleagues in the Ministry. Because of this reason he is able to maintain a stable government at a time when talks of "revolutions" are in the air. Tamilnad is the one state where there is peaceful administration, and where rice is available for food. While Delhi is languishing in the grip of champions of political dogmas Tamilnad is progressing with a practical outlook.

Babu Jagjivanram

Shri Jagjivanram who is continuing to serve in the central cabinet right from the year 1946 is here today. His is a life which any politician will do well to emulate. Yesterday he was a friend of Nehru; today he is the Bhishma who gives practical counsels from rich experience to Smt. Indra Gandhi,

In spite of the fact that left-congressmen indulge in abuses against him, he has never felt aggrieved against Smt. Indra Gandhi. To him belongs the adroit political wisdom, of knowing the right time to move the coins in political chess.

The reason for the success of the present governing party in Tamilnad's politics was, Rajaji-Anna alliance in 1967 and D. M. K.-Indra congress alliance in 1971. The state of the present political atmosphere is such that no individual party can come to power on its own in the elections. So our leaders would do well to contemplate and consider deeply as to what the future holds in store. Jagjivan Ram and Karunanidhi are representatives of two parties; it will augur well for the country, if this good and happy relationship is continued.

Perhaps, there is no portfolio in the Indian cabinet that Shri Jagjivan Ram has not handled. As Mahatma Gandhi said once, he might be the great Harijan who would adorn the Rashtrapathi's (presidential) chair oneday. If the congress party split, it was due to the fact that he did not accept the presidential post when it was offered to him.

I would like to submit a suggestion, inspite of the fact that our Chief Minister is a very brisk and smart person, much more active than I.

Gama was famed as the greatest wrestler of the world. Yet in his later days he contended himself by quietly answering challenges thrown to him by new aspirants to the world title, that only those who overcame his disciple Imam Bux could enter the ring with him. In the same way, our Chief Minister should leave the challenges hazarded in the politician arena by new aspirants, to be taken care of by his colleagues and others. Several problems tend to assume bigger proportions by the mere fact that the chief minister condescended to take personal cognizance of them.

— continued next page

Sparkles from facets ...

— continued

Let me quote from my experience also. Whenever I feel that my colleagues could handle a problem, I never interfere in it. May be it will be a bit irksome and even difficult if perforce we have to tackle it on a later occasion. But the fact remains, that if we cultivate the habit of not permitting our colleagues to take care of small problems even, there may come a time when all the work will get dumped on us. It is my submission that this defect which has crept into Delhi, should be guarded against in Madras.

Able younger generation

During yesterday's session, my respected friend Hon'ble Mr. C. Subramaniam and Hon'ble Chief Minister Farook Masekar expressed their opinions about the younger generation. As for me, I am quite confident that the generation of to-day could shoulder responsibilities, provided that suitable and correct persons are chosen. Far more advances have been made in the field of Education than it was 30 years ago. In the same way, if people with necessary training and experience are selected and entrusted with responsibilities, we can rest assured of sure success. Instead of doing things this way, it is not proper on the part of certain elders, who in order to establish their own indispensability, by-pass men of knowledge and ability in favour of youngmen without the proper experience and then complain — "What to do, I myself have to do everything".

Civilisation of Sind and universities of Tamilnad

This is the proper time for Tamil language and the Tamil land to make rapid progress. To establish that Tamil language is more ancient than Sanskrit, extensive researches must be undertaken about the civilisation and culture of the Indus (Sind) plains. I am afraid that the universities of Tamilnad who should shoulder this

work are not devoting much thought to this sphere.

Taxation policy of the central govt.

Modern industrial concept is that forces of production should not get accumulated. But, taxes and duties have so increased as to prevent the saving up of any money. This problem could not be solved unless Delhi government comes forward to make reductions in the taxes on individuals. underneath is given the rates of taxation that are current in certain advanced Countries of the world:—

U. S. S. R.	— 25 % — maximum
U. S. A.	— 60 % — above 9 lakhs
Japan	— 40 %
Sweden	— 65 %

The rates of taxation on individuals obtaining in India is as follows:—

Income	— tax
20,000	— 7,000
40,000	— 15,000
50,000	— 23,000
1,00,000	— 48,000
2,00,000	— 1,45,000

In our society, it is only about their 35th to 40th year of age that talented and efficient Advocates, Doctors, Engineers, Auditors and small Industrialists reach a stage of good success. If they struggle up so far to success, the Central government comes out with a demand for a big share of their earnings.

Medical facilities, children's education and retirement Insurance are not taken into account for Incometax. No wonder talented people emigrate to America. Those who could not do so are not able to maintain proper accounts here. How could this pattern of society which converts the intelligentia into breakers of the law, lead to success?

Out of the 5000 Crore total national Income of India, the share of incometax is 340 crores. 150 crores could be reduced by extending concessions. It would appear that the central government which is printing thousands of crores, would do well to print 100 crores more for the progress of the country. Alternately this could be made good by easy levies by way of Excise duty. But Delhi remains inactive for fear of criticism by leftists.

Many such defects were pointed out by our Chief Minister in the National Development meeting at Delhi.

I am glad to welcome the recent developments in Tamilnad in the Industrial field. The appointment of a new chief for the T. I. L. C. has given rise to the hope that the T. I. L. C. which for some time past had become a mere safe deposit vault for money, will now start functioning usefully.

Loans for starting small business

Permit me to make a submission to the Chief Minister, that just as in the case of Engineers to whom a loan advance of 90 % upto Rs. 2 lakhs is granted, all efficient business people in Tamilnad like those who run a Tea-Kiosks, Ice-cream parlours, aerated-water works, laundries, hair-cutting saloons and skilled workmen like Turners, fitters and Mechanics should be given financial accommodation of 90 % upto a maximum of Rs. 1 lakh, for starting their small trades or industries. On an average of 25 persons in each of the 70 municipalities and 150 major panchayats (220 places

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OBITUARY

Shri. A. V. Natesa Iyer, a leading Advocate of Coimbatore and respected father of Mr. A. N. Vaidyanathan, the personal Assistant at Erode office of Sakthi Sugars, passed away on the morning of 22nd June. We express our sincere condolences to the bereaved family.

Reminiscences ...

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was utilised for testing for red rot by the Pathologist, Srinivasan, and for screening for waterlogging-tolerance by the Botanist, Thuljaram Rao.

Just before I went, an imposing building providing spacious accommodation for all laboratories, library and officers had been built and had been given water and electric connections. The building urgently needed a garden. In spite of great water shortage, a fairly good garden was laid out along the frontage of the building with a lawn fringed along the road with Larger-stromias and with beds of Cannas, Daliabs, Zinnias, etc.

By the side of the lawn on the southern side were pandals erected for photoperiodic treatments, both 'dark' and 'illumination' treatments, which had been successfully developed for the first time in the world by Vijayasaradhy the Physiologist for making

sugarcane stalks flower almost at will. This helped me to plan crosses with non-flowering stalks to evolve non-flowering improved varieties particularly for humid areas in the Southern peninsula where flowering is profuse. I learn that one good variety not flowering in the Hyderabad area has now been secured. Before I left Vijayasaradhy had, for the first time, made the sugarcane-maize hybrid to develop flower primordia by giving a treatment of optimum temperature, humidity and photoperiod.

Nucleus of Library

There was almost no library at the Institute, not even half a dozen periodicals, the understanding having been that the library and reading room of the neighbouring Agricultural Research Institute could be used by the researchers of this Institute. Understandably, this did not work well at least in the case of the uninitiated lower research staff, who felt the distance and had also the feeling that

general knowledge in genetics and plant breeding was of little value in sugarcane breeding research. So, immediately, I had to order some good books and subscribe to a score of scientific periodicals. It was made obligatory for research assistants to read relevant articles, make index cards and discuss their difficulties with their officers and occasionally with me. Seminars were also started.

The Institute was in a small village. For those who had been provided with quarters on the estate, life was drab and dull, except when the whole estate reverberated continuously for 4 days and nights with the music of the 'Talikkattu' ceremony in the neighbouring villages. Cobras were but a common sight. For better communication with the town, a bus service was got started. A post and telegraph office and a small dispensary were established. A reading room was provided and a small sports club formed.

IMPACT OF TRICHOGRAMMA for Sugarcane Borer control in Gobichettipalayam area

M. SIVASUBRAMANIAN, B. Sc. (Ag)
(Deputy Agri. Officer, Sugarcane Development)

Sugarcane crop is threatened by the attacks of many pests and diseases and the internode borer (*Chilo indicus*) is a major pest in this region. The borer causes extensive damage to the canes by feeding from inside resulting in loss of cane weight, stunting and poor quality. Also this pest is difficult to control since it mostly lives concealed inside the cane. So the only method that will be useful in controlling this pest is by preventing its entry into the stem. In this effort the eggs of the borer could be effectively damaged by using an egg parasite "Trichogramma".

Though this parasite has been known to be a good parasite on sugarcane borers elsewhere they have not been tried in individual regions which differ markedly in the nature and extent of borer incidence. Gobichettipalayam in Coimbatore District of Tamil Nadu, area is a distinct sugarcane region having its own specific methods and conditions of cane cultivation. So a study was undertaken to assess the impact of releasing "Trichogramma" in controlling the borers with special reference to this region.

The release of the parasite at 25,000 insect per acre was made in

a selected locality covering a compact area of 100 acres during December 71 to January 72. To assess the successful establishment of the parasite, egg masses of the borers were collected at random from different places where ever the parasites have been released. It was found that 83 % of the egg masses were parasitised out of which 50 % was by "Trichogramma" and the remaining 33 % by the native "Telenomus" parasite. Also the infestation level of the internode borer was brought down significantly where ever the parasite had been released.

Thus the studies suggest that "Trichogramma" could serve as an efficient as well as indispensable tool in combating the threat to sugarcane by the internode borer. The parasite breeding centre is continuing its efforts to mass multiply the parasite so as to be of practical use to the sugarcane industry of this region.



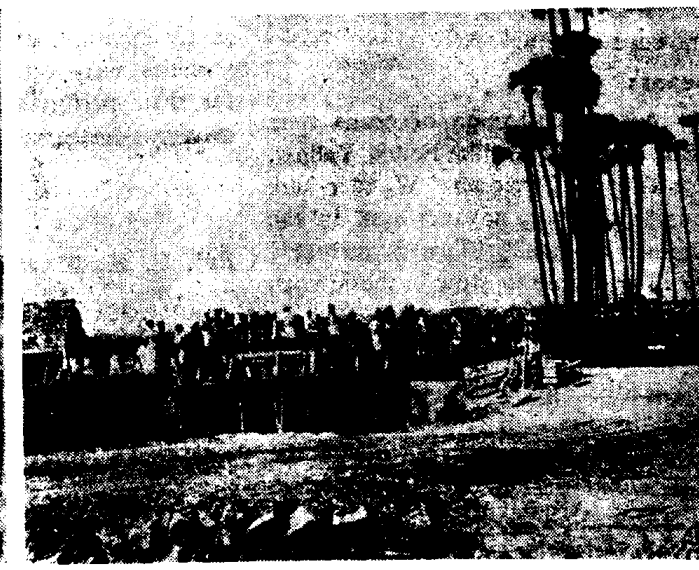
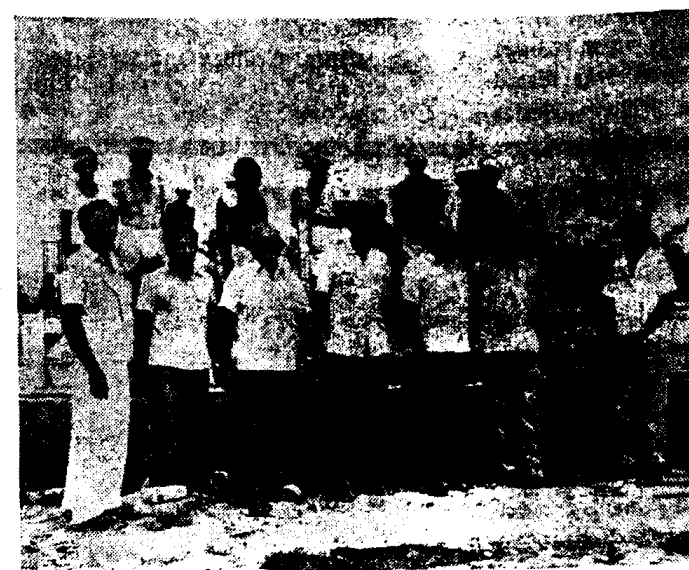
Bridal couple with parents

By the grace of GOD, Mrs. Nancy Appadurai and your Editor Solomon Appadurai (right extreme) celebrated the wedding of their daughter Ranjini Jemima with Mr. Sekhar Thomas, son of late Mr. K. G. Vedanayagam and Mrs. Daisy Vedanayagam (extreme left), at Christ Church, Coimbatore, on Wednesday 6th June 1973. The marriage was solemnised by Rev. Israel Somasundaram.



Proposing the wedding toast

In the open air reception that followed in the lawns of the church campus, Advocate-planter Krishnaraj Vanavarayar (at the Mike) and chairman N. Mahalingam of Sakthi-Anamallais group of enterprises (sitting extreme right) proposed the toasts of the happy couple. The newly-weds and Rt. Rev. Jeevanandam Thangamuthu, Bishop in Coimbatore are also seen on the dais.



Sugarcane road development Scheme

Our Civil Department at Sakthinagar is busy laying one more road under sugarcane Road Development scheme, from Mevani to Karungaradu in the Factory region at an estimated cost of Rs. 9 Lakhs. Pictures above show the bridge under construction, where the road crosses the Tadepalle irrigation Canal. This road which is being formed in conformity with state Highway standards, will benefit nearly one thousand acres of Wet lands.



RESEARCH BY AGRICULTURAL UNIVERSITY

HILL VEGETABLES SUITABLE FOR THE PLAINS

(PROCESSED BY COMMUNICATION CENTRE • T. N. A. U. • COIMBATORE-3)

● BEANS, RADISH & CAULIFLOWER

At present the demand for the hill Vegetable is on the increase and the cost of such vegetable also has gone up considerably, due to increased transport charges.

The Olericulture section of the Horticulture Department of the Tamil Nadu Agricultural University has undertaken some trials to locate suitable varieties for plains in Tamil Nadu. Cauliflower, Beans and Radish were tested at Coimbatore.

Cauliflower:

Cauliflower can be grown successfully between July to March. The varieties, Indian Snow ball and Early Patna are found promising under the plains giving heads of 1-1½ kg. with fine curd quality.

Beans:

A good collection of beans were made and varieties like Fonch Yellow, Contender, Canadian Wonder are found suitable to advance even in the summer months. This is a highly suited vegetable to grow in the kitchen garden all through the season.

Radish:

Radish, though gives maximum yield in the cool season, it can be grown throughout the year except the hottest months of April and May. At Tamil Nadu Agricultural University, two varieties were isolated which are available for harvest within 30 days of sowing. The Tubers are small round, less pungent, non-pithy and attractive in colour. It has a very low tap root ratio which offers scope to increase the population density. The seeds can also be sown on either side of ridges formed at 30-45 cms., at 8-10 cms., spacing. The Tubers

can be consumed as raw as a salad. This variety is well suited as an intercrop in many long duration vegetables like Brinjal, Onion. It yields 5,000 to 8,000 kg. per acre in 30 days.

SOURCE:

Olericulture section of Horticulture Department, Agricultural College and Research Institute, Coimbatore-3.

CABBAGE:

The Department of Horticulture of the Tamil Nadu Agricultural University has undertaken the testing of a number of Cabbage varieties that will be suitable for plains in Tamil Nadu.

Cabbage is cultivated commercially between July to February in the plains of Tamil Nadu. In the trials at Coimbatore, several warm winter varieties were introduced and tested for their performance. The varieties

"Pride of India" and "Golden acre" perform exceedingly well giving compact heads upto 2.0 kg. within 80-90 days after transplanting with 15,000 to 20,000 kg. per acre which is comparable to the yield in the hills. The variety 0.5 gross, gives not less than 2.0 kg. per head while heads of 4.0 kg. is very common which boost the acre yield to 25,000-30,000 kg. per acre.

A good collection of "Chinese Cabbages" were assembled. Few of the varieties are promising giving heads up to 3.0 kg. This type can be used as a vegetable as well as salad like lettuce and has good market appeal. Work is now in progress to evolve varieties suited to grow even during the summer months in the plains, by mutation breeding.

SOURCE:

Department of Horticulture, Agricultural College and Research Institute, Coimbatore-3.

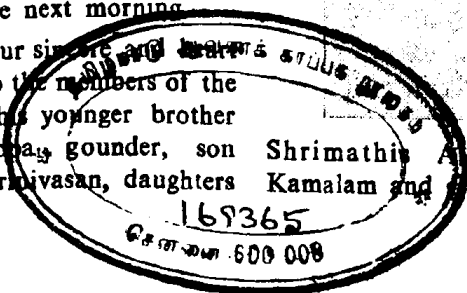
Directors Bereaved

Sri. P. K. Muthu Gounder

We are sad to record the passing away of Sri. P. K. Muthu Gounder, a leading agriculturist and beloved father of our Director S. M. Srinivasan, on the evening of 30th April 1973 at his residence in Soundapur. He was aged 69 and was the elder brother of Director S. Senniappa Gounder.

The earthly remains of deceased Muthu Gounder were cremated after due obsequies, the next morning.

We express our sincere and heartfelt condolences to the members of the bereaved family, his younger brother Director Senniappa Gounder, son Shrimathir Alamelu, Lakshmi, Director S. M. Srinivasan, daughters Kamalam and Chand children.



MIRAGE...?

No wonder the artistic grandeur and intricate elegance of this carpet attracted the Honourable Minister S. Madhavan, on his entering the left wing in our new administrative buildings at Sakthinagar.

He was however "pleasantly disillusioned" soon to learn that its webs were not woven on the looms of a Persian master craftsman! This pattern of a handsome white carpet with

coloured flowers worked thereon, by apprentice Engineer G. Murthi (squatting bespectacled), was a piece of consummate workmanship with colour powders,—known in popular parlance as "Kolam" or "Rangoli".

photo: Kutti David

Yesterday and Tomorrow...

— continued from page 2

doubled twice since then: the first doubling took about 120 years and the second about 65: the next doubling to around 7000 million persons, may take not more than 85 years. The doubling time has decreased not because individual women are producing more babies but because more babies survive to live longer.

The acute seasonal shortages of food are widespread that there are local famines in our country and elsewhere that many of the poor are hungry and that some of them, particularly in the towns, die of their hunger.

In developing countries agriculture is so diverse and is changing so rapidly while the attacks of many pests are so sudden and so devastating that biocides will be essential for foresee-

able future. All progresses in agriculture requires that losses due to pests of all kinds be minimised.

In agriculture we are more interested in providing apt environment for the plants to grow and produce better yield. Many sorts of organisms compete with man at primary and secondary stages of production and during transport and storage. These organisms include plants (weeds, poisonous and parasitic plants), fungi, bacteria and viruses, birds, mammals, insects, mites, nematodes and other insect vectors. The above mentioned organisms may be put under one head as pests.

In developed countries, the control of pests has been given secondary

importance next to the national use of fertilizers. Theoretically, this should be determined by costs, benefits and competition. In practice, it is carried out if supported by fiscal means of the individual farmer.

The different methods of pest control include cultural method through resistant varieties of host organisms and direct control of pests and their vectors.

— continued on last page

Blessed be HE

Blessed be the Lord GOD who daily loadeth us with benefits.

Israel
B. C.
1040-970

David ben-jesse
(King & Poet)

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





The new building for Administrative Office at Sakthinagar

YESTERDAY and TOMORROW ...

— continued from page 23

The different systems of farming have their own influences on the pest prevalence. For example, shift cultivation was in vogue, which had some sort of control over the multiplication of pest especially for soil borne pathogens. Now, permanent cultivation is followed and more the intensive use of land is being arrived at in the near future to feed the growing population. It is undoubtful, that in this new venture, controlling of pests is going to be big problem of the farming communities and so more sophisticated means of control of pests will be needed.

Better this way

It is better to bind your children to you by respect and gentleness, than by fear.

Rome
B. C.
190-159

Terence
(Author)

High-yielding varieties that are being grown are susceptible to pests. So, farming with these varieties need many number of biocide sprayings to get good yield.

Breeding varieties resistant to insect pests and diseases are being intensified by the Plant Breeders all over the world. In maize, a variety has been released with resistance to American maize rust, so also in cotton for bacterial blight and in Cassava for mosaic virus etc. Releasing resistant varieties for cultivation is the best way of regulating a pest. Against weeds, birds and mammals, breeding has so far been able to do very little.

Biological method of pest control is also a good technique for controlling insect pests and weeds. Insect pests of sugarcane are controlled by predators and screw worm by releasing radiation-sterilised males.

Chemicals that are used for controlling insect pests, diseases and

weeds of many kinds ranging from quite simple chemicals like chlorates, arsenates or copper sulphates phenoxy-acetic acid weed killers to biological materials like vaccine, antibiotics, sex attractants and repellents. BHC and DDT and other chlorinated hydrocarbons are supposed to persist in plant system and cause toxic effect when consumed to both humans and animals. So, in future the use of these chemicals should be totally avoided.

Weedicides are being commonly used in foreign countries to control weeds and found that there is no need for ploughing the land when weed competition with crop plants completely controlled. This recent technique is popularly known as minimal tillage. Under Indian condition, experiments with different herbicides are being conducted in different centres of Agricultural University in the country. In course of time, conventional method of weed control may be replaced with chemical means of weed control.

It may be concluded that in the years to come, one single method of pest control may not work well, as we do now. Since the different pests develop resistance, for the chemicals. So, an integrated means of different methods may be necessary for the purpose.



செய்தி மடல்

(மாத இதழ்)

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

நிர்வாகி, "செய்தி மடல்"
72, சென்ருப்தா வீதி,
ராமநகர் - கோவை-9.