

# to Top-Gear

## MISSION 676



### THE TIMELINE



**Kochi Metro**  
To commence on 31 December 2015.



**Vizhinjam Seaport**  
Project partner to be finalized by August 2014.



**Kannur Airport**  
Laying of foundation-stone of terminal on 5 July 2014; touchdown of maiden flight on 31 December 2015.



**Smart City**  
Opening of 6.5 lakh sq ft building on 25 March 2015.



**National Waterway 3**  
Kollam-Kottappuram National Waterway to be commissioned in 2014.



**Suburban Rail**  
Follow-up works based on detailed project report to begin this year itself.



**Development of Roads, including National Highways**  
Work on By-Passes; Four-Lane Roads and National Highways progressing in time-bound manner.



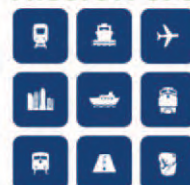
**Student Entrepreneurship Programme**  
2000 start-ups before 28 Feb 2016; Employment to 20,000 and Building of 2 lakh sq ft.

30 welfare and development projects, supervised directly by ministers, plus projects of other departments.

- Planning Commission to come up with projects for the effective implementation of Annual Projects.
- Five-pronged approach under the Chief Secretary for making government services quick and efficient:

1. Right to Services
2. e Governance
3. Disposal of Pending Files
4. Right to Hearing
5. Simplifying of Administrative and Financial Procedures

#### MISSION 676



Kerala moving forward



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Kerala is the only State in South Peninsula, which has a low prevalence rates for HIV. When the national prevalence rate is 0.27, the corresponding figure for Kerala is 0.12% with an estimated population of 25,090 infected. All other Neighbouring States like Tamilnad, Andhra Pradesh and Maharashtra are high prevalent and Goa and Gujrat are moderate prevalent states





## FEATURE



e-PDS is a system in which the whole process of public distribution of essential commodities were computerized. The entire process begins from applying for ration card to final delivery of commodities to the end beneficiaries were digitalized.

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What we require is genuine organic produce from certified organic farmers rather than produce, which is claimed to be organic. For this, technical support in practical organic farming techniques, financial help for sustaining the loss during conversion period and support for certification and marketing should go hand in hand.

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## Kerala Performing High

Kerala has been lauded many a times for its noteworthy performances. According to the latest report released by the Global Consultancy firm McKinsey & Company, titled 'India's Economic Geography in 2025: States, Clusters and Cities', Kerala has been classified in the category of 'High Performing Group'. The other States included in this category are Gujarat, Haryana, Himachal Pradesh, Maharashtra, Punjab, Tamil Nadu and Uttarakhand, which collectively account for 52 per cent of India's incremental GDP growth from 2012 to 2015.

This report is primarily meant for companies who wish to target segments, where consumption is likely to boom by 2025. The report identifies growth hotspots based on levels of urbanization and potential income growth. It advises companies to tailor their strategies to the specific needs of the customers in these clusters, in order to maximize their sales. In this backdrop we are giving a cover story - What lies ahead of Kerala.

The quality of life of our future generations depends on the choices that we make today. In order to set a course of marked development, the

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## FOCUS



Inauguration of Neera Vending Machine at Secretariate



UDF government recently approved a perspective plan called 'Vision 2030'. With inclusive growth at its core, the perspective plan gives due focus on industry with plans for giving a boost to domestic industry. Enhancing productivity in the agriculture sector will be a key component with efforts for increasing vegetable and fruit production.

Kerala is a net consuming State. Conspicuous consumption is not good for a State like Kerala. The situation refers to consumers who buy expensive items to display wealth and income rather than meet their basic and essential needs. According to Veblen who coined the term Conspicuous Consumption, the outcome will be a society characterized by the time and money it wasted.

If adequate steps are not taken, most of our income will go towards consumption and less towards savings. This will lead to imbalances in the society and will pull back the development efforts of the State. It is high time that the society of Kerala realized this fact and makes appropriate choice; that is whether they favour Conscious or Conspicuous consumption.

Mini Antony IAS  
Editor-in-Chief



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## Teach NRK Kids Malayalam: Oommen Chandy

"Classical language status for Malayalam will have a meaning when all Keralites know Malayalam. The Malayalam Mission has been entrusted with the challenging task of educating NRK kids," said Chief Minister

Oommen Chandy after inaugurating the Classical Language Day celebrations.

The Chief Minister released the newly-announced 'cultural song' of Kerala (a poem penned by eminent poet late Bodheswaran)

by handing over a copy to V S Achuthanandan, the Leader of Opposition. The Chief Minister also honoured music director M Jayachandran for composing the song. The function witnessed the release of "Sruthilekhika", a

Malayalam dictation-computing software, "Ezhuthachan", a Malayalam tutorial and an English-Malayalam translation software - all developed by the State Institute of Languages in association with C-DAC.

## Kerala Declared Tobacco Ad-free State

Home Minister Ramesh Chennithala has declared the state as tobacco advertisement-free on the 125th birth anniversary day of Jawaharlal Nehru. Display of tobacco products' advertisement in printed or televised forms will be prohibited in the state. However, shops selling cigarettes will not be restricted in displaying advertisement, said the Minister while addressing a programme organised by the Health Department.

The ban on Tobacco Advertising Promotion and Sponsorship will be enforced under the Cigarettes and other Tobacco Products Act. The initiative came as part of various programmes of the Health Department. In another scheme of the department, more than one lakh newborn babies were screened in the last one



year so as to detect health problems. The screening of the infants helped in detecting brain retardation in 50 newborns.

Minister for Health and Family Welfare, V S Sivakumar said that screening facility for newborn babies would be set up in all government hospitals. As part of detecting lifestyle diseases among the police, policemen having health issues will be given free treatment by

the government. As a result, more than 100 police personnel were detected of diabetes and more than 200 were detected of high blood pressure.

The scheme, Systematic Health Assessment for Police Personnel, was introduced earlier this year. The Minister also offered a prize of rupee 1 lakh to the school which will implement the best health scheme for the students.

## Code of Conduct essential for Journalists:

**K C Joseph**

The media should review whether the freedom they attained through democracy is utilised in the right way. A code of conduct needs to be set up for journalists to ensure responsible journalism, said





## Media should Stick to Ethics: K M Mani



Instead of controversies, the media should encourage healthy debates, urged Finance Minister K M Mani. He was speaking after presenting the Swadeshabimani -Kesari award instituted by the Information and Public Relations Department to veteran journalist and social activist B R P Bhaskar. "In today's competitive environment, the media, especially the electronic media, is interested in creating controversies and making maximum profit. The media deviates from its ethics in the process. In a democracy like ours, the fourth estate should act like a corrective force," added the Minister. Minister for Cultural Affairs and I & PRD, K C Joseph presided over the function.

## 'Karunya' Aid Crosses Rs 500 cr

The financial assistance for treatment given from the 'Karunya' benevolent fund has crossed Rs 500 crore, said Minister for Finance and Lotteries

K M Mani. "The number of beneficiaries of the scheme has also increased to 48,053 as the meeting of the Benevolent Fund state committee decided to provide an additional assistance of Rs 37.64 crore by incorporating 2890 more patients in the scheme. The financial assistance has thus increased to Rs 527.27 crore."

A total of Rs 489.62 crore had been allotted to 45,163 patients till 1st October, this year under the scheme. A total of Rs 2.71 crore was sanctioned so far to set up dialysis centres at government hospitals. The amount was given

to Thiruvananthapuram, Alappuzha and Kozhikode Medical College Hospitals and Thamarassery taluk hospital. An amount of Rs 20.14 crore was sanctioned to 1,007 haemophilia patients. It had also been decided to give an additional Rs one lakh to the haemophilia patients if they need more factors (medicines) in addition to the purchase made using Rs two lakh already sanctioned under the scheme. Rs 1.60 crore was given to Kerala Medical Services Corporation for providing medicines to distribute for the patients, the Minister said in a statement.

Minister for Information and Public Relations K C Joseph. He was speaking at the function organised by Kerala Press Academy on National Media Day. Competition among TV channels to 'release the news first' would not benefit democracy. The trend of publishing news without verifying the facts has been affecting the credibility of news. The truth should not be ignored while competing with each other for higher rating. But the print media has the facility to crosscheck and analyse the information they receive," the Minister pointed out.

## Ezhuthachan Award for Vishnu Narayanan Namboothiri

Noted poet Vishnu Narayanan Namboothiri is the winner of this year's Ezhuthachan Award. The award consists of a cash component of Rs 1.5 lakh, citation and a statuette. "Vishnu Narayanan Namboothiri has been selected for the biggest literary honour by Kerala Government for his contribution to Malayalam language and literature," Minister for Culture K C Joseph said.

A renowned poet and literary scholar, Vishnu Narayanan Namboothiri was a faculty of University College for 32 years. He



was associated with Kerala Bhasha Institute, Kerala Sahitya Samithi, Prakrithi Samrakshana Samithi, Kerala Kalamandalam and Kerala Sahitya Akademi. He was also a participant of the 1997 Millennium Conference. His major works include

'Swathanthryathekurichu Oru Geetham', 'Pranayageethangal', 'Bhoomigeethangal', 'India Enna Vikaaram', 'Mukhamevide', 'Athirithiyilekku Oru Yathra', 'Aranyakam', 'Ujjayaniyile Rappakalukal', 'Parikramam', 'Kavithayude DNA', 'Asahitheeyam', 'Gandhi' and 'Sasyalokam'. A recipient of this year's Padmashree award, Vishnu Narayanan Namboothiri has been conferred fellowship of Kerala Sahitya Akademi, Vallathol Award, awards of Sahitya Akademi and Kerala Sahitya Akademi besides Odakkuzhal Award, Asan Award, Vayalar Award, Changampuzha Award, Ulloor Award and Mathrubhumi Award.





Chief Minister Oommen Chandy felicitates ISRO Chairman K. Radhakrishnan

## Clean Kerala Company to Collect e-waste



Clean Kerala Company Limited will collect e-waste from the government, private and public sector institutions in the state at a rate of Rs 5 per kg, said Minister for Urban Affairs Manjalamkuzhy Ali. The government has directed government, private and public sector institutions to hand over e-waste to Clean Kerala Company.

The e-waste collected will then be handed over to the Earth Sense Recycle Private Limited at Palakkad. A Memorandum of Understanding (MoU) has been signed between Clean Kerala Company MD Kabeer B Haroon and Earth Sense Recycle Limited CEO John Robert in this regard. The e-

waste that will be collected include discarded computers, laptops, TVs, photocopiers, scanners, radios, tape recorders, washing machines, refrigerators, grinders, mixers and iron boxes. If used electric bulbs including CFL and other such objects are brought, Clean Kerala Company will collect it for free.

E-waste in municipalities will be collected at one centre and in Corporations this can be done in more than one centres. The aid of Kudumbashree and similar organisations can be sought for collecting e-waste at municipalities. To collect e-waste from homes, the company vehicle will arrive at each local body once in three

months. From those who bring e-waste, it will be collected at a rate based on the weight. Vehicles could be arranged if required to places such as engineering colleges and other educational institutions to collect e-waste once in six months.

It is also decided to arrange a mobile e-waste collecting vehicle to serve this purpose. A project to collect e-waste under the aegis of Clean Kerala Company has been prepared in the background of e-waste accumulating in government offices and public sector institutions. This initiative will be followed by a initiative to collect plastic waste.

## Priority for Total Child-friendly State

One of the main priorities of the government is to turn Kerala into a completely child-friendly State. A special accreditation facility will be introduced to ensure that all panchayats, municipalities, and Corporations become child-friendly, said Minister for Social Welfare M.K. Muneer. He was speaking during the inauguration of Samvadam 2014, a programme organised by the Kerala State Commission for the Protection of Child Rights.

The Children must be educated and make more aware of the nature of crimes they are







## Centre of Excellence to Give Training in Nursing Launched

Under the aegis of the Centre of Excellence in Nursing, 5000 nurses will be provided training in skill development and placement in the coming year, said Minister of Labour and Skills Shibu Baby John. Launching the Centre set up under Kerala Academy for Skill Excellence (KASE), the Minister said that the department was aiming to set up 18 such centres in various parts of the state in different disciplines. The centre will function at Kinfra park from next January. The minister said it was the first of its kind in India. On the occasion, an agreement was signed between R Rahu, MD, KASE and Dr M R Shetty, Chairman of SUT-NMC Health

Care Group of Hospitals, for setting up the Centre of Excellence.

SUT-NMC health care will be providing training to the nurses spread over a duration of 3 to 6 months which will aim at development of skills of the nurses to meet international requirements and will also train them in clearing various exams required for placement abroad. He said the placement will be provided in hospitals in Middle East and Europe. The training of first batch consisting of 300 students will start in January, 2015.

The Minister also opened the new office building of the KASE.

vulnerable to. They must be told to report any crime. Children were not just tomorrow's promise but today's as well, and the commission must strive to ensure that their rights were never violated, the Minister added.



## OBITUARY

### B Hridayakumari

Educationist, critic, writer and orator professor B Hridayakumari(84) passed away. She had been under treatment at a private hospital in the state capital for some time. Born as the eldest daughter of poet and freedom fighter Bodheswaran and professor V K Karthyayani in September 1930, Hridayakumari taught English literature at various



government colleges for 36 years. She remained accessible to all who wanted to clear their doubts in English.

Hridayakumari was well-known for her proficiency in and understanding of both English and Malayalam. Many of her students later become renowned figures in literature and bureaucracy. She had taught at the University College, Thiruvananthapuram; Maharajas College, Ernakulam; Brennen College, Thalassery and Victoria College, Palakkad. She was well known for her elegant speeches and valuable contribution to various committees and forums set up for revision and modernization of the state's education system.

She bagged the Kerala Sahitya Academy Award in 1991 for her book 'Kalpanikatha' (romanticism), which was based on the works of English poets William Wordsworth, John Keats, P B Shelly, Lord Byron and S T Coleridge and Malayalam poets Kumaranasan, Changampuzha Krishna Pillai and Edappally Raghavan Pillai. 'Nannipoorvam', the autobiography, shared her experiences as a teacher and the incidents and persons that influenced her personal life. She is survived by daughter Sreedevi Pillai. Poet and social activist Sugathakumari and Sujatha Devi are her siblings.

### M V Raghavan

Former Minister and Communist Marxist Party (CMP) leader M.V. Raghavan(81) passed away. He had served as Minister in the United Democratic Front government in 1991 and 2001. He had been the founder Chairman of the Pariyaram Medical College in the co-operative sector. He had also the founder of Pappinissery Visha Chikitsa Society,



which currently runs a snake park and an Ayurveda medical college, among others.

MVR was born to Shankaran Nambiar on 5th May 1933 in Kannur. He is married to Janaki and is having three sons MVGireesh Kumar, M.V.Rajesh Kumar and M V Nikesh Kumar and daughter Girija. Since 2005, he has been bed-ridden with advanced Parkinson's disease.



# An Exceptional Teacher





Hridayakumari, the teacher, the writer, the critic, the academic and the orator, is very well known. But how many of us know that she enjoyed children's literature, had a lovely sense of humour, loved birds and animals, was an ardent admirer of European paintings, enjoyed Malayalam songs, indulged in milk sweets and chocolates, took pleasure in gardening and baked the most wonderful cakes?



**W**ith the passing away of Prof. B. Hridayakumari on 8th November 2014, the academic world has lost a much-loved scholar-teacher and a tireless crusader for preserving high standards in education. It goes without saying that she was a wonderful human being.

Her students called her Teacher with respect and fondness while also referring to her as HK. Teaching English in various colleges for 36 years is no joke, and Teacher would have been the first to admit that. People believed that the aura of dignity she exuded and the respect she automatically commanded must have made her task much easier. What they failed to understand was that such an aura is not easy to come by; she acquired it through her scholarship, her devotion to her calling and the high seriousness she brought to her lectures.

Her classes were a revelation. She would enter the classroom, an elegant figure in simple yet striking khadi, her intelligent face devoid of any make-up (if I'm not mistaken, there was not even a dab of powder), walk majestically to the table, take her seat and proceed to mesmerise us with her vast knowledge and her sheer command of the English language. She never shouted; she didn't need to, for we gave her complete attention, quite bowled over by her scholarship.

She would begin her lectures on

Shakespeare in her deep voice by giving a bibliography of over a hundred books and would speak about each one, taking more time with her favourites. She admitted to not having read only a couple of books in the list and that was probably because she had not been able to lay her hands on them. Her teaching and her concept of her subject were therefore book and library oriented. In most of her classes she would also draw comparisons with Malayalam literature and quote liberally from Malayalam poetry. Those whose knowledge of Malayalam was merely functional were impressed by the erudition and very disappointed too for they realised they were losing out on a good thing.

Drama was her forte and she kindled such an interest in the plays she taught that nobody demurred when she suggested play reading sessions after classes. A play by Shaw was the first choice in our class and she saw to it that everybody got a chance to read, assigning roles to each student. She listened keenly, made allowances if some student got overawed by the occasion, gently corrected pronunciation, and allowed herself the luxury of a little smile while she offered the occasional comment like, 'Bring some more life into the reading' or 'the repetition of "darling" there is tender, not ironic. Remember it's a lover who is speaking. A little more gentleness in the tone is needed...' and so on.

She had her own methods of

fostering discipline. Of course, her imposing presence wiped out most thoughts the indifferent students might have harboured of creating problems, but if, in spite of this, a few were determined to make trouble, she would confront them head on, give them a crisp but telling lecture in a clipped tone on why they are in college in the first place and subdue them sufficiently to make them either her devotees forever or cause them to disappear from the scene, sometimes never ever to return to the classroom.

A friend's husband who did his pre-degree at Arts College, Trivandrum, before going on to do his Engineering at CET, describes how amazed he was when she accosted him one day, calling him by his full name and then enquiring why he had not attended classes for the last two days. He hadn't thought she would have even noticed him, let alone know his name. Needless to say, he never missed any of her classes after that and says she was responsible for making him like English.

She was a born teacher but when she had to take on the mantle of Principal at the Government College for Women, Thiruvananthapuram, she revealed her calibre by getting completely involved in the effective running of the college. She showed deep concern for students with problems - academic, domestic or monetary - and took a personal interest in getting them solved as best, as quickly and as discreetly as possible.

After she retired, she went back to her first love - academics - and immersed herself in reading, once again becoming a familiar face in the libraries of the city. She also followed keenly the changes in the academic atmosphere in the colleges of Kerala. She was different from most of the other teachers for she really believed, and rightly so, that higher education had a crucial role to play in the development of society. Education for her did not end with getting a degree; in fact that was the least of her concerns. Unlike most teachers for whom education meant preparing students to pass examinations that would act as passports to lucrative jobs and good



careers, it had a higher purpose for her.

She shared some of the views of the nineteenth century educator Thomas Arnold who, according to H.C. Bradby, 'took a much broader view of the objects of education; while deeply impressed with the importance of learning, he realized that it was only a part of education, and that the great end and aim of education was the formation of character...' (quoted in his book *Rugby*). For Teacher, education meant knowledge, understanding and the refinement of the mind which she thought would naturally follow. Clearly she had an enlightened, exalted concept of education and the body of knowledge that each department dealt with. While very rooted in the culture of Kerala, she had a cosmopolitan outlook. She is reported to have said that 'English is what makes higher education possible in India.'

She understood the importance of English in the context of education and was very much concerned about the steady dilution of standards in the study of the subject here. When the new CBCS (Choice-based Semester System) for the degree courses that was introduced in 2010 developed teething troubles, she willingly took the responsibility of heading the committee to look into the problems. She went into it with her characteristic thoroughness, talking to teachers, students and the officials responsible for its introduction, studied the ramifications of the changes introduced, examined critically the new syllabus and finally came up with some significant findings. She recommended a few changes for the better, and much as, in private, she preferred the annual system to the semester system, she

knew that going back to it would not be immediately possible or feasible. At the end of it, she had collected matter that could fill a book.

She loved her students and always had time for them. All were welcome to call her or call on her. Her student-visitors ranged from those belonging to her first batch to those who had got admission this year for the under graduate or the graduate courses. Anyone could approach her with doubts or seek her advice. She loved learning to such an extent that she remained a student all her life, continuing to add on to her wealth of knowledge and updating it till the end with her keen interest in recently published books which she would read whenever possible. Her daughter Sreedevi says she has more than 1600 books in her home library. Teacher believed that genuine teachers never really retire because receiving and spreading knowledge is second nature to them. How admirably she practised these ideals!

She delivered what was probably her last lecture when she was quite ill but she did not compromise on the quality of the content, taking a lot of pains over it and bringing the same level of perfection to her preparation that she had brought to every talk of hers when she was fully fit. It was the first in the Thunchath Ezhuthachan Malayalam University's series of lectures - *The Vallathol Smaraka Prabhashanam 2014* - on September 18. All those present could only admire her commitment and her scholarship.

Her name was constantly misspelt and she was not too pleased when that happened, though she was too cultured to give the culprits a good talking to. 'It



is Hridayakumari, not Hridayakumari,' she would say. Ironically, even when her demise was reported, most newspapers got the spelling wrong. Only people with names that are difficult to spell or pronounce are able to empathise with those who are miffed by the casual way in which names are handled. According to Teacher, care must be taken over every little detail in anything that you do, and that extends to spelling a name correctly.

Hridayakumari, the teacher, the writer, the critic, the academic and the orator, is very well known. But how many of us know that she enjoyed children's literature, had a lovely sense of humour, loved birds and animals, was an ardent admirer of European paintings, enjoyed Malayalam songs, indulged in milk sweets and chocolates, took pleasure in gardening and baked the most wonderful cakes? Yes, Teacher had all these loves and likes, and we are not talking about Face Book here. Her daughter Sreedevi was able to give me invaluable glimpses into what made Teacher such a warm, multi-faceted person.

There was clearly a child in Teacher and a not so well hidden child either. She enjoyed reading Balarama and children's fiction in both English and Malayalam. If she saw an Enid Blyton book lying about, her hand would reach out for it. She had a collection of Dennis the Menace books, and anyone who likes Dennis is bound to have soft corner for children, especially the mischievous ones, and, of course, possess a great sense of humour. She would often narrate absurd experiences and gurgle with unbridled delight. Sreedevi talks about how she would chuckle as she marked errors made by journalists in newspapers and magazines, underlining the howlers in red or green ink and then ask her to read them.

She loved nature. The late Prof. K.K. Neelakantan's seminal work on the birds of Kerala, Keralathile Pakshikal, published under his pen name Induchoodan, led her into the rich world of birds and converted her into a chronic bird lover. She was probably several years junior to Prof. Neelakantan, but had worked with him and admired him

greatly. Though she had some hearing loss, she continued to be alert to the sounds of birds and was interested in any new sound she heard.

Dogs, cats, plants, gardening... she loved them all. She would talk to cats and dogs and there was a mongoose in the garden that she fed regularly. The poor creature is now confused, wondering what has happened to his patron. She was devoted to plants, acquiring new ones and watering the garden regularly, even when ill.

And who would have associated Teacher with a sweet tooth? We always thought devouring books was more in her line, but apparently she loved sweets and chocolates and her grand nephew traded them with her for help

It was again a surprise that Teacher loved Malayalam film songs, especially Yesudas'. She never missed any of Yesudas' programmes at the Surya Festival, except this year's, when, unfortunately, her medical tests coincided with the date of his performance. Even with regard to clothes and jewellery, though she had very simple tastes in clothes, she appreciated aesthetically chosen sarees and delicate jewellery. She also saw to it that she was always elegantly turned out. She enjoyed solitude but also loved being with people. She valued friendship, maintaining ties with friends either through telephone calls or by keeping the postal department going by sending letters. She wanted to



with his homework. An even greater revelation was her expertise in baking cakes. It is difficult to conjure up a picture of Teacher with her hands elbow deep in flour, but she appears to have enjoyed making divine cakes. Helping her along in her culinary efforts was an impressive collection of cookery books.

Next to literature, painting was Teacher's passion. No, she did not paint, but she had a keen interest in the European painters, especially the Impressionists. Her birthday gifts to Sreedevi were invariably books on painting and painters. During the last year the French Impressionist Claude Monet's paintings captured much of her attention.

keep herself well up on modern technology too and learnt to send emails and loved to surf the net.

She was full of life and never believed she was going to die, making plans for the future even while she was very unwell. And many of those plans were about education. She will be sorely missed and the least we can do is to see that her dream for a Kerala that goes back to its high standards in education is realised - to see that her unstinting work in that direction is not in vain. Here was an exceptional teacher, one of a kind. When comes such another? The answer would be, as in Shakespeare's Julius Caesar, 'Never, never.' ■

The writer is Associate Prof(Rtd), English, All Saints College, Thriuvananthapuram



# What lies ahead

**Conscious Consumption is a social movement that is based on increased awareness of the impact of purchasing decisions on the environment and on the consumers' health and life in general. It is also concerned with the effects of media and advertising on consumers.**

**W**hat will Kerala look like in the future? Would the comforts of life, as we know it now, continue? Would the developmental problems we face today be reduced or would they increase beyond tolerable limits? Planners and policy makers, civil society and informed residents are grappling with this issue and have different views on what lies ahead and on what strategies to adopt. The quality of life of our future generations depends on our present choices.

The Government has recently approved a Perspective Plan, which has a clear vision about what Kerala should be like in 2030. The aim is to ensure that equal importance is given to economic prosperity, good quality of life, creating an equitable society and ensuring environmental sustainability. People in Kerala can aspire towards a developed economy status (even if the country as a whole may lag behind) provided there is a compound annual growth of 7.5 % in GSDP (Gross Domestic State Product measures value addition in the State) every year for the next 20 years. (This is achievable as the compound annual growth from 2004-05 onwards has been a little over 7%). Such sustained growth will require large doses of value addition in all sectors – 2% annual growth in agriculture, 9% each in manufacturing and construction, 7.5% in communication and 10% in social sectors like health and education.

People will continue to matter in Kerala's



# ad for Kerala

development strategy with top priority on health and education. Planned growth of smart urban and rural areas (well connected and planned towns and villages with adequate public transport and IT infrastructure) will provide the residents a high standard of living. Focused reduction of unemployment, inequalities and poverty and ensuring a culturally diverse, safe and just society – these will ensure a socially cohesive and inclusive society. All this should be achieved through sustainable consumption of scarce resources, protection of wetlands, conservation of energy, water and forests and of course sustainable waste management. None of this is easy because the pursuits of economic growth often tend to overpower the other objectives of social, human and sustainable development and call for hard choices.

Against this backdrop, the recent McKinsey Report on 'India's Economic Geography in 2025: States, Clusters and Cities' makes some interesting observations. This report is written primarily for companies who wish to target segments where consumption is likely to boom by 2025. It identifies growth hotspots based on levels of urbanization and potential income

growth and advises companies to tailor their strategies to the specific needs of the customers in these clusters, so that they can maximize their sales.

The report indicates that there is an opportunity for companies to target Kerala as it is one of the 8 high performing States based on Gross State Domestic Product. According to the report these 8 states (Gujarat, Haryana, Himachal Pradesh, Kerala, Maharashtra, Punjab, Tamil Nadu and Uttarakhand) are better off than other States in terms of key development indicators such as per capita income, productivity of workers, literacy rate and electrified households. These States also have certain structural advantages including better geographical location and higher productivity due to historical advantages. The report goes on to point out that these States have better infrastructure development and have had growth-oriented policies for a long time. Although Kerala does not have some of these advantages, it is still considered as a high performing state due to the fact that the State has a high GSDP and also because of the disproportionate share of remittances, which offers residents in Kerala an opportunity to consume more.

According to the report Kerala, especially the districts of Trivandrum, Ernakulam and Kozhikode, have high economic potential and companies must target the customers in these areas by tailoring strategies according to local market attributes as well as social and cultural attitudes of the people. Households in these districts already spend a significantly higher share of wallet on transportation and recreation, relative to other households. They are also likely to spend significant amounts in future on various consumer goods. The report advises companies to have a better understanding of the scale of resources needed to ensure a well targeted marketing strategy.

Now why does this report matter to ordinary citizens of Kerala? Kerala is a net consuming State. The required food grains, vegetables and major consumer goods are produced outside Kerala for domestic consumption. Sixty per cent of the power Keralites need is produced outside the state. As the population ages, there is a possibility that the already small production base will get eroded, while the consumption needs will grow exponentially. If adequate steps are not taken, most of the income, including remittances, will



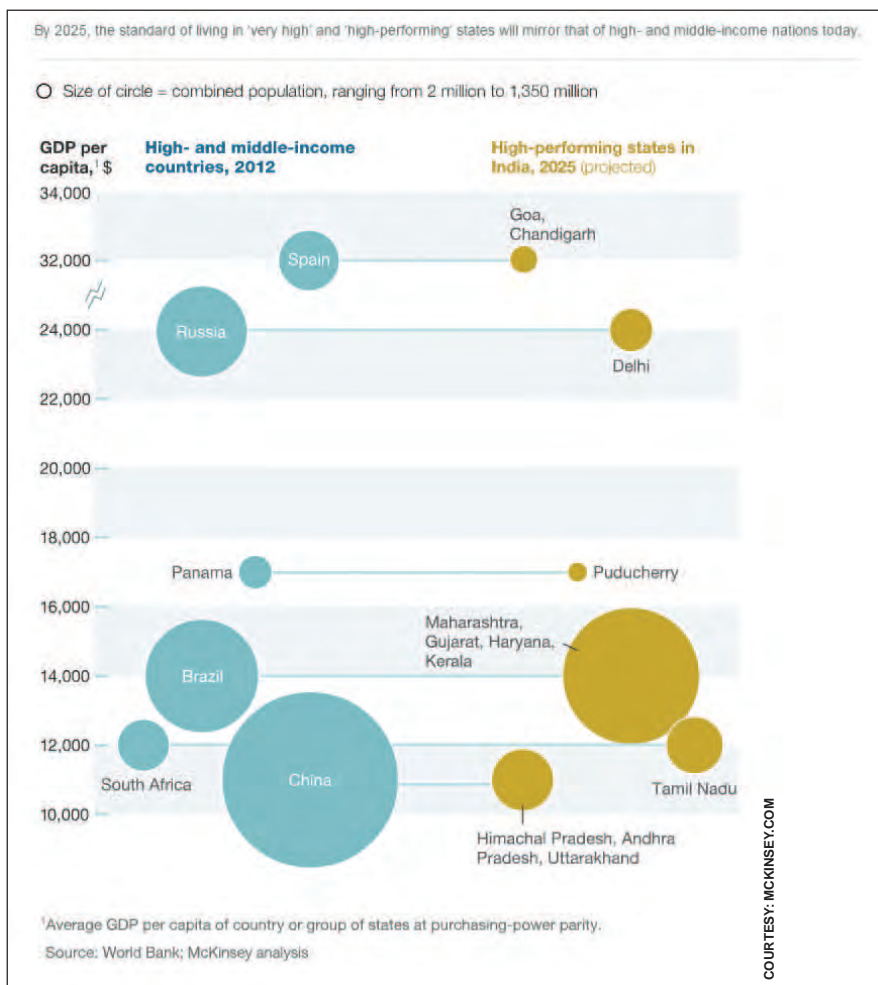




go towards consumption (in fact that is the trend already) and less towards savings and productive investment. If there is no fresh investment, new employment opportunities cannot be created in the State nor can there be generation of wealth. As a result, people will be forced to use their savings or borrow to pay for their consumption.

Consumption is necessary to survive and realize potential. It is conspicuous consumption that needs to be avoided. Conspicuous consumption is the spending of money on luxury goods and services to publicly display wealth and status. Conspicuous consumption happens when greed or ostentation is the main driver, not necessity. Outlandish feasts at weddings, use of fuel-guzzling vehicles, leaving lights on day and night, upgrading to a new gadget every time there is a new version (and throwing away the old one), using disposable paper and plastic carry bags, when a cloth bag would do – all these and many more examples can be found of excessive consumption.

Excessive mining and depletion of forests and other natural resources for present consumption would result in





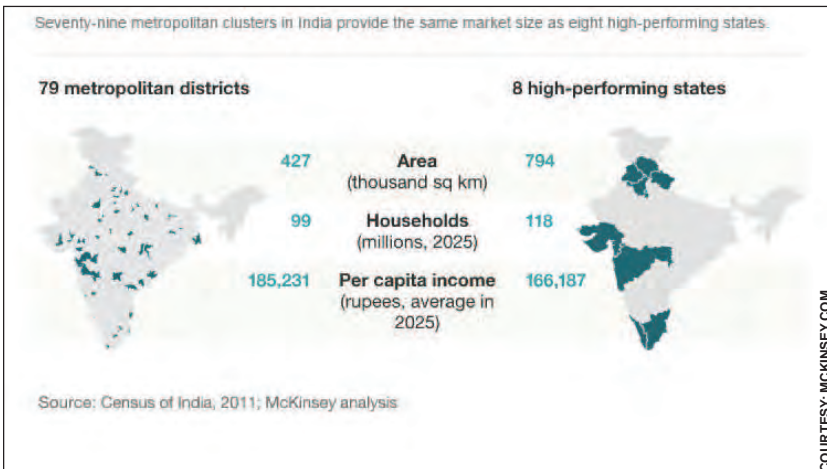


**Kerala is a net consuming State. The required food grains, vegetables and major consumer goods are produced outside Kerala for domestic consumption. Sixty per cent of the power Keralites need is produced outside the state. As the population ages, there is a possibility that the already small production base will get eroded, while the consumption needs will grow exponentially.**

production is local. If not, there will be an outflow of wealth from Kerala, which the State can ill afford. The genius of marketing propaganda can result in unchecked consumption and widen the ecological as well as economic debt. There are many steps that can be taken at the Government and social level to address this issue. A focused effort must be made by all stakeholders to encourage conscious consumption. Conscious Consumption is a social movement that is based on increased awareness of the impact of purchasing decisions on the environment and on the consumers' health and life in general. It is also concerned with the effects of media and advertising on consumers.

Schools, NGOs, Community groups and media could encourage debates on this important matter and develop strategies for conscious consumption. At the same time, the State (and Local Governments) can encourage value added production in the State, based on comparative advantages (knowledge products and services, organic food, ayurvedic preparations and so on). This can be used not only for domestic consumption but also by consumers outside the State. This will bring in a flow of revenue from outside the State, which will enhance purchasing power, without dipping into savings. It is time for the consumer and the State to be aware and make appropriate choices between conscious and conspicuous consumption. ■

The writer is Chief Economic Adviser and Director, Kerala State Planning Board



future generations not being to enjoy the bounties of Nature. While an all-round effort is required to prevent such mindless consumerism, it is unlikely that we can stem the tide of consumerism. It is imperative that sophistication amongst consumers is developed so that they do not buy goods that are poor in quality or are eco-unfriendly. Nor should they be encouraged to buy what is not needed because of excessive marketing propaganda. Companies targeting markets in Kerala should be compelled to build in systems to collect waste packaging and other disposable consumer goods so that our fragile ecology is not harmed.

Meanwhile, an enabling framework must be created to allow some of these companies to locate their production or trading branches within Kerala so that transaction costs will be reduced as well

as local people may be employed. This must, of course, be done selectively so that the environment is not adversely affected. Senior citizens would also be capable of doing simple assembly work, e-marketing and so on, even from their homes. Given the high level of literacy, cleanliness and work ethics, Keralites could be assets to these companies.

Corporate Social Responsibility must be encouraged in the State, so that communities benefit. This will involve a greater partnership between Government and corporate associations like CII, TIE and so on, as identification of suitable projects for CSR involves a lot of stakeholder engagement. This would result in corporates giving high priority to goodwill along with profit or sales maximization.

Higher levels of consumption will give a boost to the economy, provided





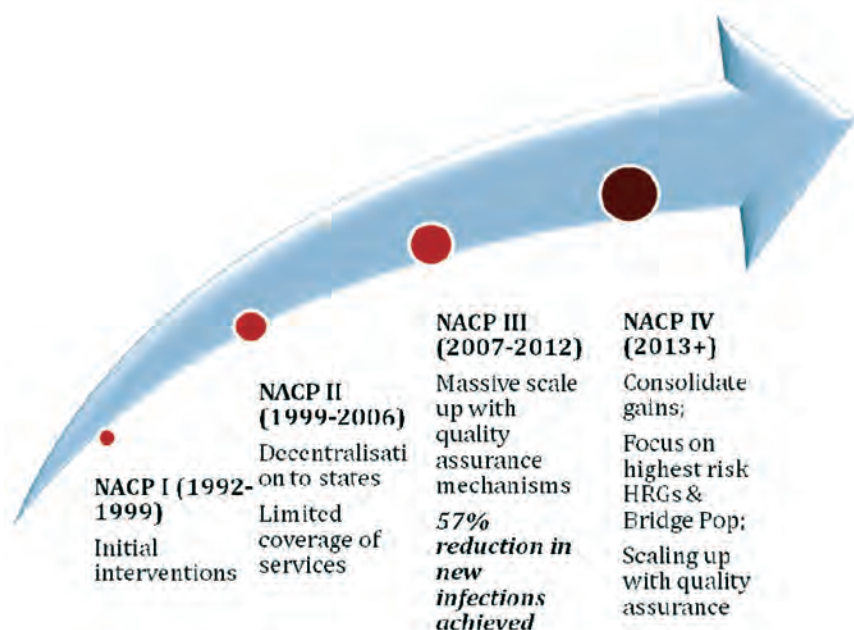
# HIV Threat Is it over yet?

**H**uman Immuno Deficiency Virus once thought of as a lethal virus that has the potential to eliminate the human race has been thwarted with the discovery of a group of drugs called – Antiretrovirals - and with the focused, targeted and professional social interventions throughout India. The presence of HIV infection was first detected in India in 1986, when Dr. Jacob John and Dr Suniti Solomon identified 10 HIV positive samples out of a group of 102 female sex workers from Chennai. Many surveys done at that time projected India to be a potential destination of high prevalence. Series of National AIDS Control Programmes NACP I-IV implemented across the country have been so effective that the country succeeded in decelerating the pace of epidemic in the last 18 years since 1992.

From a threatening health and developmental issue widely discussed at

Kerala is the only State in South Peninsula, which has a low prevalence rates for HIV. When the national prevalence rate is 0.27, the corresponding figure for Kerala is 0.12% with an estimated population of 25,090 infected. All other Neighbouring States like Tamilnad, Andhra Pradesh and Maharashtra are high prevalent and Goa and Gujrat are moderate prevalent states





the global platforms, HIV has now become a chronic manageable disease just like Diabetes and Hypertension. A person living with HIV can now hope to live as many years without developing AIDS provided it is identified at an earlier stage and proper care is taken to avert infections. These people continue to contribute to the welfare of their families and the national cake.

Series of measures have helped us to achieve this state. They are”

- Large scale awareness
- Intensive behaviour change among the vulnerable groups

- Blood safety
- Early detection and management of sexually transmitted infections especially among the vulnerable groups
- Empowerment of the vulnerable groups
- Early detection of the infection
- Mechanisms for CD4 monitoring
- Pre ART care
- Provision of Anti Retroviral Treatment (ART) at all districts.

However, the nation is concerned about the people living with HIV who do not have access to comprehensive prevention and treatment services.







**HIV has now become a chronic manageable disease just like Diabetes and Hypertension. A person living with HIV can now hope to live as many years without developing AIDS provided it is identified at an earlier stage and proper care is taken to avert infections. These people continue to contribute to the welfare of their families and the national cake.**

Reduction of stigma/ discrimination against the People Living with HIV/ AIDS (PLHA) and prevention of new infections among the youth aged 15-24 remains the critical gap in the achievement of WHO theme for the decade – ‘Zero new infections, Zero stigma/ discrimination and Zero AIDS deaths.’ If left uncontrolled HIV still has the potential to restrict the GDP of India by one percent in 2020.

Provisional estimates place the number of people living with HIV in India in 2011 at 20.9 lakhs with an estimated Adult HIV prevalence of 0.27 percent. Available evidence on HIV epidemic in India shows a declining trend at national level. The epidemic is concentrated among high risk group populations and is heterogeneous in its spread. Heterosexual route of transmission accounts for 87% of HIV cases detected. Prevalence rates of Kerala are estimated to be 0.12.

### What is the good news?

Standard antiretroviral therapy (ART) consists of the combination of at least three antiretroviral (ARV) drugs to maximally suppress the HIV virus and stop the progression of HIV disease. Huge reductions have been seen in rates of death and suffering when use is made of a potent ARV regimen, particularly in early stages of the disease.

In India, all PLHAs are screened at the designated USHUS (ART centres) for CD4 count in the blood every month to monitor the progression of the disease. They are given preART care

and counselling until they are found to record CD4 level below 250. Once the CD4 level consistently below 250, the ART is started by the advice of the Medical Officer in the ART Centre.

Since 2013, WHO also recommends the ARV use for the prevention of HIV infection, particularly for pregnant women, young children, and key populations exposed to HIV risk. Countries are now following to adapt and implement these recommendations within own epidemiological settings. WHO is also working to improve scaling up of ARV use in developing countries by optimizing drugs and diagnostics and enhancing community engagement.

### Youth the most vulnerable

Lakhs of young people around the world face a high risk of infection from HIV and other negative sexual and reproductive health (RH) outcomes as a result of behaviours that they adopt, or are forced to adopt. Three groups of young people who are considered to be most at risk of HIV are young men who have sex with men and young people who sell sex or inject drugs. In addition to these three groups, other young people are also at higher risk of infection, especially in generalized epidemics. Ernakulam and Kozhikode districts of the State already have more than 5 percent positivity among the injecting drug users, according to the Sentinel Surveillance Report 2009.

Those who have sex with someone, who is or is likely to be HIV-infected,

are at risk of acquiring HIV if they do not use a condom. This broad group includes the clients of sex workers, the wives of these clients, an HIV negative partner in a discordant couple, and, in high prevalence settings, adolescent girls who have sex with older men. All of these groups include substantial numbers of young people.

Consistently using condoms and clean needles and syringes/ injecting equipment greatly reduces the risk of HIV infection among these groups. But the young people who most need such protection often have the most difficulty in accessing appropriate services and adopting behaviours that protect them from HIV.

The period between childhood and adulthood includes a wide age range and significant variations between and within individuals in terms of the physical, psychological, and social development that takes place. Besides their age, factors such as marital status and economic independence have implications for how society views young people and how they view themselves. Adolescence is the time when puberty takes place and when sexual preference and identity are formed.

Many characteristics of young people need to be taken into consideration in both the content and delivery channels of services that are provided for them. These characteristics include their age and sex, whether or not they are in school, their family



# Thuyilunarthu Folk Campaign

The design and implementation of a hard-hitting communication campaign tackling a sensitive issue such as HIV and AIDS in the current socio-political context of India poses some key challenges. The health communication campaigns, particularly HIV and AIDS communications, are largely informative/educational in nature and rarely addressed the people directly. These approaches, at times have been seen as neither engaging nor community-oriented. People have perpetually portrayed the infection in a completely morbid and fearful manner. Kerala State AIDS Control Society is implementing various campaigns for HIV prevention, stigma discrimination and promotion of Voluntary Blood Donation. Folk campaign is the most important campaign among these campaigns.

Folk Media has been recognized as a powerful communication tool to reach out to people with social messages particularly in rural areas. Integration of messages with local culture helps rural people relate and respond easily. In the annual plan of states, funds have been kept aside for folk performances for creating awareness about HIV and generating demand for services.

The objective of the folk campaign is to increase the level of knowledge, diminish stigma and discrimination related to HIV and AIDS and challenge the local superstitions and beliefs associated with HIV and PLHAs. The vision behind the project is to promote a multi-sectoral effort by which HIV and AIDS could be mainstreamed within the context of overall socio-economic development rather than merely as a medical/public health

issue. In Kerala, the folk campaign is branded as 'Thuyilunarthu'. This campaign has been implemented across the state for the last 8 years.

The scripts for the campaign have been developed with primary and secondary messages covering thematic areas Viz., Safe Sex (including condom and STIs), Stigma & Discrimination, Migrant issues, PPTCT and women issues, Counselling & Testing, Youth Vulnerability, Blood Safety.

During 2014-15, Kerala State AIDS Control Society conducts 1350 folk performances out of which more than 700 programs were completed so far as part of Onam. The remaining program will be completed by December 2014. In this year, total 2.5 lakhs people from various walks of the society will be covered through the folk campaign.

relationships and support, and where they live (i.e., in rural or urban areas). Programmers need to be aware of such factors and, at the same time, be able to capitalize on the vibrancy, innovation, and sense of hope that is inherent in many young people.

All young people should receive information, life-skills development, and HIV prevention services and commodities, including services related to sexual and reproductive health. For especially vulnerable young people, programs include all of the activities and services provided to the general population of adolescents plus actions that are designed to mitigate individual vulnerability. These actions include counselling and protection from abusive or exploitative situations, and they address structural determinants, such as alleviating poverty and changing harmful social values and norms, including gender norms.

Kerala State AIDS Control Society has launched Adolescent Health Education Programmes jointly with the Education Department to spread awareness among the adolescents on life skills and sexual health.

Young people who have already engaged in behaviours that put them at risk of HIV infection (a subgroup within the especially vulnerable group) need all of the services provided for the general population of young people and those

provided for vulnerable young people. In addition, they need programs to reduce the risk and the related harm of the behaviours that they have adopted, as well as support to stop these behaviours.

Suraksha (Targeted Intervention) Projects in which Government through State AIDS Control Societies, engage by Non Governmental Organizations work among these groups to reduce

rates for HIV. When the national prevalence rate is 0.27, the corresponding figure for Kerala is 0.12% with an estimated population of 25,090 infected. The State has tested a total of 24,97,358 people and identified 25301 HIV positives. All other Neighbouring States like Tamilnad, Andhra Pradesh and Maharashtra are high prevalent and Goa and Gujrat are moderate prevalent states (Table).

Prevalence	Criteria	States
High Prevalence	>5% prevalence in high risk group and >1% prevalence in antenatal women	Tamilnad, Andhra Pradesh, Maharashtra, Manipur
Moderate Prevalence	>5% in high risk groups and <1% in antenatal women	Goa, Gujarat, Puduchery
Low prevalence	<5% in high risk groups and <1% in antenatal women	All other Sates including Kerala

new infections among the youth and also teach them alternative non threatening behaviours.

Blood Safety is another key measure rolled out by the Kerala State AIDS Control Society under the aegis of State Blood Transfusion Council and Department of Health to provide seeing of blood before they are transfused to the patients. Campaigns among the youth are also run in hundreds of Red Ribbon Clubs in the Colleges.

## Vulnerability of Kerala

Kerala is the only State in South Peninsula, which has a low prevalence

However, Kerala is identified as one of the most vulnerable States in India. Due to some pertinent factors, viz., being surrounded by high prevalent States, high level of immigration and migration in the State, and higher level of marriage and employment. Nevertheless, Kerala is counter them with its traditional achievements like higher literacy especially among the women, and women empowerment. These two factors seem to have guarded it from developing a high prevalent pattern unlike its neighbouring States. ■

Domi J is Dy DEMO, Kottayam and Sunil Kumar G is Joint Director, KSACS



# Why e- PDS?

e-PDS is a system in which the whole process of public distribution of essential commodities were computerized. The entire process begins from applying for ration card to final delivery of commodities to the end beneficiaries were digitalized.

**T**he Public Distribution System was introduced in Kerala in 1965. Kerala as a food deficit state depends other states to meet around 86% of its food grain requirement. PDS outlets have critical function in meeting the food grain needs of the people especially for the rural poor. Food and Civil Supplies Department administers the PDS through more than 14,000 Fair Price Shops around the state of Kerala. Despite of numerous steps taken by the Government to enhance the efficiency of the PDS, the system continued to criticize for its deficiencies namely errors in identifying the beneficiaries, leakage of PDS commodities, corruption in supply chain, manual maintenance of accounts, inadequate monitoring and grievance redresses mechanism etc.

In order to rectify these deficiencies Government of Kerala is in the process of introducing an End-to-End computerization of Public Distribution System. These e-PDS initiatives flow from the direction of Hon'ble Supreme Court of India in 2011. Government of

Kerala and the United Nations World Food Program (UNWFP) signed a memorandum of understanding on 26th February 2014. Under this agreement WFP will assist the food supplies and consumer welfare department of the Government of Kerala for the end-to-end computerization of PDS.

## e-PDS

e-PDS is a system in which the whole process of public distribution of essential commodities were computerized. The entire process begins from applying for ration card to final delivery of commodities to the end beneficiaries were digitalized. People can access PDS related information online from an e-PDS portal.

## Why e-PDS?

Reforms in Public Distribution System to enhance its effectiveness are a debate of every time. Because of the following reasons e-PDS becomes the need of the hours:-

- To ensure transparency in beneficiary data base.
- To facilitate accurate accounting of

PDS transactions.

- To ensure easy, quick and reliable information dissemination.
- To build an efficient supply chain management system.
- To develop a responsive grievance redress mechanism.

## Features

Government of Kerala is in the process of introducing an end-to-end computerized PDS. The proposed system is designed with the following features:-

- An online Ration card management System (R.C.M.S) and complete AADHAR seeding of the RCMS database.
- Introduction of the E- POS (Point Of Sale, i.e. Ration shop).
- A Standardized e-PDS Web Portal.
- Complete office automation and LAN
- Introduction of information kiosks and hardware upgradation at the TSO/ DSO level.
- Vehicle and fleet management with GPS tracking
- Decision support system for policy





makings, supervision and monitoring.

- Toll free help line and Grievance Redresses Centre.

### Benefits of ePDS

The e-PDS initiative of Government of Kerala aims at complete revamp of PDS through continuing efforts to enhanced use of Information and Communication Technology in entire process of PDS. It will be useful for various stakeholders.

### Benefits to Ration card holders

Public Distribution System in Kerala covers more than 80 lakhs of households through 8260619 ration cards(as on 18.11.2014);APL-6207717, BPL-1476841, AAY(Antyodaya Anna Yojana) – 576056, AP (Anna Poorna)-27145. Computerization of PDS will give better services to these various categories of beneficiaries by

- Improvement in the performance standard from the stage of applying for ration card, to the final redressal of complaints and feedback mechanism through an on line e-PDS portal.

- Transparency in operation through online billing with correct price and quantity of commodities supplied.
- Advanced information and communication technology is to be used to dissemination of information. Touch screen kiosks services, toll free helpline etc.

available at different level with the transparency portal.

- Ration shop portability across the state provide enhanced and convenient choice to the cardholders.

- Biometric validation of transaction

Contd. on Page 41

**Total Number of cards and the breakup of APL,BPL, Andhyodaya and Annapoorna Cards (upto 18/11/2014)**

State Level Report of Ration Cards					
District	APL	BPL	AAY	APNA	Total
Thiruvananthapuram	691094	160710	62809	2350	914613
Kollam	503320	154027	50206	1706	707553
Pathanamthitta	250903	57306	25656	1507	333865
Alappuzha	392652	131086	42260	985	565998
Kottayam	371739	95250	33945	1682	500934
Idukki	201402	60378	31174	1150	292954
Ernakulam	681040	99877	38207	2470	819124
Thrissur	569042	170969	56197	1191	796212
Palakkad	553304	100319	46392	1317	700016
Malappuram	653849	143878	53506	2144	851233
Kozhikkodu	544342	131028	41490	2362	716860
Wayanad	126472	33060	39528	1425	199060
Kannur	454994	90055	34375	1731	579424
Kasargodu	213564	48898	20311	5125	282773
<b>Total</b>	<b>6207717</b>	<b>1476841</b>	<b>576056</b>	<b>27145</b>	<b>8260619</b>

CIVIL SUPPLIES, KERALA





## PhotoFeature

Glimpses from the  
India International  
Trade Fair 2014 -  
Kerala Pavilion



इस मण्डप को  
कांस्य पदक से पुरस्कृत  
(राज्य मण्डप / केन्द्र शासित प्रदेश श्रेणी में)  
This Pavilion, awarded  
**BRONZE**  
(In State Pavilions / Union Territories categories)












# The Revolutionary Ragapravaham

**D**amal Krishnaswamy (DK) Pattammal was born in an orthodox Brahmin family in Kancheepuram, Tamilnadu, famous for the manufacture of quintessential silk sarees. Her father, Damal Krishnaswamy Dikshithar, who was deeply interested in music, was the prime inspiration behind Pattammal flowering into a serious Carnatic musician. The website on D K Pattammal specifically mentions that she was a revolutionary woman in her own way, who was able to balance her career and family in an amazing manner.

## A trail blazer in many ways

It is noteworthy that

Pattammal's life was a trail blazer in many ways. She was the first girl to hail from an orthodox Brahmin family in a small town and perform a formal stage concert in classical music and to subsequently sing for films. She was the first woman to sing the pallavi (a special item in Carnatic music that combines musical beauty with the complexities of mathematics, tempo etc!) elaborately, which was a male domain till then. She was one of those rare species of a career woman, who for the sake of her growth in music, settled in marriage only at the age of twenty. During the freedom struggle, she was most willing to kindle patriotism



in the nation through her music. She had the honour of singing the popular "Aaduvome pallu paaduvome" in the All India Radio, at the momentous midnight of 15th August 1947.

## Earliest playback singer


She was one of the first few ladies to lend her voice for playback in films as early as 1938-39. Pattammal was introduced into this medium by none other than the revered Tamil composer and

musician par excellence Papanasam Sivan.

Although she received many offers to sing for films, she accepted only those that involved devotional or patriotic songs, and declined offers to sing romantic songs.

The first film Pattammal sang in was the *Thyagabhoomi* (1939). A scene, towards the end of the film, consisted of a group of freedom fighters marching in a procession, carrying the Indian National Congress party flag, with "Desa Sevai Seyya Vareer" being sung by Pattammal in the background. The song, which was composed by Papanasam Sivan and written by Kalki, highlighted the tenets of the freedom





The iconic Carnatic musician D K Pattammal is the only Carnatic musician to have been featured in the set of eight postage stamps released by the President in New Delhi (September 3, 2014). The other musicians are Pandit Ravi Shankar, Pandit Bhimsen Joshi, Pandit Mallikarjun Mansur, Smt Gangubai Hangal, Pandit Kumar Gandharva, Ustad Vilayat Khan and Ustad Ali Akbar Khan.

movement and invited people to join it in large numbers. The fame that the film and the song generated led to both being banned by the British government.

Pattammal also sang in other films including Mahatma Urangugirar (1947), Pizhaikkum Vazhi (1948) and Lavanya (1951). Interestingly, the last song Pattammal sang in film was at the age of 80; and that too for a Tamil film by Kamal Hassan – Hey Ram (2000). For the film, Ilayaraja and Kamalahassan carried the entire set of recording equipments to Pattammal's home and made her sing "Vaishnava Janato", the favorite hymn of Mahatma Gandhi for the film.

### First concert

Pattammal gave her first ever concert for Corporate Radio, Madras when she was just ten years of age. She slowly graduated to stage concerts, despite various apprehensions and opposition from her community. Dr. P.S. Srinivasan Iyer of Kancheepuram and her school headmistress Smt Ammu Kutty Ammal played decisive roles in persuading Krishnaswamy Dikshithar to encourage the unique talent in Pattammal. They were able to convince him and prevail upon him to postpone the idea of confining her to home and getting her married early. She was one of those rare women who got married

only at the age of twenty one, at a period when child marriage was the order. She studied up to the VIII standard and became a teacher during her teens.

### Versatility

Being a multifaceted-all rounder, Pattammal was always able to satisfy the connoisseur and the common man alike. An apparent simplicity, which deftly hid a whole array of complexities, was the hall mark of her music. Her unparalleled repertoire helped her in in ably performing all the various facets of Carnatic music – be it the complex pallavi or the emotion laden "padam"! Whichever may the genre be, leave it to Pattammal for not compromising on the

melody or classicism.

### Time tested tenets

The website on Pattammal has listed a few of her time tested maxims. Any reader can understand their relevance for all times to come! "Practice makes perfect" – sing a kriti at least 100 times before you present it on stage. Understand the meaning and emotion of the song; emoting the correct bhavam of the song is of great importance. Learn the art for the sake of art without expectations and concerts, awards and other accolades will follow. Take extra care with pronunciation when singing in languages other than your mother tongue. ■

The writer is Assistant Director, Press Information Bureau, Madurai





# Towards a Globally Competitive Farming

**“If the Netherlands, with a population as small as that of New Delhi, could become the second largest exporter of agriculture products in the world, Kerala can easily become a global leader in the field”**

**- Alphonsus Stoelinga**

**The Netherlands’ ambassador to India**

India is a global agricultural powerhouse. It is the world’s largest producer of milk, pulses, and spices, and has the world’s largest cattle herd (buffaloes), as well as the largest area under wheat, rice and cotton. It is the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea. The country has some 195 m ha under cultivation of which some 63 percent are rain fed (roughly 125m ha) while 37 percent are irrigated (70m ha). In his opening address in the Session on Indian Farming sector

Prof.M.S.Swaminathan pointed out that the monsoon and the market are two major determinants of the economic well being of our farm families. Kerala produces large quantities of crops for exports. Hence understanding global agricultural marketing needs is very important.

## **Towards Organic Kerala**

Biofach India-2014 was held along with the Agro Meet at the same venue. Biofach India is an event, which will offer the organic farming industry in the world to invest in Indian organic farming market and to promote the organic farming produce. Currently,

India ranks 10th among the top ten countries in terms of cultivable land under organic certification. The certified area includes 15% cultivable area with 0.72 million Hectare and rest 85% (3.99 million Hectare) is forest and wild area for collection of minor forest produces. According to APPEDA, the total area under organic certification is 4.72 million Hectare (2013-14). India produced around 1.24 million MT of certified organic products which includes all varieties of food products namely Sugarcane, Cotton, Oil Seeds, Basmati rice, Pulses, Spices, Tea, Fruits, Dry fruits, Vegetables, Coffee and their





**What we require is genuine organic produce from certified organic farmers rather than produce, which is claimed to be organic. For this, technical support in practical organic farming techniques, financial help for sustaining the loss during conversion period and support for certification and marketing should go hand in hand.**



value added products. The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc. Among all the states, Madhya Pradesh has covered largest area under organic certification followed by Himachal Pradesh, Rajasthan, Maharashtra, Uthar pradesh and Utharakhand. India exported 135 products last year (2013-14) with the total volume of 194088 MT including 16322 MT organic textiles. The organic agri export realization was around 403 million US \$ including 183 US \$ organic textiles registering a 7.73% growth over the previous year. Organic products are exported to US, European Union, Canada, Switzerland, Australia, New Zealand, South East Asian countries, Middle East, South Africa etc. Oil seeds - Soybean (70%) lead among the products exported followed by Cereals & Millets other than Basmati (6%), processed food products (5%), Basmati Rice (4%), Sugar (3%), Tea (2%), Pulses and Lentils (1%), dry fruits (1%), Spices (1%) and others.

### **Organic Clusters**

Ten Indian states have clearly defined policies for organic farming. These are Kerala, Karnataka, Andhra Pradesh, Maharashtra, Madhya Pradesh,







**The total food production in India is likely to double in the next 10 years with the country's domestic food market estimated to reach US\$ 258 billion by 2015. Indian agricultural and processed food exports during April-May 2014 stood at US\$ 3,813.63million, according to data released by the Agricultural and Processed Food Products Export Development Authority.**

Himachal Pradesh, Uttarakhand, Sikkim, Nagaland and Mizoram. Of these, Uttarakhand (10 mountain districts), Sikkim, Nagaland and Mizoram and now Kerala have declared their intention to go 100 per cent organic. In the leading organic states, cluster approach has been adopted for bringing more farmers to this sector. Over 30 certified organic producer groups have come up in Uttarakhand in less than a decade, with farmers producing a range of organic commodities like amaranthus, Basmati rice, finger millet, maize, wheat, turmeric paddy, ginger, soybean, rajma (kidney bean), medicinal and aromatic plants and different types of pulses. More villages are waiting to be certified, all due to the dedicated efforts of the Uttarakhand Organic Commodity Board (UOCB).

In Kerala also cluster-based approach will be adopted for bringing more farmers to this sector. Existing clusters under Kudumbasree, VFPC and Neera clusters can be well utilized for this. Organic certified farming clusters thus formed can be gradually expanded each year to convert the Kerala into a completely organic state.

What we require is genuine organic

produce from certified organic farmers rather than produce, which is claimed to be organic. For this, technical support in practical organic farming techniques, financial help for sustaining the loss during conversion period and support for certification and marketing should go hand in hand. Normally, three years are required for converting a traditional farm into organic farm and get it certified. During this alteration period, heavy crop loss may occur due to increased pest and disease attack. Monetary loss of about 50,000 to 75,000 Rupees is expected from one acre of land.

### **Organic Production-Global scenario**

In spite of the slowdown in the global economy, international sales of organic products continue to rise. According to the latest FiBL (The Research Institute of Organic Agriculture -German: Forschungsinstitut für biologischen Landbau), IFOAM (The International Federation of Organic Agriculture Movements) survey on certified organic agriculture worldwide, organic food and drink sales reached almost 63 billion US dollars in 2011. The market has expanded by 170 percent since 2002. Demand for organic products are

mainly in North America and Europe; these two regions comprise more than 90 percent of sales.

Although organic farming is now practiced in every continent, demand is concentrated in these regions. Production of organic foods in other regions, especially Asia, Latin America and Africa is mainly export-gear. The organic food sector in some countries is almost entirely dependent on exports. In 2011, the countries with the largest organic markets were the United States, Germany, and France. The largest single market was the United States. The highest per capita consumption was in Switzerland, Denmark, and Luxemburg. The highest market shares were reached in Denmark, Switzerland and Austria.

There were 1.8 million producers in 2011. Thirty-four percent of the world's organic producers are in Asia, followed by Africa (30 percent), and Europe (16 percent). The countries with the most producers are India, Uganda, Mexico, Ethiopia and Tanzania. The total organic agricultural area in Asia is nearly 3.7 million hectares. This constitutes ten percent of the world's organic agricultural land. The leading countries by area are China and India. Compared



with 2010, organic agricultural land increased by almost one million hectares, mainly due to major increases in China and India.

India today is on the threshold of an organic revolution and has experienced steadfast growth in past few years. The country's budding organic food market is transforming into world's fastest growing organic food market backed by a shift in consumer behavior and spending patterns. The industry to which overseas demand/exports was oxygen to breathe will be experiencing a colossal change in the consumption pattern in times to come. The organic food industry is presently metro-based, with about 95 per cent of the brands existing in top 10 metros like Delhi (NCR), Kolkata, Mumbai, Pune, Chennai, Bengaluru and other tier II cities. With growing health awareness among the people coupled with rising disposable incomes and support from Indian Government, organic food will surely secure a permanent place in Indian households. Evolving perception of organic food from being a luxury only for elite to a necessity will drive the domestic consumption. Also, overseas demand for Indian organic food will remain robust and continue to drive the industry to rare heights. Indian Organic Food industry is stated to grow at a CAGR (Compound Annual Growth Rate) of ~45%, to reach USD 1733 million by 2017. Organic Products worth 52 crore rupees was sold during the Agro meet and this reveals the large potential of organic products in the state. Agro industry - extended arm of Agriculture

The Agro industry is regarded as an extended arm of agriculture. The development of the agro industry can help stabilize and make agriculture more lucrative and create employment opportunities both at the production and marketing stages. The broad-based development of the agro-products industry will improve both the social and physical infrastructure of India. Since it would cause diversification and commercialization of agriculture, it will thus enhance the incomes of farmers and create food surpluses.

## National Programme for Organic Production

The Government of India has implemented the National Programme for Organic Production (NPOP). The national programme involves the accreditation programme for Certification Bodies; standards for organic production, promotion of organic farming etc. "The NPOP standards for production and accreditation system" have been recognized by European Commission and Switzerland, as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, the importing countries accept Indian organic products duly certified by the accredited Certification Bodies of India.

The agro-industry mainly comprises of the post-harvest activities of processing and preserving agricultural products for intermediate or final consumption. It is a well-recognized fact across the world, particularly in the context of industrial development that the importance of agro-industries is relative to agriculture increases as economies develop. It should be emphasized that 'food' is not just produce. Food also encompasses a wide variety of processed products. It is in this sense that the agro-industry is an important and vital part of the manufacturing sector in developing countries and the means for building industrial capacities.

As the economy develops, high-value agriculture becomes increasingly important, both as a share in agricultural output and in the food basket. In the recent decades, there have been substantial changes in the patterns of production and consumption in India. One is the shift in production and consumption from food grains to high-value agricultural

commodities such as fruits and vegetables, milk and milk products, meat, eggs, fish, and processed food products. Trade in high-value products is increasingly displacing exports of traditional commodities, such as rice, sugar, tea, coffee, tobacco, etc.

Studies reveal a structural shift in consumption pattern away from cereals to high-value agricultural commodities, both in rural and urban areas, in the last two decades. Even poor households have tended to change their consumption pattern towards high-value products. There is strong and growing demand for livestock products and fruits and vegetables in both the rural and urban areas. The average expenditure as well as share of beverages has increased by about six times in both rural and urban areas. Food habits are changing in both rural and urban areas and demand for high value products including beverages and processed products has increased significantly.

This paradigm shift is more evident in highly urbanized states like Kerala. Future road map for high-value agriculture development should focus on investment in technology development and dissemination, basic infrastructure, improve the technical capacity of producers and other players in the value chain, institutional support in core functions of production, logistics and marketing through concerted public sector support and active public-private partnerships, and provision of inputs, in particular planting materials for fruits and seeds for vegetables.

With modernization, innovation and incorporation of latest trends and technology in the entire food chain as well as agro-production, the total production capacity of agro products in India and the world is likely to double by the next decade. India is the second largest producer of food in the world. Whether it is canned food, processed food, food grains, dairy products, frozen food, fish, meat, poultry, the Indian agro industry has a huge potential, the significance and growth of which will never cease. Sea fishing, aqua culture, milk and milk products, meat and poultry are some of the agro sectors

that have shown marked growth over the years.

The Indian food industry is poised for huge growth, increasing its contribution in world food trade every year. In India, food has become a high-profit industry by reason of the scope it offers for value addition, particularly with the food processing industry getting recognised as a high-priority area in this liberalised era. Accounting for about 32 per cent of the country's total food market, the food processing industry is one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. The total food production in India is likely to double in the next 10 years with the country's domestic food market estimated to reach US\$ 258 billion by 2015. Indian agricultural and processed food exports during April-May 2014 stood at US\$ 3,813.63million, according to data released by the Agricultural and Processed Food Products Export Development Authority (APEDA). In 2013-14, the total processed/value added agricultural products exported and the foreign exchange equivalent earned therefrom stood at Rs 4,627.99 crore (US\$ 752.39 million) as compared to Rs 3,689.26 crore (US\$ 599.89 crore) during the previous year.

### Plantation Tourism

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a "counter urbanization" syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems.

Global Agro Meet, the first of its kind in the state was convened at Adlux Convention Centre, Angamaly with a vision of increasing Agriculture Production in the State by creating a well informed, technologically updated and environmentally sensitive group of farmers and entrepreneurs who are able to drive in a system of sustainable agriculture with increased productivity. Department of Agriculture, Government of Kerala organized the Meet in association with Kerala State Industrial Development Corporation (KSIDC), which is the Nodal Agency for this event and Confederation of Indian Industry (CII). Union Minister for

Agriculture, Radha Mohan Singh, inaugurated the meet.

Kerala will become a complete organic farming state by 2016, said Chief Minister Oommen Chandy while delivering the presidential address. The Chief Minister said that organic farming had already started in Kasargod, and that Kannur, Kozhikode, Malappuram and Palakkad would also get the distinction soon. Kerala has rare varieties of farm produce like Malabar pepper, cardamom, Matta and Njavara rice and Vazhakkulam pineapple. The rest of the world will get an opportunity to know about the different agricultural produce



Maharashtra is leading the Farm Tourism sector in the country. According to Agro-Tourism Development Corporation, Pune- "Farm Tourism will improve quality of life for visitors and farmers alike ,help to preserve farm land and open spaces in rural India , create and preserve sources of fresh locally grown food and create a place for families to experience agriculture and develop respect for the profession"

A project has been implemented in Baramati in Maharashtra by Agricultural Development Trust, Malegoan, Baramati. The unit offers tourists edutainment farm tours in Baramati district, Malegaon area where they are told about the cultivation of grapes, sugarcane, pomegranate, guava, and watermelon or get an insight into how silk is produced and raw jaggery is made. It includes Marathi programmes such folk songs, drama, music and

dance. About 25 more such locations have been identified in Maharashtra as rural tourist destinations. Then this company from Pune would be looking at locations in Punjab and Andhra Pradesh. The services offered include accommodation in the farm cottages or farm bungalow where tourist can eat ethnic food and observe rustic life at close quarters. Agri Tourism is not just all about staying in a village and relishing authentic rural food but this is an opportunity to take a closer look at the life of farmers and the village life. The company offers various packages as tour to this Agri farm including an overnight stay. The farm tour also includes visits to goat and emu farms. This was first such effort in India on an organized level.

Kerala with its luxuriant, green homestead farms, plantations and paddy lands is an ideal location for Agro tourism. Plantation tourism is slowly



of Kerala and on the state's culture. It is the beginning of a joint effort, which would also help the farmers of the state to know about new farming methods. Chief Minister urged youngsters to come forward and join the agriculture sector, and assured that the government would provide wholehearted support to them.

Alphonsus Stoelinga, the Netherlands' Ambassador said that the country was looking to cooperate with the Kerala Government in three verticals - Government-to-Government collaboration, partnership between companies in the two countries and joining hands in the field of agriculture research. "In the Netherlands, we not only create solutions to problems,

but also invite the private sector to participate in the process. The same could be replicated in Kerala. As part of the Indo-Dutch action plan, a Centre of Excellence for Fruits, Vegetables and Flowers will be launched in Kerala, at a cost of 18 crore. It will conduct training programmes and awareness sessions on poly-house cultivation," he said.

Delivering the welcome speech, Agriculture Minister K P Mohanan said that safe-to-eat organic products, with a Kerala brand, would be promoted through innovative marketing programs, plans and strategies. Ministers K Babu and Anoop Jacob; Innocent MP; and MLAs Jose Thettayil,

T U Kuruville and Anwar Sadath also spoke on the occasion. Representatives from the Netherlands, New Zealand, Korea, Germany, Europe and Sri Lanka participated in the conference held as part of the meet. Companies from India and abroad participated in the event and exhibit their products, services and technologies. Sessions were held on best practises in high value agriculture and allied sectors, new frontiers in the fisheries sector, post harvest infrastructure, cold chain and warehousing, regulatory practices for exports, technologies for the growth of sector and plantation tourism.

gaining acclimatized as an industry that provides additional income for planters, especially in Idukki and Wayanad. Agro tourism is also catching up in the state. Adding additional income generating activities to existing agriculture would certainly increase contribution of agriculture in the GDP of the state. Serious efforts need to be made in this direction and Agri - Tourism is one such activity. Let us begin with the Departmental farms in the state. Each farm should be equipped with trained manpower, infrastructure for lodging, boarding, fields and other necessary facilities which could be used for promotion of Agri-tourism concept. Urban, foreign tourist could be attracted, accommodated and exposed to agricultural situations on payment basis.

### Post harvest loss of Food

Post harvest loss of food was another focus topic in the Global Agro meet. The volume of food grains wasted in India is equivalent to the total volume of food grains produced in countries like Australia, which is a matter of great concern. Without increasing the warehousing and cold storage facilities, the wastage could not be tackled. In India, there is a shortage of non-air-conditioned warehouses of 35 million tones of capacity. About 6-10 per cent of the food grains produced in the country is wasted. The total loss is estimated at `7 crore. These statistics point to the importance of setting up more warehouses. Only 22 per cent of

all the warehouses are situated in South India. So, there is a big scope for setting up more warehouses in this part of the country. The Grameen Bhandaran Yojana, the Central Government scheme aimed at promoting rural warehousing through public-private-partnership, is a welcome move in this regard.

"Earlier, grape was not exported to the European countries from India. But, with better warehousing facilities, now it is being exported to EU countries," said National Centre for Cold Chain

agriculture crops are being wasted grossly, at times to extent of 50 per cent of the total production. In order to tackle the issue, the NABARD has started giving loans directly to individuals at interest rates of 9.25-9.5 per cent to set up warehouse/cold chain facilities. The farmers are provided with tax benefits on capital investment in cold chains. The last Union Budget had earmarked `5,000 crore for the project," he said, adding that farmers could bring in technology to the cold chains to augment revenue.

As far as Kerala is concerned, the main challenges faced by the Agriculture sector are to raise agricultural productivity per unit of land simultaneously maintaining the quality and safety of the produce and making the sector more lucrative to the farmers. Well defined, time bound, realistic programmes are required for this. We need to initiate policy actions and public programs to build a solid foundation for a much more productive, internationally competitive, and diversified agricultural sector. There should also be a clear understanding regarding which products are to be promoted globally and which are to be promoted locally. If most of the organic food crops intended to be produced gets exported, consumers in the state will still be dependent on the heavily chemically contaminated vegetables and fruits. The phrase "Think globally, act locally" is very much relevant in our case. ■

**Kerala with its luxuriant, green homestead farms, plantations and paddy lands is an ideal location for Agro tourism. Plantation tourism is slowly gaining acclimatized as an industry that provides additional income for planters, especially in Idukki and Wayanad.**

Development Chief advisor Pawanexh Kohli. State-of-the-art market connectivity was the need of the hour to bring agriculture produces to gainful end-users. "The Central Government's 'Integrated Development of Horticulture' mission envisages providing better cold chain facilities across the country. At present, some



# An E District Success Story

**I**t was a pleasant surprise for the 58 year old house maker, Karthyayani hailing from Anjarakandi town in Kannur district to get her nativity certificate printed from the nearby Akshaya centre – Thattari. It was a matter of seven minutes that she got the certificate approved from the village officer. She never knew that the never ending queues of village office would be part of the fairy-tale one day. Submitting the application at Akshaya center and getting it electronically approved in less than ten minutes is more than

incredible for people who thought they wasted their life in the quandary of the long waiting queues at the mercy of sarkari babus “I came here alone; I was nervous of office procedures –it is easy here at Akshaya centre-I got the certificate even before leaving the centre” exclaimed Karthayayni with a cheerful smile.

People can afford to smile big, and so is for the district administration considering they form part of a million club in issuing revenue certificates to the citizen through an electronic platform with in

no time. There were seekers for 23 revenue certificates ranging from caste, community, nativity, possession to income. The proactive approach of the village officers to accept the change and approve maximum certificates through the electronic gateway in a fewer time was a noteworthy stuff. The use of a digital signature to approve the certificates was a revolutionary move.

Akshaya centers in the meanwhile went on to contribute to the society so as to impart the best possible services to the citizen at affordable cost at





their door steps. The smiling governmental face with a 'corporate at heart' approach is Akshaya's unique selling proposition and their trustworthiness enabled the common man to obtain the citizen services near at hand in flexible timings.

The e-District project had brought about significant change in the life of the common people. More than 15 lakh certificates issued through the e-district platform speaks for itself the efficacy of the system. The above mentioned case story was a classical example of how people advanced with advancement of ICT tools. The registration process at the CSC centers (Akshaya centers) was a onetime process. On receiving application the village officer processes and verifies it. Instantaneously the lady receives a message in her mobile that her certificate is being processed. She checks with the Akshaya centre about the message received and in the meantime receives another approval message from the village officer

and gets her nativity certificate printed. And all these in a span of 7 minutes!

Though this 'seven minute case' cannot happen for each and every certificates, these sort of cases certainly are a few silver lining in the e-district epic so far. People no longer expect to wait in long queues for revenue certificates here. The citizen can make sure that they obtain certificates within the service level agreement (SLA) and as per the citizen charter as decided upon to. The laptop enabled village officers and the Akshaya centers at the nook and corner of the district have made their life easy.

Kannur, the land of handlooms and folklores have already carved a niche for itself in the field of e-Governance. The district e-Governance society (DeGS), formulated as per the NeGP guidelines monitor the e-governance initiatives of the district. The district NIC remained at the forefront in terms of promoting an informatics culture for the good governance in the district. The district revenue IT Cell coordinates with the village officers and ensures hardware and software technical support to the village offices apart from administrative support, in the event of any transfer and posting of village officers. The e-district pilot project that was implemented in the district in 2010 had won laurels for the district including the prestigious CSI-Nihilent award in 2012. The number of revenue certificates given away from the district through e-district platform is yet another record to behold.

The e-district platform is all set to embrace a few more modules like public grievance on line, Right to Information online and revenue court case services. The e-procurement training centre at district collectorate under the direction of District e-Governance Society with a state

of the art classroom facility and interactive projector system is another feather to the e-Governance administration in the district. DC suite services are an open portal providing tapal/file status online to the citizen. This open source version of the paperless office is another remarkable 'Kannur achievement'. The touch screen kiosks to trace tapal/file for the common man and SMS facilities are made use of by the general public in large numbers. The district collector's camp office, Taluk offices, RDO/ Sub collector's offices are connected to this. A regional centre of Service and Pay roll Administrative Repository for Kerala (SPARK) is being established in the district.

With the highest number of urban conglomerate to its credit, Kannur with its healthy literacy and e-literacy levels certainly can look forward to more of such stupendous feat. Gone are the days when computers and internets were accessible to a limited few and gone are those days that they stayed at the hands of an elite few. The concept of electronic office has ruled the world all over, eliminating the use of paper. Government has been harnessing consumer-facing technology to reach the citizen some way. The data driven policy would be the key which would enable the officials to make key decision in the coming days. The government believes that empowered citizen would make a difference in the way they think, perceive and work. ■

The writer is Coordinator Akshaya project, Kannur





# Animated Advertisements

**A**merican Marketing Association, Chicago defines advertising as "The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit

organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas.

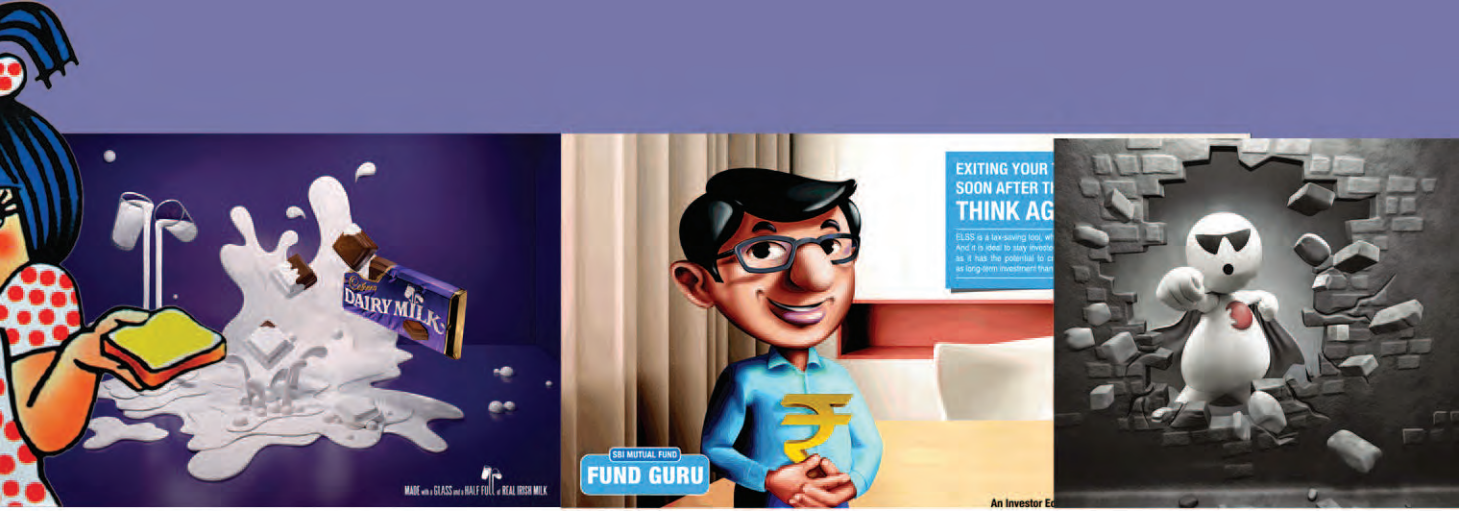
The concept of advertising is as old as the human civilization. Today

the world of advertising has become a very dynamic, creative and challenging. We can undoubtedly say that we are live in the world of advertisements. Advertising is unique as it is a powerful tool of communicating ideas, information integrating writing mixed and remixed images, layout

Advertising is unique as it is a powerful tool of communicating ideas, information integrating writing mixed and remixed images, layout, sound, animations, gesture, speech and 3D objects.







sound, animations, gesture, speech and 3D objects.

There is an old saying that all advertisements are wasted, but we don't know which half. Today half the value of advertisement is getting smart consumers to spread the world, extending reach of the advertising in to niche groups.

People are not apt to read successive advertisements on any single line, animations, simple statistics and figures are very useful in these situations.

Pictures tell a story better than type can do. Some animated characters are adding with attractive sounds only for getting sudden attention.

Advertisement agencies are mostly prefer these attention getters for saving time and money for their clients...Vodafone zoo zoo is one example.

Animations and Cartoons has the ability to provide life to advertisements by adding visual anchors for an audience to be engaged with.

Merging of animation and product will then be built on it own in the mind of target customers. Animations for sure achieve the desired result of engaging the audience, capturing their share of mind and associating it with the product or service. When we consider the list

of animated commercials in India it goes long...Vodafone, Amul, Cadbury, SBI Mutual funds, Tata Docomo, Vicks Cough Drops, Sunfeast, Sony ,Pidilite Dr.fixit etc are only some selected ones. But Vodafone advertisements are very unique in this category. Day by day the chances are getting high on this field of advertisements.

Generally Walt Disney is considering as the pioneers in animation because of the cartoons like Micky Mouse and Donald duck...but apart from this a French cartoonist and animator Emile Cohl is often referred to as the father of the animated cartoon. Not only Cohl but also Winsor

McCay,British film maker J.Stuart.Blackston, E.J.Muybridge are also noted personalities in this area. Now the entire scenario is changed because of the software revolution.

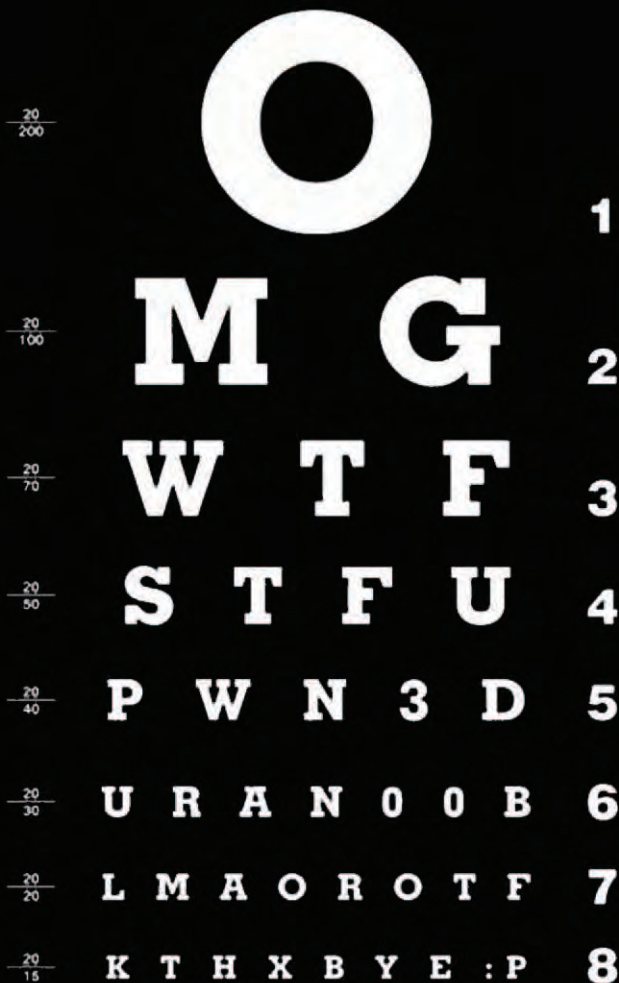
Now let's have a look into the various software behind the creation of animations...Numerous software are available in market but 3Ds Max, Maya, Adobe Flash, Sketch up, Softimage, Blender, Poser, V Ray, Flipbook, Cinema 4D etc are famous in market. From the list 3Ds Max is widely using software for 3D making, It is known as the King of the Competitors. Maya is very friendlier to animators. For exclusive 2D creation, Flipbook may be the best companion.

As the world moving to technology focused society it's important to know all growth and developments in any spectrum. Of course, Animations too. Animations using in advertisements mostly for saving time and money and it provides the chance of attraction .In an advertisements driven society, its very relevant to understand the upcoming changes.■

The writer is Lecturer in Visual Media, Amrita University







# Abbreviations & Conundrums

**T**he habit of abbreviating messes up the meaning. Carbon copy, Chief Clerk, Common

Carrier, Community College, and Community Club carry the abbreviation 'cc' according to the context. Students never use semester, they prefer 'sem'. CCTV is quite common, not closed-circuit television.

Professionals like the doctors, engineers, lawyers etc make use of abbreviated terms. A layman cannot easily say Erythrocyte Sediment Rate even if the doctor condescends to say it clearly. But ESR itself explains that it is the rate at which red blood cells precipitate in a period of an hour. Once my neurologist advised me to avoid NSAIDA—"Nesaid" he said. I could not make out what he meant until, with a hard time-consuming search, I found out that it was Non Steroid Anti inflammatory Drugs! It was to avoid gastro-intestine bleeding, and to prevent damage to my kidneys and liver. TT, DPT, BCG, MERS etc are in common parlance, but only very few can elaborate each letter. Even doctors cannot easily say Amyotrophic Lateral Sclerosis (ALS) or Progressive Muscular Atrophy (PMA). Constant use of letters to represent diseases, treatments, and medicines is the cause of not being able to expand them. Similar is the case of LDL and HDL. Symptoms of REM sleep are observed by a psychologist. Nobody



cares to use 'Rapid Eye Movement.'

Weblish contains abbreviations, acronyms, and only small letters with no punctuation. The young generation has created a new type of language, which the old generation cannot make out. So it is perpetual growth and change. We shall have to be vigilant, or we will not be able to grasp things. After all, the skill to communicate varies age wise, country wise and context wise. BMI, WWW, RAM, OOHP, ASAP, PC, CV, CPU, etc.

Taking drugs intravenously is 'main stream' and the pleasant relaxed feeling as from a drug is 'buzz'. Bees have nothing to do with it! And it is not murmur or whisper to an addicted person. Pot, weed, downer and marijuana are closely related narcotics. 'He flew the coop', reported the police officer and they were in search. The criminal 'went ape' and attacked the jailor. A layman with minimum knowledge of the language cannot follow such terms. "Out of the blue" there was a "wind fall" as the prices rose. 'Hoarders are benefited'. If anything happens quickly, it is 'at the touch of a button'.

"Blue law" and 'Blue book' are different. Very rigorous laws are called blue law, but blue book is a register of socially prominent person. If the government publishes specialized information, that too is a blue book! A short sleep is 'forty winks' which was coined in 1828. And the difference of a siesta and forty winks are for the experts to

clarify. Etymology may evade commonsense!

The musical instrument 'tabala' and 'tabala rasa' have no connection at all. Tabala rasa is a clean slate. Critics have a predilection for Latin words, and doctors, engineers and lawyers use them in their common parlance. Instead of "The End", film directors exhibit 'Finis' in bold letters! Often 'a priori' connotes the meaning 'from the previous'. Lawyers argue for 'status quo' for the sake of the needy clients. Spelling mistakes and other faults crept is clarified by issuing 'errata'. "De facto", 'de jure', etc. are sparsely used by journalists once, now writers shun them. But 'ad hoc' committees are common. NB is 'nota bene' (not well), often found below the notice.

The Spanish word 'aficionado' entered into English in 1802, according to the dictionary. Not only an enthusiast of bull fights, but also a devotee of anything is referred to as 'aficionado'. But 'junta' got much acceptance everywhere as a secret political faction. Though Italian by birth, crescendo became the favourite term of musicians all over the world to mean the gradual increase of volume.

French too confuses us by the way the words are pronounced. We prefer to pronounce them phonetically, which is a stab at the heart of French (ennui, en route, entrepreneur, sabotage, éclat etc.). English of different countries along with slangs, trite, jargons etc. embarrasses us. Yet we love it. ■

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through AADHAR enables the controlling and preventing diversion and leakages from PDS.

### Benefits to intermediaries

In Kerala the process of distribution of PDS commodities were undertaken by Authorized Retail Dealers (ARDs) and Authorized Wholesale Dealers (AWDs). At present, there are 14, 267 ARDs in the state distributing rice and wheat to around 80 lakhs ration cardholders. The benefits arising through e-PDS to the intermediaries were as follows.

- Maintenance of all records electronically reduces the cost of stationary and expensive accounting staff.
- Simplification of the entire process of lifting food grains from FCI to reach the end beneficiaries.
- Door-to-Door delivery reduces the carrying cost to the intermediaries.
- Direct and immediate payment of commission.
- Easy and quick redress of issues with official departments.

### Benefits to Government

Food and Civil Supplies Department of Government of Kerala is entrusted with the operation of PDS in Kerala. Number of department and officials from Secretary, Food & Civil Supplies to Taluk Supply Officer were operating simultaneously for the effective functioning of PDS. The proposed benefits of e-PDS include:-

- Provide a standardized digital infrastructure that ensures effective targeting and disbursement of subsidy without diversion and leakage.
- Real time feedback on market rate, stock availability, off take of PDS commodities through Geo- Spatial index, for decision making and monitoring.
- Savings in subsidy allocation by reducing diversion of PDS commodities to open market.

Kerala as a state with chronic food deficit and highest spending state on account of food subsidy, the problem of food price inflation and food supply chain management is a matter of core policy consideration. Government intervention in the food grain market through PDS was one of the proved strategies to mitigate this problem. A committed performance with purpose by all stakeholders of e-PDS will make it reality the stated slogan of e-PDS i.e. "ensuring Efficiency, Transparency, Accountability, Effective delivery and Zero corruption in PDS". ■

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# EXPLORING Nila through Railways

**Railway line has an inseparable relationship with the river right from its inception to present day running almost parallel for most of the distance. It is a pleasant and unique scene to view the river through the windows of the train.**

**B**harathapuzha prominent as Nila the heritage river of Kerala originates from the Western Ghats in Tamil Nadu and flows through the districts of Palakkad, Thrissur and Malappuram before draining into the Arabian Sea. Being flowing through the central parts of the state and having a length of 209 kilometers it offers one of the most unique cultural, historic and nature based experiences for the visitors during a train journey. Nila and railways in the state are closely connected. The ideal mode of transportation to view Nila closely with ease is a train journey. Get into the train from Palakkad or Ottappalam station if one is coming from eastern side and from Tirunnavaya if coming from the north. The ideal option is to travel in a passenger train as it moves slowly and enables to view better the panorama created by the river.

The river flows almost parallel to the railway tracks and in most areas it flows very close to the line. Sit near the window seat in order to view and experience the





**N**ila is the river which can be sighted for the maximum duration during a train journey in the state. The two hours journey in a passenger train commencing from Parali to Tirunnavaya covering a distance of seventy two kilometers is the best way to discover Nila as it enables to closely observe the beauty of the river, village life, birds and the surrounding greenery. Shoranur junction known as the railway capital of Kerala is located on the right banks of Nila.



delightful sights created by the river. The two hour train journey from Tirunnavaya to Palakkad really provides an incredible experience and many facets of the river can be sighted in close quarters. Local people carrying sands in packets, flock of birds, fishing and bathing are the common sights one can see in the river from the moving train. Vast stretches of agricultural lands can also be seen on the river banks cultivating plantains and vegetables. The journey also provides an ideal option to sight Palmyras too.

### **Nila and Railway Line** ***"An Intertwined Relationship"***

Railway line has an inseparable relationship with the river right from its inception to present day running almost parallel for most of the distance. It is a pleasant and unique scene to view

the river through the windows of the train. Each railway stations on its banks too have an inseparable historical note connected with the river. The river, which can be sighted for the maximum length during a train journey in the state, is undoubtedly Nila. The railway line plays an inseparable part of contemporary history of Nila. The British laid the first railway line in Kerala during the year 1861 from Beypore to Tirur. The second railway line in Kerala was built from Tirur – Kuttipuram on 1st May 1861 and was followed by the 105 km line from Pattambi to Podanur on 14th April 1862 and the 37 km Kuttipuram – Pattambi railway line constructed on 23rd September 1862. The line followed a more or less parallel alignment with the river, starting from Tirunnavaya

station and up to Parali near Palakkad. The line was erected in a way that it never had to cross the Bharathapuzha River except for a tributary of the legendary river. The railway line crosses the Tootha River near Pallipuram and this marks the boundary between the districts of Malappuram and Palakkad.

The bridge at Cheruthuruthy across the river was part of an ambitious plan by Shri Rama Varma XV, the Maharajah of Cochin, to build a railway line from Cochin to Shoranur. This line was proposed to connect the Madras - Beypore line built by the British. The bridge was initially carrying a meter gauge railway line which was later converted to broad gauge. The meter gauge rail line was taken over from the Cochin state railway by the South Indian Railway in 1916 and was







transformed to a broad gauge in 1930. The major spots seen during the train journey are view of the river from Parali, Ottapalam, Shoranur, Pattambi, Perashannur and Kuttippuram stations. The major stations located on the banks of Nila are Ottapalam, Shoranur, Pattambi, Kuttippuram and Tirunnavaya. Shoranur junction known as the railway capital of Kerala is located on the right banks of Nila.

### What to glimpse during the train journey?

#### Rail Bridge @ Shoranur Man Made Wonder

The twin railway bridge across Nila linking Thrissur and Palakkad districts is in fact a heritage marvel and is one of the most picturesque rail bridges in the state. The vista of the river from Railway Bridge is fascinating as well as

enchancing and beyond description. The view of sunset and sand beds from the bridge is truly gorgeous and charming. The bridge across the river has been a favorite spot for innumerable film-makers in Kerala. The river and its banks in and around the bridge offer opportunities for shooting and photography and had already found spaces in many mega hit Malayalam movie songs. The river is often associated with romance and many film-makers are known to have gained inspirations and marvelous story lines from this river. The bridge is approximately 750 meters in length. People even use to walk over the rail bridge in order to experience the panorama created by the river. Trains are moving frequently through the bridge and their views attract and tempt everyone to take photographs.

The bridge is having few balconies from where on can take pictures of train moving through the bridge.

#### Nila Sand Beds Picture Perfect

Once Nila was the perennial river of the state and at present, it resembles like a desert river having the presence of water only for few months. After the monsoon, the vast stretch of sand beds in the river began to expand and reaches the maximum size during the summer season. This unique phenomenon is attracting visitors to the riverbed in order to enjoy a close rapport with the river. The vast stretches of sand on the riverbed in between the new Cochin Bridge and the railway bridge in Cheruthuruthy are the ideal zone for the visitors to experience the river and its tranquil locales. During Sundays and holidays mass number of domestic tourists preferably in groups from Thrissur, Palakkad and Malappuram districts are coming in order to relax and rejoice on the sand bed especially during the evenings from 04:30 pm to 07:30. Some people even wander through the sand beds after this time too. One can see even people resting below the rail bridge and some are engaging in fishing too.

During a train journey, one can see this unique gathering of rural and urban folk and it is an obvious proof that how much the people love Nila. Children's prefer the sand beds as a perfect venue to fly kites and stroll. Besides this, people traveling through new Cochin

## Short tour options on the banks of Nila by breaking the train journey

Name of the Destination	Attractions
Ottappalam	Killikurissimangalam, Varikkassery Mana, Mayannur Bridge, Temples etc
Shoranur	Kavalappara Palace, Railway Station, Temple Festivals etc
Cheruthuruthy	Kerala Kalamandalam, Vallathol Museum, Vazhalikavu Sacred Grove, Temples, Health Resorts etc
Pattambi	Guruvayoor Temple, Rayiranalloor Hills etc
Kuttippuram	Nilayoram Park, Malloor-Shiva Parvathi Temple etc
Tirunnavaya	Navamukunda Temple and Lotus Farms

Bridge prefers to take a break, have a bath on the river, and walk on the sand bed. A walk through the road bridge up and down during the evenings and night is also the best option to enjoy the breeze & panorama offered by the river. Many socio-cultural events are also held on the sand beds of Nila at Shoranur. A large number of small islets are visible in different parts of the river bed covered with unique grasslands which adds exquisiteness to the river.

### **Collapsed Old Cochin Bridge Vanishing Heritage Wonder**

Famed as "kochipaalam", it was built by Rama Varma Thampuran who ruled Cochin from 1895 to 1914 with the technical support from the British. The bridge was constructed in order to link erstwhile Madras Presidency and the princely State of Cochin and it played a pivotal role in linking South Kerala with North Kerala. Earlier it was part of the original Cochin - Shoranur railway line and later it was used for road transportation. Currently it is more than 100 years old and the central portion of the bridge was collapsed on 9th November 2011. After the erection of a new bridge during 2003 parallel to it on the eastern side the old one was unused for transportation. Before collapse the old bridge was a favored spot for the people to view and enjoy the beauty of the river. Currently visitors are prohibited from entering the collapsed old bridge.

### **Grass Flowers of Nila Offers an astonishing look**

Grass flowers are a peculiar form of eco system which resembles like grasslands or shrubs. A large number of small islets can be sighted in different parts of the river bed from the train. This unusual grass ecosystem grows in sandy stretches. The color of the flower

is white and during the afternoon when sun rays falls on it the color changes. In some areas, the grass flowers even created a beautiful garden with water flowing through the gaps in between the grass flowers. Visitors use to take a walk in between the grass flowers in order to rest and relax and to get a close view and spectacle the panorama created by the river. During the post monsoon time grass begin to bloom in abundance which offers a vivid gaze to the rivers sand bed. The movement of small country crafts through the river covered by grass flowers is a picturesque sight. Majority of the river basin resembles like a marshland because of the existence of small patches of water especially after the monsoon season. During the monsoons, the flowers are submerged in water and the period after the rains is the best time to view the grass flowers in abundance.

### **Thootha River & Bridge**

Thootha River merges with the Bharathapuzha River at Pallippuram near Pattambi with all its medicinal and magical effects. The rail bridge across the river links the two districts namely Malappuram and Palakkad and a walk across it will enable to get a panoramic view of the river and its banks. The old rail bridge also offers a gorgeous sight for photography and videography. The merging point is an abode of migratory birds and besides this the river Thootha attracts winged visitors every year including rare species of water birds.

### **Nilayoram Park**

A lush green park known as Nilayoram is located on the banks of Bharathapuzha adjacent to Tirur road in Kuttippuram at a walk able distance from the town. Nilayoram means on the banks of Nila and the park is totally unique because it is on the banks of

heritage river Nila offering scintillating views of the river. The park is a convenient spot to rest, relax and recreate especially during the mornings and evenings. One of the stunning views from the train is the Nilayoram Park in Kuttippuram. The view of the park from the train is truly exotic, enthralling and colorful and during late evenings the park is illuminated with colorful lamps and it enhances the beauty of it.

### **Peacocks**

Majority of the areas adjacent to the Karakkad railway station and the river banks provide ideal habitat for the peacocks and other winged visitors. Peacocks usually live in small jungle lands near water sources and paddy fields. The terrain comprising of bushes and rocks attracts peacocks. It is a usual sight to see peacocks wandering very close to the railway platforms and the adjacent paddy fields during early mornings and evenings.

A train journey is the most ideal way to experience Nila. It offers a very nostalgic experience for Keralites and many times I have seen travelers gaze out of the windows admiring the river that embodies the soul and spirit of central Kerala. It is also common to hear travelers giving spontaneous talk about the history and cultural heritage of the river and criticize the recent man made ecological problems that have led to its drying up. The ongoing Nila Heritage Tourism Circuit (NHTC) will provide a boost to the developments of tourism in and around the river which includes a comprehensive tourism resource identification and documentation of history, art, culture, heritage, traditions, customs and biodiversity of the Nila. Let us hope for the best...■

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# The Silver Vase Plant

**T**his spiky star shaped flower head, pink in colour, which stands above the foliage with small violet flowers growing from the bracts is the Silver vase plant. This most popular and beautiful perennial bromeliad from the Aechmea genus gives an exotic look for the indoor decorations. The plant botanically named Aechmea fasciata is the Urn plant bromeliad, which comes to us from Brazil. The rosette of stiff arching leaves form a water tight vase or urn which gives the name Urn plant.

In original habitat, it is an epiphyte which grows on

other plants and is not a parasite on them where it receives moisture from heavy rains and nutrients from decaying debris around its roots. The roots of the plant are mainly provided to give anchorage, so they do not need a rich medium to grow. They easily grow on forks of trees or tree ferns. The rosette of leaves gather rainwater in its urn, and hence always filled with water. Brown leaf tip is a sign that the plant is too dry. When we try to grow this plant in our homesteads, we can mimic these situations for its successful growth.

Many indoor gardeners stimulate natural conditions

by growing them on attractive "epiphyte branches" where it grows as an air feeder. They do well in partial shade and moist, but not wet soil.

The plant, which is easy to care, grows slowly reaching 30 to 90 cm in height with a spread of up to 60 cm. The leaves are leathery, tough, elliptic-oval shaped, 45 to 90 cm long, shortly toothed on the margins and spiny at the tips and arranged in a basal rosette pattern. The greyish-silver horizontal stripes on the leaves are formed by minute scale-like hairs. Large colourful blooms rise above the vase-shaped rosette of leaves. Bright indirect

sunlight is required for the plant to grow up to flowering stage. Avoid exposure to direct sunlight since it scorches the leaves and permanently destroy the plants appearance. The most notable feature of Silver vase plant is its truly stunning and complex flower, which is borne on a single stem. Each flower is made up of a large, densely packed, pyramidal, pink bract with intermittent and far smaller violet flowers, which turn red as they mature. The flower will keep its ornamental effect for several months. Cut off flower after it fades.

Silver vase plant can be grown in pots or in the



ground. The pot should be at least the same width of the rosette leaves or use a large pot to allow room for offsets to emerge. Fill the pot with a well-drained mixture consisting of equal parts of top soil, sand and leaf manure or peat moss. While planting in the ground dig a hole just deep enough to plant the urn plant at the same depth. Firm the soil around the plant and water well. Place the Silver vase in a location with bright indirect sunlight. The plant enjoys good air circulation also. Apart from organic manures, any available fertiliser mixture like 18 complex or 17 complex can be diluted in water and poured at the plant base if needed. The medium can be allowed to dry out between watering. Keep water in central cup formed by leafy rosette. Keep the soil lightly moist. Soggy soil will cause root rot.

After the Silver vase plant has flowered, the offsets can be removed for propagation when they achieve half the size of the parent plant. These small plants are called 'pups'. When these pups are potted in 5 to 8 cm size pots in a mixture of coarse peat, sphagnum moss, sterilised leaf mould and grown in a shady spot they will grow into a new plant. Add a bit of sharp sand and dried cow manure. For the first four months, each little plant should be kept in bright but filtered light and should be watered very sparingly, just enough to keep the potting mixture barely moist. When it is well established, the young plant can be moved to direct sunlight and can be treated as a mature specimen. The plant rests after flowering and will not flower



again. No special treatment is needed then. The parent may probably die. But the plant can be propagated from the plantlets or pups as mentioned earlier which grow from its base.

There can be some minor problems associated with the growth of Silver vase plant. One is brown tips of the leaves caused due to insufficient water in the vase of the plant. Another is

rotting which is caused due to over watering of the medium. Sometimes there is chance for mosquitoes to breed in the trapped water in the leaves. To avoid this keep water clean from the leaves vase. Plant enthusiasts grow Silver vase plant for its ornamental leaves and long-lasting pink blooms. It can successfully be grown in branches of rough-barked trees with moss around its

roots and wired to the branches. It also makes a handsome mass planting, ground cover or container plant, above ground planter. It purifies the indoor air by removing formaldehyde from it. The main popular varieties include *Aechmea fasciata albomarginata* with cream-coloured band bordering each leaf, *Aechmea fasciata variegata* having leaves with lengthwise cream stripes etc. ■





**R**ecent reports released by the World Meteorological Organisation in Geneva reveal that the concentration of Carbon Dioxide, the primary gaseous effluent from fossil fuel burning and the biggest contributor to global warming, has reached all time high at 393.1 parts per million or 141% of pre-industrial levels. At this juncture, active steps need to be adopted whereby we too need to assume responsibility for our contribution to this imminent problem of global warming and climate change.

In Kerala for instance, the number of vehicles on the roads has seen an increase from 1.20 lakhs in 1975 to 64.11 lakh in 2012, an increase of more than 5000%. In 21st century Kerala, most households have one car per adult and subsequently most cars on the road

carry passengers below optimum capacity. It is the need of the hour that projects are introduced whereby people are encouraged to reduce their carbon footprint and these should include not only use of public transport and non-motorised means of transport, but also less practised methods such as carpooling which can be done by people who may not have accessibility to public transport.

### Objectives and Advantages

Carpooling is the practice whereby persons travelling in the same direction pre-plan their journey and share cars in order to travel together. Offering a ride to a person who might otherwise travel by some public transport system may not be carpooling. Carpool is only when two or more people who might otherwise have taken their own personal vehicles, voluntarily join

together to travel together every day or as convenient. Thus each of them may use their cars on different days, taking turns at driving too.

By thus ensuring that cars on the road carry optimum number of passengers, there would be better utilisation of road space and resources. Huge amounts of fuel and subsequently money could be saved and lives too, especially since air pollution is the 5th leading cause of death in India according to a report released earlier this year by the Centre for Science and Environment. Further, with fewer vehicles on the road, not only would there be more space available for other more eco-friendly modes of transport such as public transport, bicycles and pedestrians, but this would also lead to substantial reduction in the number of traffic

# Let's share a ride!







accidents on our roads. Longer vehicle life would also be ensured due to lesser wear and tear and better usage of existing vehicles.

The company of a colleague or a neighbour on the otherwise long and boring drive would help reduce the strain and tensions of driving. In case of a fault with one vehicle on a particular day, a ride would still be assured. Further, in the case of people who have to travel long distances from places which do not have public transport, this could be a very convenient mode of travelling. Above all, it would encourage better relationships between people, especially among neighbours and co-workers leading to better work and even road culture since it would necessarily mean more cautious driving due to the presence of another experienced driver

in the same vehicle.

Though carpooling is practised relatively less in India, it is practised in the bigger cities; primarily due to traffic and fuel price issues. The new Indian middle class comprising Techies have been at the forefront in this. In Kerala, carpooling backed by an online support system was introduced at Infopark in Kakkanad and Technopark in Thiruvananthapuram.

But unfortunately this failed to achieve maximum success. Other than this effort, the only recently reported instance of potential carpoolers are parents collecting their wards from tuition centres!

### **Viability of carpooling in Thiruvananthapuram**

In this light, a survey was conducted amongst the car users in Thiruvananthapuram to realise their

ideas regarding the viability of the same in the city and if not - as to why. The survey was conducted in the 3 principal residential areas of Kochulloor, Kumarapuram and Kowdiar (Jawahar Nagar) through questionnaires and face to face interviews. The respondents were requested to give objective answers to questions regarding their vehicle usage, fuel consumption etc and also to render opinion on the practice of car pooling. The target population was the middle class households comprising working parents and school going children. All the households had more than one car being used regularly.

Regrettably, even though majority of the people in these three areas were aware of the practice of carpooling, there were very few takers for the practice. All of them admitted to the need for reducing the vehicles on the





road due to congestion issues; however, it was admitted that none of them had ever practised it avidly. But on a heartening note, it turned out that the city was not completely new to the practise; IAS officers living in Jawahar Nagar and officers working at other government institutions such as VSSC and Titanium had carpooled in the days when cars were fewer and considered more expensive.

The main hurdle cited with implementing carpooling was the lack of standardised timings, backed by busy lives which valued personal comfort and convenience. For instance, in the IT sector; despite all efforts backed by online support, the reasons cited were that, with target oriented work, each person tended to finish work at different times and thus found it difficult to carpool, so much to say that, even a wife and husband may often take different private vehicles to the same destination.

Government Officers used to carpool earlier but this was mainly because such government institutions generally had standard timings for all. Furthermore, when the State had initially ventured into setting up government institutions across the country, a number of persons migrating from nearby localities set up house together, being colleagues and friends from office. Now, since there are few government institutions of mass employment being set up, the IT sector has taken up the role of mass recruiter. But unfortunately due to different timings, longer working hours and higher purchasing power, all own and drive their own cars.

Another reason quoted was that the jobs involve ground work which requires travelling to different places in the same day. This is mainly linked with the real estate business boom following which people constantly shuttle between sites and offices. Thus most



people in that sector site convenience as the biggest reason that with your own vehicle you can visit other places also, after or before work, as required.

But above all, people's attitudes can be held as the most influencing factor. Sadly, our changing culture seems to be hesitant to accommodate others into our lives. Further, it is in the nature of man to judge a man by his possessions and the most glitzy of them all - cars in the driveway. Most houses coming under the survey had a minimum of 2 cars - one of them a smaller hatchback and another - a bigger sedan. Most people did not know the mileage of the cars; however, with the steady rise in fuel prices they all accepted that they were all starting to feel the crunch.

### Conclusion and Recommendations

It is therefore only through a change in attitude backed by a strong will, that of both the consumers and policy makers, the use of cars can be reduced by suitable methods such as carpooling. The State's role would be that of a regulatory one; to take steps to encourage carpoolers, such as reducing toll for carpoolers, introducing methods of fining people who travel alone consistently, provide parking exemptions or extra provisions for such cars etc. In the longer run, they could even consider having a separate lane for carpoolers on the National Highways, as in certain countries.

The companies, especially that of the IT sector, as part of their corporate social responsibility can arrange for more standardised timings for its

among co-workers.

With time, if places in Thiruvananthapuram especially like Technopark practise carpooling, the number of private vehicles on the roads can be brought down to a considerable extent. This could also set a good example worth emulating for other institutions and even other cities within and outside Kerala. With time, there'd be more space for wider and better pavements for pedestrians and 2 wheelers, and maybe into the future, even space for separate cycling lanes on at least certain roads. Especially in the context of Kerala, with its high density of population, land acquisition and other ecological issues, such practices may be most suited to our topography and our cosmopolitan society since it may not be feasible to construct roads beyond a point.

It is only if all the sectors of the society and especially the people start realising the importance of such measures, for their own good and for the good of the nature and the nation, that other welfare initiatives of the government such as the metro or the monorail would be able to achieve its objective.

As one of the persons interviewed remarked, let's incorporate such novel measures into our lives to feel proud of the fact that we too are contributing to the upkeep and protection of our beautiful city and together let's share and drive into a cleaner, better and safer future. ■

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