

## Creativity in marketing highlighted

Staff Reporter

Photo: N. Bashkaran



**Motivating students: V. Narayanan, Management Consultant, giving a lecture at the launch of the Business Line Club at Arignar Anna Arts College in Krishnagiri on Monday. —**

KRISHNAGIRI: Imagine wildly and adopt out-of-the-box strategies is the mantra for creative marketing, V. Narayanan, Management Consultant, said here on Monday.

In his power-point presentation on ‘Creative Marketing’, during the launch of the Business Line Club in Arignar Anna Arts College, Mr. Narayanan said everybody had creative power, the inherent knowledge of the people would blossom only when they start thinking out-of-the-box to achieve a common goal.

He said “doing what you have always done will no longer get you what you have always got, leave alone what you imagined. Globalisation necessitates business acumen and creativity in marketing is the ability of the one to position his business with new and different view point in a crowded market.”

He also quoted the sayings of the leading corporate speaker John Simontt “Creativity is alternatively called as Restless Curiosity”.

The tips he gave for improving the marketing creativity were “learn forgetting ordinary and regular marketing techniques, do not apply logic at all time in marketing plans, imagine wildly and strategise out of the box, avoid getting into routine trap, dream and dare, apply uncommon sense and don’t stop questioning till you satisfy.”

Mr. Narayanan also interacted with 500 students from B.Com, B.B.A., and B.Com. (CA) and answered their queries. K. Lokanatha, Assistant Regional Manager,

Circulation, The Hindu/Business Line participated.

P. Ponramu, Principal, Arignar Anna Arts College, welcomed the gathering.

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## **Students told to use opportunities available**

Special Correspondent

NAMAKKAL: Paavai Educational Institutions, Pachal, near here, organised a workshop on “Research Opportunities and Emerging Technologies” for the benefit of students as well as faculty members.

V. Murugesan, Director, Centre for Research, Anna University, Chennai, inaugurating the workshop, provided details on the prospective funding agencies for research projects.

### **Funding agencies**

He said apart from AICTE and UGC, there were a lot of funding agencies like ISRO, DST, MNRE, SERC, CPRI etc., which would be sponsoring the fellowship programmes in addition to sanctioning funds.

He also pointed out the various emerging thrust areas in science and technology and stressed the need for quality publications and proposals.

S. Shanmughavel, Registrar, Anna University, Chennai, in his special lecture, mentioned that there were huge research potential available in the areas of information technology, nano technology, bio-technology and space technology. He urged the students and the faculty to utilise the opportunities available. He mentioned about the research challenges available in the wireless networks. He explained the significance of fundamental literature survey, ATM networks and Geo-Satellite Communication. K. Baskar, Director-Centre of International Affairs, Anna University, Chennai, gave a special lecture on ‘Role of Photovoltaics’ in the upcoming era. He highlighted the need of photovoltaic conversion in the present scenario and available research opportunities in the field of solar cells. In his presidential address, College chairman N.V.Natarajan stressed the importance of research and also expressed his willingness to extend full support to the research work of the faculty members.

Head of Departments, Professors and faculty members of Paavai Institutions participated in the workshop.

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## **Good response to 'Trees Outside the Forests' project**

V.S. Palaniappan

Coimbatore: During 2009-2010 nearly one lakh teak seedlings have been planted in farmlands in Coimbatore District by the Forest Division and Social Forestry Division under the project, 'Tree Cultivation in Private Lands'. The project is also called the 'Trees Outside the Forests'.

The initiative implemented as part of a State-wide scheme was carried out by Conservator of Forests, Coimbatore Circle, R. Kannan and District Forest Officer, I. Anwardeen in an effort to increase the green cover of the district and to provide economic gains to farmers. Totally 262 farmers were benefitted in one year. Another 50,000 seedlings have been distributed free of cost to farmers by the Tamil Nadu Forest Department under the same scheme.

Mr. Anwardeen said that Mr.Kannan had provided all logistical assistance, guidance and impetus for the scheme and Tamil Nadu is the pioneer State to implement this large scale tree plantation initiative by the Forest Department.

During 2009-10 about 91 lakh casuarinas, teak and other seedlings were planted in the farmlands of Tamil Nadu by the department. The tree cover outside the forest area in Tamil Nadu is estimated to be 3.82 per cent of the geographical area as per Forest Survey of India 2009 report and the national average is 2.82 per cent.

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## **Merchants oppose Food Safety Act**

Staff Reporter

MADURAI: The Tamil Nadu Foodgrains Merchants Association has opposed the Food Safety and Standards Act, 2006 and urged the Centre to incorporate some changes into the Act.

Association president S.P. Jeyapragasam said that referral laboratories for performing food analysis at nominal costs should be established in all States. The Act should also permit a 12-month period to give effect to changes in labels, as and when announced, to enable traders to address logistics.

Penalties have been increased over 100 times in the new Act as compared to the earlier Prevention of Food Adulteration Act 1954, resulting in a maximum of Rs.

10 lakh.

The association wanted the ceilings for penalties to be fixed at Rs. 25,000.

He also called for restricting certain powers of the Food Safety Officer such as the right to take sample from an open container, seize account books and records.

The samples collected should be kept in glass or plastic air tight containers rather than kept packed in wrapper/polythene packets to prevent tampering. The association feared that if the Act was amended, the jobs of lakhs of workers in the food industries sector could be jeopardised.

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## **Saplings planted during ‘Mupperum Vizha’**

Special Correspondent

PUDUKOTTAI: A ‘Mupperum vizha’ – a training for environment coordinators, distribution of prizes to the students who won the competitions conducted by the National Green Corps and planting of tree saplings – was organised by the Chief Educational Office, Pudukottai in association with the Eco Club and National Green Corps at Ranees Government Girls Higher Secondary School here recently.

Hariharan, Chief Educational Officer presided over the function and distributed prizes to the winners of various competitions conducted under the National Green Corps programme and planted tree saplings at the Ranees Government Girls Higher Secondary School premises here.

Professor Thirunavukkarasu of CPR Environmental Education Centre, Chennai and Professor V. Sukumaran of Periyar Maniammai University, Thanjavur, spoke about the need to protect our environment and prevent global warming by planting more trees.

Meenakshisundaram, Pudukottai district secretary of Scouts and Guides, Bose, Headmaster of Ranees Government Girls Higher Secondary School, Pudukottai .

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## **Check-dams to raise water supply**

K.Lakshmi

*Groundwater will be recharged in areas near Araniar, Kosasthalaiyar*



CHENNAI: The proposed check-dams across the Araniar and Kosasthalaiyar rivers in Tiruvallur district will help in augmenting water supply to Chennai. They will also help in recharging groundwater in the areas near the rivers, according to officials in the Water Resources Department (WRD).

Of the Rs.550 crore allocated towards artificial recharge in rivers and streams across the State, nearly Rs.48 crore would be utilised by the WRD, Chennai region, towards providing check-dams in the rivers to prevent runoff of rainwater into sea. The locations for establishing facilities were selected using remote sensing technique.

Officials of the WRD said the project would facilitate increase in the water table in six well fields used for city water supply. Work on constructing a check-dam at Paleswaram near Periapalayam across the Araniar river, at a cost of Rs.7.40 crore, would be completed next month.

Provision of three check-dams across the river has been recently approved at a total cost of Rs.12.90 crore. The facilities would come up in Kalpattu, Sengathakulam and Panapakkam, all near Uthukkottai. A check-dam worth Rs. 3.66 crore would be raised at Vannipakkam near Cholvaram on the Kosasthalaiyar river.

Work on these facilities is expected to commence in April. The project would be taken up in a phased manner. A check-dam at a cost of Rs.7.50 crore would be provided at A.Reddypalayam near Minjur next year where seawater intrusion is intense, an official said.

Provision of check-dams would help in replenishment of groundwater, which has dropped below 10 m in various locations in Tiruvallur district. “We are monitoring water level and quality by taking samples from wells within a few km radius before and after the project,” an official said. In Paleswaram, the water table is below 15 m now.

Chennai Metrowater officials, however, said it would take a longer duration for the benefits of check-dams to be realised in most of the well fields as they are located

away from the Araniar river.

The average water level in the well fields is below 20 m. About 20 million litres a day are drawn from well fields at Tamaraipakkam, Poondi and Minjur for city supply.

The well field in Panchetti, where drawal was stopped several years ago, could be used again after the completion of the project. More check-dams must be provided in the Kosasthalaiyar river for better groundwater recharge in the well fields, they said. WRD officials said proposal would be chalked out to provide additional facilities in the Araniar-Kosasthalaiyar basin in the coming years.

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## **Growers happy as onion export to Lanka increases**

K Raju

— Photo: G. Karthikeyan



***Boom time: Onions that arrived at Dindigul market on Monday.***

DINDIGUL: Silence of guns in Sri Lanka had not only brought solace to Tamil people in the island nation, but also cheered thousands of onion growers in several villages in Dindigul and neighbouring districts.

With the import of small onion picking up in Sri Lanka, growers heave a sigh of relief as prices in the wholesale market in Dindigul, one of the major markets in the south Tamil Nadu, did not fall to the rock bottom.

Now, the prices of onion hover between Rs.8 and Rs.12 which was Rs.22 to Rs.26 last month. Huge arrivals of onion owing to the sharp increase in production in neighbouring districts, glut the market pushing onion prices to a record low.

Two months ago, Dindigul wholesale onion market received 1,000 to 1,500 bags a day, each weighing 80 kg. Now, the arrivals have crossed 4,000 bags a day.

Dindigul market receives onion from Dindigul, Thuraiyur and Perambalur.

Arrivals will be 400 tonnes during peak season and 250 tonnes during normal

period.

Sri Lanka is the major buyer of small onion from this market. The export of onion to Sri Lanka has started picking up this month. Now, the market sends five lorry loads of small onion every week for export.

If onion exporters failed to procure large quantity, the prices of onion would have slumped to Rs.5 a kg, said M. Marimuthu, a wholesale onion merchant. "In that situation, farmers will incur huge loss."

Onion has been predominantly grown in Nilakottai, Batlagundu, Gujiliamparai, Erioyde and Sengurichi in the district.

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## **Centre allots Rs.150 crore to promote solar power**

R. Sairam

MADURAI: The Central Government has allotted a sum of Rs. 150 crore to promote the use of solar power among industries.

Central financial assistance would be provided under a Union Ministry of New and Renewable Energy scheme with the sum being split in to two equal parts for the current and next financial year, according to Tamil Nadu Energy Development Agency (TEDA) Deputy General Manager of Madurai Region, S.E.S. Syed Ahamed. The Madurai Region of TEDA covers 16 districts of south and central Tamil Nadu.

Mr. Syed told *The Hindu* here on Sunday that under the 'Solar Photovoltaic stand-alone power plant' special scheme, Rs. 1.25 lakh per kilowatt would be provided as capital subsidy for industries installing SPV units of capacity between 1 to 10 KW.

A sum of Rs. 300 crore has been provided under the 11th five year plan to promote use of solar stand alone power and other SPV utilities among industries.

A sum of Rs. 1.50 lakh per 1 KW would be provided as capital subsidy for units installing SPV units of capacity between 10 to 100 megawatt.

### **Subsidy component**

Giving an example, he said that a 100 KW SPV plant will approximately require a capital of Rs. 2.5 crore, of which the industry can avail Rs. 1.5 crore in subsidy. The industry has to pitch in only 40 per cent of the project cost, which could also be recovered in three years.

"This is a very attractive scheme and would be of immense benefit to industries in

Tamil Nadu to mitigate effects of the power crisis and also reduce costs,” he said. The solar power plants can generate power for 300 days a year.

The lifetime of a SPV plant is 25 years at the minimum and it provides an assured supply of power. The solar power plant would take between six and nine months for installation, said Mr. Syed.

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## **Water level**

MADURAI: The level in the Periyar dam on Saturday stood at 113.50 feet (full level 136 feet) with an inflow of 22 cusecs and a discharge of 400 cusecs. The level in the Vaigai dam was 42.39 feet (71 feet) with no inflow and a discharge of 60 cusecs. The combined Periyar credit stood at 1,489 mcft.

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## **Training in village industries**

Staff Reporter

MADURAI: Skill training in village industries with government stipend would be offered at Gandhi Niketan Ashram, Dr. J.C. Kumarappa Institute of Rural Technology and Development, an institutional training centre of the Khadi and Village Industries Commission (KVIC) at T. Kallupatti from February 18.

Six-month training in footwear and leather goods manufacturing, five-month training in tailoring and embroidery, four-month training in servicing of electronics and electrical appliances, three-month training in welding and fabrication, fancy leather and rexin goods making, motor winding, cutting and tailoring, two-month training in exercise book manufacturing, toilet and laundry soap making, handmade paper conversion (notebooks, file, cover, carry bag, etc.), fruits and vegetable processing, one-month training in spices and masala making, electric wireman, detergent cake making, one week training in simple chemicals (cleaning powder making and detergent powder), fruit jam, squash and pickles making, and four-day training in bio manure and vermin-compost would be offered.

According to Principal R. Rajendran, men and women with a pass in Standard VIII/X and in the age between 18 and 35 years are eligible for admission. Free hostel accommodation would be provided to outstation candidates. Successful candidates would be awarded KVIC certificates.

Application forms along with brochures could be obtained from the training centre



by sending money order for Rs. 35 or Rs. 25 in person.

Applications with details of candidates along with photocopies of certificates, passport-size photograph and a self-addressed envelope affixed with a Rs.5 stamp should reach the following address before February 18:

The Principal, Dr. J.C. Kumarappa Institute of Rural Technology and Development, Gandhiniketan Ashram, T. Kallupatti, Madurai 625 702. Telephone: (04549) 272 365.

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### **“Prices of essential commodities high”**

Staff Reporter

NAGERCOIL: A warm welcome was given to the former Health Minister, N. Thalavai Sundaram who was appointed as the State organizing secretary of the AIADMK on Sunday. The AIADMK cadres celebrated this in different parts of the district.

#### **Statue garlanded**

The former Minister hoisted the party flag at St.Xavier Church junction at Kottar and garlanded the statue of the founder of AIADMK, M.G. Ramachandran at Vadaserry.

He said that during the DMK regime the price of essential commodities were high and the poor and middle class people were being put in to untold hardship.

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### **Three lakh tonnes of samba paddy procured**

Special Correspondent

*Minister hopeful of achieving target in paddy procurement*

— Photo: M. Srinath



**Overview: Food Minister E. V. Velu inspecting the open warehouse**

**(procurement paddy storage) at Pillaiyarpatti on Monday.**

THANJAVUR: Tamil Nadu Civil Supplies Corporation (TNCSC) has so far procured three lakh tonnes of samba paddy in Tamil Nadu, said Food Minister E. V. Velu here on Monday.

He inspected the cap storage at Pillaiyarpatti. Later he told presspersons, that daily procurement now is of the order of 7,000 tonnes per day. “With the samba harvest touching its peak by February end, arrivals per day will touch even 10,000 tonnes. So we hope to achieve the target of 16 lakh tonnes of samba paddy this year,” the Minister said.

Emphasis is also given to procurement in non-delta districts like Kancheepuram, Tiruvannamalai, Krishnagiri and Ramanathapuram also to help farmers in these districts. The cap storage at Pillaiyarpatti near Thanjavur can store 50,000 tonnes of paddy. At present there is a stock of 7,000 tonnes, the Minister said.

He said that private parties procure only one variety of paddy, Bapatla variety. All the other important varieties of paddy are procured by TNCSC only.

He said that there is no glut in Direct Purchase Centres. “When there is a holiday like Sunday, farmers may have to wait and hence paddy bags to be procured may be more on Monday. All the paddy bags are purchased and there is no glut,” the Minister said. Maximum amount of Rs. 4 lakh is provided for each DPC to procure paddy. So money is also not a problem, he clarified.

With respect to movement of paddy, adequate railway wagons and lorries are available.

He said that 1.87 lakh card holders are getting one kg rice for a rupee under Public Distribution System. When pointed out that open market price of rice is high, the Minister maintained that the price was less this month when compared to last month.

He also said that open market price depended upon the quantity of food products produced. When the production is high, prices will come down.

When the production is less prices will go up. He said that special PDS under which essential commodities like dhal are supplied will continue as long as DMK Government was in power.

K. Shanmugham, Secretary, Food and Civil Supplies, Government of Tamil Nadu, was present on the occasion.

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### **Mettur level**

TIRUCHI: The level in the Mettur dam stood at 76.70 feet on Monday against its full level of 120 feet. The inflow was 868 cusecs and the discharge, 2,000 cusecs.

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### **Applications invited for Central research project**

Staff Reporter

TIRUNELVELI: Postgraduates in biological sciences can apply for a research fellowship for a Central Government-funded research project.

The Department of Biotechnology, Government of India, has sanctioned the project for 'Development of bio-pesticide for rice leaf-folder management,' being headed by S. Senthilnathan, Assistant Professor, Sri Paramakalyani Centre for Environmental Sciences, Alwarkurichi, a satellite centre of Manonmaniam Sundaranar University.

Since this research project is in need of a senior / junior research fellow, candidates having any postgraduate degree in biological sciences and research experience can apply for this fellowship, which carries a stipend of Rs. 14,000 / Rs. 12,000.

Those interested can apply within 10 days to Dr. Senthilnathan, Principal Investigator, Sri Paramakalyani Centre for Environmental Sciences, Alwarkurichi – 627 412. E-mail: [senthil@msuniv.ac.in](mailto:senthil@msuniv.ac.in), Registrar, MSU, S. Manickam has said.

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### **Mangrove conservation programme organised**

Staff Reporter

*To create an awareness of wetland values*

Tuticorin: In a bid to raise an awareness of wetland values and conservation of environment, Dr. Sivanthi Aditanar College of Engineering, Tiruchendur, in association with People's Action for Development, a voluntary organisation, Vembar, organised mangrove conservation programme.

It was conducted to coincide with the World Wetland Day on February 2 near Punnakayal in the Tamirabarani estuary.

“Mangrove is one of the important aspects of forest in the wetland ecosystem, which acts as a breeding ground, nursery ground and hiding ground for many marine organisms such as small fin fishes, shell fish and birds. Only after the tsunami, the importance of mangroves was realised and afterwards many government sectors and non-governmental organisations had involved in conservation of it,” R. Balasubramanian, Marine Biologist, PAD, said.

Four thousand saplings of “Rhizophora” species along the banks of the mudflat were planted.

Totally, 50 students and three staff members from the college along with six staff members from PAD participated in this conservation programme.

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## **GDP growth pegged at 7.2 %**

Sujay Mehdudia

*‘The economy is back on seven per cent plus growth rate’*

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Manufacturing sector drives growth  
9 per cent rise in per capita income

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NEW DELHI: The Government on Monday pegged economic growth at 7.2 per cent in 2009-10, which was short of the optimistic projections of the Reserve Bank of India (RBI), Prime Minister Manmohan Singh and the Finance Ministry, although it was higher than 6.7 per cent recorded a year ago.

Interestingly, according to advance Gross Domestic Product (GDP) estimates released by the Central Statistical Organisation, farm output is estimated to contract by 0.2 per cent and services to record a moderate growth. Manufacturing is estimated to grow by a robust 8.9 per cent this fiscal.

Bolstered by the stunning 7.9 per cent growth in the second quarter of this fiscal, the Finance Ministry in its mid-term review had projected the economy to grow by 7.75 per cent this fiscal and the RBI had projected the growth at 7.5 per cent. “The stimulus seems to have succeeded and we should begin to phase it now,” Planning Commission Deputy Chairman Montek Singh Ahluwalia told reporters here. But the Finance Secretary Ashok Chawla evaded a direct reply on the issue stating everybody should wait for the budget.

According to the CSO, farm and allied activities are expected to shrink by 0.2 per cent this fiscal against 1.6 per cent growth a year ago. The estimated growth this fiscal is estimated to be driven by robust expansion of the manufacturing sector against 3.2 per cent in 2008-09.

The sector had got various stimulus doses from the government in the wake of global financial crisis.

According to the advance estimates, mining and quarrying is likely to grow by 8.7 per cent against 1.6 per cent a year ago, while electricity, gas and water supply by

8.2 per cent (3.9 per cent). Trade, hotel, transport and communication are estimated to rise by 8.3 per cent (7.6 per cent) and construction by 6.5 per cent (5.9 per cent). However, other services like financing, insurance, real estate and business services are likely to witness fall in expansion and grow by 9.9 per cent this fiscal against 10.1 per cent last fiscal and community social and personal services by 8.2 per cent (13.9 per cent).

The government will get statistical advantage of revising the fiscal deficit down at 6.5 per cent of GDP than budget estimates of 6.8 per cent as the size of the economy is pegged higher at Rs.61,64,178 crore this fiscal. The CSO has full actual data for the first half, partial data for the third quarter, and no actual data for the fourth quarter, while putting out advance estimates. That is why the final numbers under go some revision from the advance estimates.

Mr. Ahluwalia said it was his consistent view that the economy was back on seven per cent plus growth rate. He expected the economy to clock better growth rate of 8 per cent next fiscal. As per advance estimates, the per capita income is estimated at Rs.43,749 in 2009-10 compared to Rs.40,141 in 2008-09, a rise of nine per cent.

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## **Farm output likely to decline**

Special Correspondent

NEW DELHI: The output from agriculture sector is likely to decline by 0.2 per cent in the current fiscal due to fall in kharif production on account of drought and floods in several parts of the country against 1.6 per cent growth in the previous year, the Central Statistical Organisation (CSO) said.. Late last month, the Reserve Bank of India (RBI) in its third quarter review of the monetary policy had projected that the agricultural GDP growth in 2009-10 is expected to be near zero.

Production of foodgrains and oilseeds is expected to decline by 8 per cent and 5 per cent in the 2009-10 crop year compared with the previous year. The sugarcane output is likely to dip by 11.8 per cent, something that could add up to pressure on the sugar prices. Among the horticultural crops, production of fruits and vegetables is expected to increase by 2.5 per cent and 4.8 per cent, respectively, in 2009-10, the CSO said. Rice production is estimated to be 71.65 million tonnes in the 2009-10 kharif season as compared to the actual production of 84.58 million tonnes in the previous season. Production of coarse cereals is also likely to fall to 22.76 million tonnes from the actual production of 28.34 million tonnes in the 2008-09 kharif season.

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**'Small, medium cotton mills to get priority'**

COIMBATORE: The small and medium spinning mills will have priority to purchase cotton directly at the newly opened cotton sales depot here at reduced prices, said Union Minister for Textiles, Dayanidhi Maran, here on Monday. He was inaugurating the two cotton sales depots — at Coimbatore and Rajapalayam at a function organised by South Indian Textiles Research Association. The minister said that the Cotton Corporation of India (CCI) had set up these two sales depots for the first time in the State under the Depots Sales Scheme to supply cotton at low rates to mills, particularly small and medium ones. He said that the mill owners had requested the textile ministry and CCI to give permission to transport bales from Gujarat and Maharashtra through ships in bulk to reduce the transport cost. But the ministry, which analysed the problem, had come forward to open the sales depots to enable the mills to purchase cotton at reduced prices, he said. This measure would enable the mills to reduce the yarn cost by Rs 2 per kg, he added.

Maran said that the depots would sell minimum quantity of 50 bales of cotton. He stated that the CCI had chosen Tamil Nadu, Punjab and Himachal Pradesh under the depot sale scheme. He said, the government had exempted four per cent VAT making it viable to open the depots.

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**THE TIMES OF INDIA****Centre identifies 20 institutions as national resource centres**

TNN, 8 February 2010, 09:51pm IST

NEW DELHI: The Centre has identified 20 institutions, including IIT Kanpur, as national resource centres to provide technical guidance and capacity building support to states for effective implementation of its rural drinking water supply and sanitation programmes.

These institutions will provide support to the states in capacity building of "key" resource persons and programme managers at different levels besides providing them technical guidance in establishing and proper functioning of the Communication and Capacity Development Unit (CCDUs), a Rural Development Ministry official said.

These institutions which also include the National Institute of Rural Development (NIRD), Hyderabad, will help states in expanding technical guidance for implementation of reform initiatives in different districts.

Ministry has asked all of these institutions to submit "detailed action plan" for the year 2010-11 by March 15.

The basic objective is to provide support to the states to develop their "information, education and communication" strategy, which assumes "utmost" significance so far as the success of the ministry's programmes are concerned, an official said.

"The success of the programmes is critically dependent on the participation of the people,

particularly the target groups, in the implementation process. To enable people to participate in the development process, it is necessary that people have adequate knowledge about the nature and content of the programmes," he said.

Institutions, identified for the purpose, will also organise orientation workshops, meetings, trainings for main stakeholders at the state level, an official said.

#### **Need for precise information on climate change: Shyam Saran**

PTI, 8 February 2010, 08:21pm IST

NEW DELHI: Against the backdrop of an IPCC report making a wrong conclusion about Himalayan glaciers melting, Prime Minister's Special Envoy on Climate Change Shyam Saran harped on more research to generate precise information on the matter.

"It is clear that climate is changing. Now we need precise information on the subject," he said.

Saran's views assume significance in the wake of a report of the intergovernmental panel on climate change (IPCC) wrongly concluding that the glaciers in the Himalayas will disappear by 2035 due to global warming. IPCC chief R K Pachauri has admitted that the mistake cropped up due to a "human error".

Saran, however, defended Pachauri and said he should not step down from his post.

"Pachauri has played an important role in raising awareness not only in India but also internationally. He is highly respected internationally. Just because one mistake has occurred in a particular report, he should not step down," Saran told reporters on the sidelines of a conference on 'Climate Change' organised by the Ministry of Earth Sciences.

He said the IPCC report should not be termed as wrong just because of one mistake in it.

To a question whether Bt Brinjal farming should be allowed in India, Saran said, "I do not have any view about Bt Brinjal because I do not deal with this issue."

The conference stressed on production of more literature in Hindi to create awareness on the subject.

#### **Karnataka working on air quality atlas to locate pollution hotspots**

PTI, 8 February 2010, 08:25pm IST

BANGALORE: Karnataka is working on preparing an air quality atlas for the state to generate information on pollution status and locate pollution hotspots, a senior government official said.

The initiative is being driven jointly by Karnataka's Ecology and Environment Department and Karnataka State Pollution Control Board.

The department Secretary Kanwerpal said the idea was to identify pollution hotspots in the state so that various departments, under State Implementation Plan, could "act upon" and initiate "interventions" to reduce pollution levels.

"We are working with KSPCB", he said at an All-India workshop on "Urban Air Pollution Forecasting,

Monitoring and Implementation", here.

An index would be created based on 12 pollutants and "people should know the quality of the air", Kanwerpal said.

He said the Union Government has declared 88 industrial sites in the country, including five in Karnataka -- Mangalore, Bhadrawati, Peenya (Bangalore), Raichur and Bidar -- as being polluted above accepted levels in terms of air, water and land degradation.

Of the five, Mangalore and Bhadrawati industrial hubs had been termed as "critically polluted".

"No more industrialisation of any kind" -- no environmental clearance -- as a moratorium has been declared for eight months in the five hubs, Kanwerpal said, adding, the state had initiated an action plan to reduce pollution levels.

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### **Floating device helps increase fish catch**

By DC Correspondent

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Feb. 7: Fishermen and scientists have come together to develop a modern device "Oceanic Fish Aggregating Device (FAD)" which help the former to increase their catch by manifold and bring down the operational costs. The FADs, designed and fabricated by the scientists of Chennai-based National Institute of Ocean Technology (Niot) has been deployed around Lakshadweep group of Islands and has been found to be boosting their catch.

By tradition, fishermen are aware of the fact that any floating objects in sea attract a wide variety of marine organisms. "Niot has made use of this traditional knowledge to develop oceanic FADs", Dr M.A. Atmanand, director, Niot, told Deccan Chronicle. The FAD, consisting of a buoy with a beacon lamp and mooring system, attracts fish and other marine organisms to form a colony around the FADs, said Dr R. Kirubakaran, head of the group for Ocean Science and Technology for Islands. Further, he explained that it saves time and fuel in locating fish shoals.

The FAD deployed around Lakshadweep group of Islands helps the fisher folk to increase their catch by manifold. The FAD resembles a data buoy sans its antenna and other sensors and moored at a depth of 1,000 - 2,000 m. FAD buoys are deployed based on scientific studies carried out by various marine institutions on fish population and migration. The deployment location is selected based on the distance from the shore, depth and fish migratory route, said Dr Kirubakaran.

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