

Letters to the Editor

**Machinery Manufacturers Corporation**

**P**ERMIT us to draw your attention to the following factual errors appearing in the editorial comments published in your weekly dated March 7, 1953 under the caption "Aid for Machinery Manufacturers Corporation":—

- (1) Our Company did not incur a cash loss of Rs 19 lakhs since the beginning of 1952 as reported in your paper. The nett loss of about Rs 19 lakhs incurred during the two years 1950-51 and 1951-52, included provision for depreciation and taxation.
- (2) Our factory has not stopped production at any time. When we approached the Government for financial assistance, we stated that lack of orders coupled with financial distress may soon compel the Company to close down.
- (3) There was no uncalled capital. The issued capital of Rs 60 lakhs had been fully subscribed and called up and it was not possible to raise any further capital from public subscription as the investment market had dried up.
- (4) There could be no production during 1950-51 as the factory was not ready for production until April 1951.

**J S Karkal**  
101 Machinery Manufacturers Corp. Ltd.

Gateway Building,  
Apollo Bunder, Bombay.  
Bombay 8 1953-

**The Five-Year Plan**

It is recognised that the enthusiasm of the people should be whipped up for the successful implementation of The Plan. The publicity as given is directed to the few regularly read reports appearing in the news papers, magazines, pamphlets, etc. For wider appreciation of the efforts put in the preparation of this well balanced and modest Plan, and with a view to obtain spontaneous co-operation from a majority of the people, I would suggest doing something on the following lines:

1. Persuade all the newspapers and magazines to run free of cost in national interest a series (frequency-alternate days or daily) of advertise incuts on all aspects of the Plan. For example, advertisement No 1 will say what the Plan is all about; No 2 on the major improvements planned (this again will be general); No 3 on the cost of the Plan; No 4 how the money is to be raised; No 5 how the people can co-operate by subscribing to their fullest ability to the various small savings schemes (the present advertisements on the National Savings Certificates, 3½ per cent tax free bonds, etc, in my opinion harp on the investment aspect without focussing attention on what India expects every man to do) instead of going in for jewellery or wasting money in ceremonial affairs, etc.

A well planned campaign on these lines will, I am sure, produce results.

2. Prepare a documentary on the Plan and have it screened throughout the country.

Prepare and furnish study kits for schools and colleges and thereby fire the imagination of the younger generation who will, in their own inimitable way, attract the attention of their otherwise negligent elders forcefully to the Plan and to what they should do.

4. Prepare exhibits and have a travelling exhibition.

T R Chelappa

Bombay,  
April 8, 1953

**Working Party Report  
Out of Date**

**I**N your Weekly Note on the report of the Working Party on the cotton textiles industry, you argue that the Working Party should have gone much further than it did and end up with the suggestion for setting up Statutory Corporation to supervise and control the; working of the cotton mills.

Did it ever occur to you that the Working Party was set up when Dr Shyamprasad Mookherjee was the Minister of Industries and that its recommendations might be out of date? It was obsessed with the question of control of production which

was indeed the main problem then worrying the Government. The data on which the report was based could not have been later than those for 1951, after which the situation has completely changed.

Production control is no longer the most pressing problem for the industry or the country; it has ceased to be a problem at all in support of which contention one may point to the gradual relaxation of control orders. On the contrary such of the control orders as still remain are only a vexatious reminder of the day that has gone by. They are an anachronism and their survival can only be explained by the inertia which plagues the Government, and no doubt, other offices!

Why flog, a dead horse?

Millowner

Bombay,  
April 7, 1953.

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