

Rs. 1000*

For Rs. 1000 you can have your online advert On MYLAPORE TIMES website

Contact Mylapore Times
24982244 / 9445764499

* For 2 Weeks

MYLAPORE TIMES

YOUR NEIGHBOURHOOD NEWSPAPER

July 17 - 23, 2021

4 pages Free Circulation

OFFICE : 2498 2244, 2467 1122

EDITORIAL : 2466 0269

WEBSITE : www.mylaporetimes.com

BOOK YOUR CLASSIFIEDS ONLINE

All Classifieds are charged flat rate of Rs.250 (plus GST) for maximum 20 words. Will run for 2 weeks only. Pay via bank transfer only.

For details call 24982244 / WhatsApp 94457 64499 – 10 am to 6 pm.

Veteran advertising professional shares his life experiences in a book

V. Kalidas was vice-president at *The Hindu*

Endless meetings, breathless business tours and late working hours – this was life for V. Kalidas when he was vice-president of the advertising business of The Hindu group of publications.

Today, in his retired life being spent in a quiet apartment in R. A. Puram 7th Main Road, Kali as close friends call him, reads the Vedas, Upanishads and the works of Adi Shankara, lightens the day by playing Western pop classics on his Yamaha organ and savours a glass of whiskey on an occasional weekend. And he also cooks.

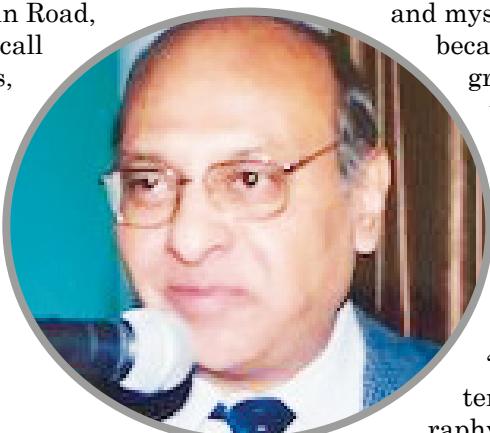
Kalidas also made time to write a book after close friends prodded him.

The 10 weeks of labour has produced 'Through the Kaleidoscope', which in 175 pages retells the high points of this advertising professionals career, carries anecdotal experiences at The Hindu and jots down the trail into the offices of celebrated advertising agencies, learnings at conferences and the exchanges at lunches with the people who managed India's top-line businesses.

Plus, snappy jottings on his personal holidays, his music preferences and his home city.

"I owe it to senior advertising professional R. V. Rajan who got me going on this book," says Kalidas.

Kalidas joined The Hindu in its junior ranks at its office in Calcutta in 1967, the era when this eastern India city was the hub of business and of advertising. He was transferred to Bombay and as he came to grips with a different kind of city, he also found himself in the midst of the new and rapid changes in the advertising world whose epicentre had shifted to Maximum City.



"I went by a simple principle," he says. "Maintain close relationships with advertising agencies as well as senior honchos of businesses."

His stupendous work was recognised and The Hindu chose him to head its advertising business in Chennai – in 2001. "The work of my teams and myself got accelerated because advertising was growing rapidly as were businesses and the competition," he says.

He credits The Hindu's late editor G. Kasturi for "expertise and sane advice".

"Kasturi was a master of printing, photography, pre-press, digital and business," says Kalidas.

"He would tell us – go by volumes and not by revenues. And he would even suggest and explain the fundas behind the layout and design of a particular issue of the newspaper."

Kalidas has also enjoyed writing since his youth days and when he found time, wrote travelogues, features and light stuff for the Sunday section and for the magazines of The Hindu.

12 years at the top, a roller-coaster phase of professional life, a couple of years as a consultant and then, the goodbye.

How does he look at The Hindu today?

Kalidas prefers to hold back his comments. He obviously does not want people he has known closely to be hurt or annoyed.

But he keeps a close watch on India's print advertising world and often shares notes on his social media page where he is active. "So much of advertising and marketing is digital now," he says.

Kalidas' book is on sale online. Compuprint has designed and printed it.

Contact – vkalidas@gmail.com



Sankara Nethralaya launches its eye-care services at its new centre in R. A. Puram

By Our Staff Reporter

Sankara Nethralaya, the world renowned eye-care hospital formally started its services at its new centre in R. A. Puram.

This centre, located at the south end of Kamaraj Salai, opposite the More store was in its previous avatar, Nava Suja Sankara Nethralaya and was located on Venkatakrishna Road, Mandaveli. That property is now being developed by a builder.

The new place will have an out-patient facility as well as a facility for those who need to have their eyes examined. It also has a theatre for cataract operations. Beyond this, patients will be referred to its main hospital on College Road, Nungambakkam.

It is open from 7.30 am to 4 p.m., Monday to Saturday and has already taken appointments since the top of this week when a religious event was held here to mark the launch of services.

The contact number is 4908 3500.

Jude Mangalraj chosen to head church social service body with units across India

By Our Staff Reporter

Jude Mangalraj's family has a long association with the business of automobile repairs and service in Abirampuram. In 1968, his father launched this business locally.

Today, Jude is the boss and serves clients who make a long list. Jude is also an active member of the local

Catholic Church : the one on St. Mary's Road.

He channels his social service as a member of St. Vincent de Paul society, a worldwide body with units in many churches.

Recently, Jude Mangalraj was chosen to head the Society in India. "Though is an administrative position I want to motivate existing units and get more launched," he says even as he oversees the shifting of his workshop called Mangalam Motors.

Active parishioners in Mylapore zone's Catholic churches know him well: because he is deeply involved in supporting projects for the less-privileged people and addresses issues that bother parishes.

Currently, he and colleagues are hoping to locate and buy land to create a new cemetery for Christians – the space in the graveyard on St Marys Road (which is under the Chennai Corporation) now has hardly any space to bury the dead.

- Photo here is of Mangalraj with archbishop Rev. George Antonysamy of Madras-Mylapore diocese.



YOUR CONTACTS

MYLAPORE TIMES

● PHONE 24982244

● WHATSAPP 9445764499

As Chennai Metro prelim work goes on, Kutchery Road property-owners are a restless lot

By Our Staff Reporter

At least twenty-five people who either own property or manage a business on Kutchery Road are a hugely worried lot now. They are not sure how severely their properties are going to be affected when work begins on Chennai Metro on this section of the proposed rail line.

All their properties have been marked out. The yellow paint signs on the walls are indicators - these were executed some two years ago.

The Kutchery Road people

have resigned to the eventuality. But some big questions haunt them today.

"We were told the compensation is to be twice the market value but on what basis that value is to be decided has not been communicated," said one member of a family who owns a large property at the Arundale Road junction.

If Chennai Metro goes by the government stated value for this part of Mylapore - which is Rs.6000 per square feet of land - then all these property owners will stare at a black hole. That is because the local real estate

market price now hovers around Rs.25,000 per sq. ft.

"We will all be paupers if Chennai Metro pays us such meagre compensation. We are really unhappy with the lack of transparency on its part," one person said, wanting anonymity.

The affected parties on Kutchery Road have been sharing information online (though not all owners are connected) and often call up Chennai Metro officials to get updated.

"All we get is informal information. Nothing is official," said another resident of this road.

Meanwhile, now and then staff contracted by Chennai Metro are at work here - mostly recording data at the street-level and assessing the structures off the road.

Word has got around that all lands owned by the government off this road and beyond will be acquired and built structures demolished. Though not confirmed by Chennai Metro, it is said the Police Quarters opposite the Jumma Masjid

here could face the demolition squads, as will buildings at Luz Circle.

Though Chennai Metro has made it known that it will do its best to avoid acquiring private land for the project which links Light House to Poonamallee (east-west), everybody on Kutchery Road expects a huge and long-drawn dislocation once the civil work begins. And since this road is narrow, the work is bound to affect even residents.

Chennai Metro had recently put out adverts in daily newspapers listing properties for acquisition for its Phase 2 projects. Listed here were some properties in Mylapore, Luz and Alwarpet-R A Puram. It is said that these notices were in addition to a big list that came out in late 2018.

Legal notices were sent to all the affected. A meeting has been called for later this month by Chennai Metro following the recent notice for land acquisition where affected parties can make their cases known.

"We want Chennai Metro to be more transparent and appoint an officer to whom we can talk to all the time," says a Kutchery Road property owner. "The contacts that we are given often do not respond at all. You can imagine the restlessness and anxiety that we are all going through."



1992 batch alumni of San Thome School raise funds to support poor students

By Our Staff Reporter

The alumni group of the 1992 batch of San Thome Higher Secondary School has made a large

contribution now to fund the studies of a group of economically-poor students of this school.

Recently, a few alumni members handed over a

cheque for Rs.1,80,500 to Brother Susai Alangaram, HM-Correspondent of the school which is managed by the Montfort Brothers of St. Gabriel.

And since there are a few more applicants from this school and from the Montfort Academy, a Matric school run on the same campus in San Thome, the 1992 batch hopes to raise more funds for this purpose.

"Due to the pandemic lockdown and regulations we could not personally scan the applications and meet the boys who needed the funds so we funded the boys whom we supported last year," said alumni Karthikeyan who resides in Mylapore.

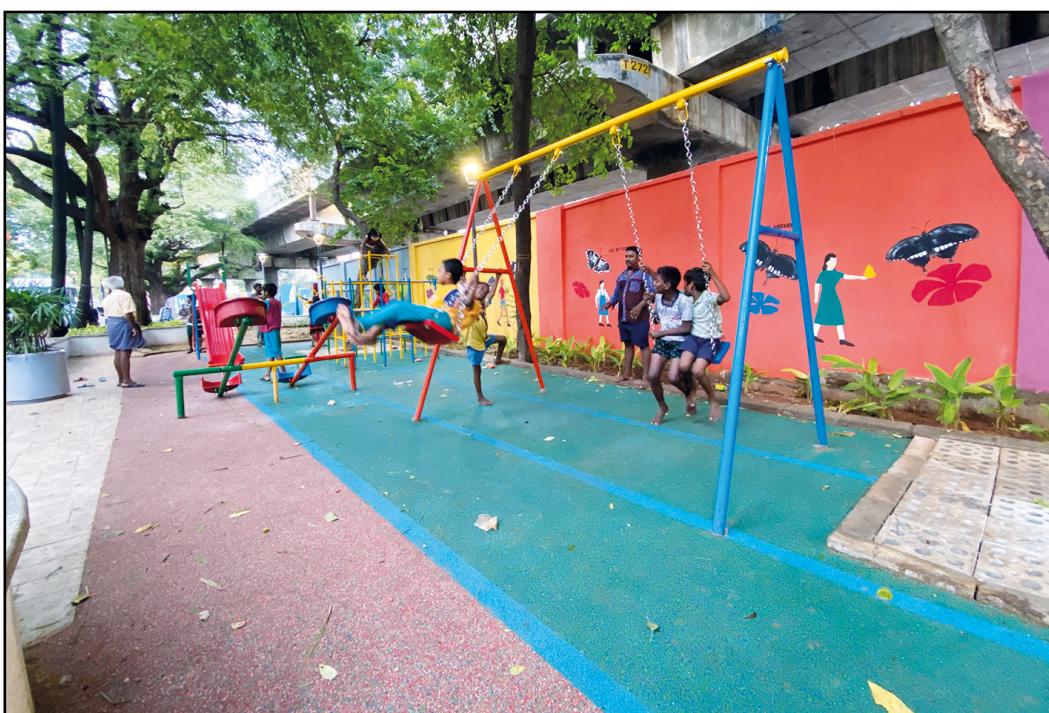
The 1992 batch now has some 150-plus members, some 25 living abroad and has been actively linked up on its WhatsApp group.

It meets twice a year locally, in January and in September when the 'old boys' settled in the USA



MYLAPORE TIMES

- 77, C. P. Ramaswamy Road, Alwarpet, Chennai 600018.
- Ph: 24982244.
- WhatsApp - 9445764499
- E-mail - Admin & Advertising - mylaporetimes@gmail.com
- Editorial - mytimesedit@gmail.com



'Smart' street along the Canal is now being 'greened'

Kalvi Varu Street, which runs along the Buckingham Canal, off the Mundagakanni Amman Temple MRTS station has been given a 'smart' look though over a prolonged period of time.



Now, designated spaces off the pavements on both sides of this street which links up with Kutchery Road are being greened.

Last week, workers planted saplings and the patchy rain did them a world of good too.

If the original plan is followed closely, then one side of the street from the Kutchery Road end will be thickly 'green' and also sport a few garden benches. The

pathway on this side allows pedestrians to take an undisturbed walk from one end to the other, away from the vehicular traffic.

Meanwhile, local area children are using the play area here well all through the day. But rainwater stagnates in the space where the open-air mini-gym has been set up.

There was an effort made by the former Mylapore MLA and the architect who first mooted this street space design, Kavitha Selvaraj to galvanise the residents to form a stake-holders group to take charge of the 'smart' street.

In contrast, there were a string of criticisms - pointing to 'constricted' street space for vehicular movement, viability of open-air gym and children's play area and action against encroaching food stalls and taxis / vans who use this place as their parking lots.

But the key activists of a community group in R. K. Nagar in R. A. Puram which has made its streets green, quiet and colourful say that the same is possible in Kalvi Varu Street zone - but only if the residents take charge and actively manage this public space.

Former MLA R. Nataraj opens office in R. A. Puram

R. Nataraj, former MLA of the Mylapore constituency and a member of the AIADMK party has recently opened his office in an apartment in R. A. Puram, near Sangeetha restaurant.

Nataraj says he chose to do this for a few reasons - many heads of local area associations were keen to continue contact with him locally, there were people keen to seek his advice on addressing issues like law and order, employment and skills training and party cadres wanted easy access.

Nataraj, who has been writing books, essays and opinion pieces in newspapers, also runs a small publishing house and he was keen to find a place to accommodate this activity too.

The former MLA, who lost to DMK's Dha. Velu in the Assembly poll held in April says he spends a few hours daily at this office and when he is not around, a staff is available here.

Address - Swathi Apartments, No.59, 3rd Main Road, R. A. Puram, Chennai 600028.
Contacts - 9840484411 / natarajips@gmail.com



A quiet utsavam at Sri Appar Swamy Temple

By S. Prabhu

It was on Aani Barani in 1851 that Appar Swamy, a Siddha who lived in the 19th century in Mylapore attained mukthi. His disciple Chidambaram Swamy built the Appar Swamy Temple dedicating it to his guru.



Photo S. Prabhu

For the second year in succession, this annual utsavam was celebrated almost unnoticed inside the temple. Even though some of the lockdown restrictions relating to temples were lifted last week, the Appar Swamy Temple has chosen to play it safe.

The 170th edition of the festival took place last week within the temple complex starting with an abhishekam for Appar Swamy.

S. Kannan Shivachariarar, the chief priest here said that every year on this day, Appar Swamy goes out on a long procession around the Veera Perumal Street and the Appar Swamy Street "Even though processions are now allowed inside the temple, we are taking precautions in the interest of the devotees and trying to avoid large gatherings inside the temple."

Only the regular visitors knew the conduct of the utsavam inside the temple and were present.

Following the abhishekam, the event of Appar Swamy merging with the lord and attaining mukthi was enacted. There was no procession of Appar Swamy even within the temple complex

The temple has not yet decided as to when to commence the processions inside the temple complex.

Kauvery Hospital now offers Sputnik vaccine

Kauvery Hospital in Alwarpet is now offering the Sputnik vaccine from Friday, July 9.

A media note shared by the hospital said that this vaccine is now on offer locally after it was introduced in India after Covishield and Covaxin. The time interval between the two doses of Sputnik V is three weeks.

A hospital staff manning the vaccination counter said that Sputnik will be administered here only between 2 and 4.30 p.m. It costs Rs.1145 for a dose. Since it is a newly-introduced vaccine it can be taken only by people who have not yet had their first jab.

Meanwhile, Kauvery continues to also offer the Covaxin jab; this is offered in the mornings and costs Rs.1410 for a jab.

Appointments must be made to get the jab. Contact : 044 4000 6000. Kauvery Hospital is on TTK Road, Alwarpet.



Small improvement in water level in this Mylapore temple tank

Recent rains, though patchy and in short spells, have helped channel rainwater into the tank of Sri Madhava Perumal Temple in Mylapore.

Last Friday, we noticed that the water level covered at least three lower-level steps here.

Last year, under the guidance of the then Mylapore MLA, R. Nataraj and the HR&CE Department's local

officials, the bed of the tank was de-silted and cleared and a new bed was relaid.

Also, rainwater-carrying pipes, filtering the falling water lead it to the tank to help improve the capacity. The tank's environment is well maintained.

-Photo: Madhan Kumar

Cathedral forms new group of altar servers, more girls join

Doomingkuppam resident Xavier Augustine is happy to tell you how glad he is to now have his daughter, a Class III student, to be part of the group of altar servers at St Thomas Cathedral in San Thome.

"I served as an altar boy at Holy Mass at the cathedral when I was a kid and now that girls are also allowed to serve, I got my daughter in," says this active church member.

Recently, 25 altar servers formally got together at the cathedral campus after the volunteer boys and girls went through some sessions of basic training – many of them were fresh to the calling.

Assistant parish priest Fr. Vincent is in charge of the altar-servers who assist at all religious services held in a church.

There are 7 girls in this group of 30.

Photo Xavier Augustine



Vidya Mandir's Ananya makes her mark in competitive chess

By Our Staff Reporter

Ananya R., a class VII student of Vidya Mandir in Mylapore is making a mark in competitive chess.

In the recently-held Tamil Nadu state chess tournament (online), she secured the 3rd place in the under-12 girls category. She was placed 17th (amongst 336 players) in the subsequent National-level online chess tournament in the same category.

Ananya has been training with Chess Gurukul in T. Nagar in the city. This academy which is very popular in the chess circuit has honed the skills of a multitude of talented youngsters and has mentored many Grand Masters.

She says she loves the coaching here and the insights from her coach, Jagadha.

Ananya learnt to play chess when she was five years old and has set her sights on just one goal - to be an international chess player.

Apart from chess, she is also an avid reader and loves baking.

