



## “EXCELLENCE” INVADES RED-TAPE SPHERE

### A collector's Novel Scheme of on-the-spot Disposal

“The road to hell” it is often said “is paved with good intentions”. If the fruits of the progressive policies in a democratic set-up are not reaped by the individual citizen, who is the basis of the Panchayat Raj, freedom and democracy lose all their meaning.

Quite often, circuitous bureaucratic red-tapism comes in the way of effective implementation of many a well-meant programme. This age old red-tape tradition **has not baffled at least one man** who has stood up and has successfully solved many a vexing problem. He is **Mr. P. M. Belliappa, I.A.S., Collector of North Arcot, TAMILNADU!**

This thirty-two year old Government Executive believes in attacking the root cause of any problem to solve it—his approach is more preventive than curative.

*( Please turn to page 7 )*

# WHY DON'T WE?

*In a competitive consumer products market with a plethora of merchandise on display to catch the buyer's attention the consumer is faced with the difficult problem of choosing the best—commensurate with price. High price is not always an indication of the superior quality nor the name of the manufacturer a sure guarantee. But how then can the consumer be sure of buying the best and safest? We reproduce below, an article "No body can buy this seal", with the kind permission of "Good House-keeping" of New York. Why not some organisation take up a similar service in India?*

## **What Does the Good House-keeping Guaranty Seal Mean?**

The Good House-keeping Seal means so much more than could be demonstrated by cold facts and figures that it has become almost a living thing to us. The Seal is an outgrowth of the editorial philosophy we set up some 80 years ago. At that time we promised our readers that our magazine would be devoted to the interests of better home-making, and for 80 years we've been fulfilling

that promise. The Good Housekeeping Consumers' Guaranty is part of the fulfillment of that promise. The Good Housekeeping Seal is the symbol of the Consumers Guaranty—your most valuable and dependable buying guide.

The seal means that the product that has it is a good product, and that the claims the manufacturer makes for it in GOOD HOUSE-KEEPING are true claims. Our staff of experts has determined these two all-important facts through the following procedure. When a product is offered to us for advertising, before we accept it, we first satisfy ourselves that its performance meets our requirement and then verify every claim made for it. If a product that has earned this Seal fails to perform as claimed in GOOD HOUSE-KEEPING we guarantee that it will be replaced or the money paid for it refunded.

## **Can Anyone who wants to, advertise in GOOD HOUSE-KEEPING and Get the Seal?**

No. Not unless his product or service measures up to Good House-keeping's requirements unless the claims he makes for it can be substantiated. There are also certain products that we will not accept because they are outside the scope of our testing facilities, or are in other categories that we decline

as a matter of policy. How does Good Housekeeping Investigate Products?

We maintain far and away the most extensive laboratories in the entire publishing world. We have magnificently equipped, expert-staffed Engineering, Appliance, and Textile Laboratories. We have a Chemical Bureau, a Laundry Center, a Beauty Clinic, a Children's Center, a Sewing Room, and 11 kitchens. In these busy workshops, experts give every product whatever investigation they find necessary to satisfy themselves, first, that it is a good product, and, second, that it will perform as the manufacturer says it will. These investigations also give our staff the first hand information that is passed along to readers in our editorial pages. But our investigations go beyond the purely technical work done by most commercial laboratories.

## **Test in Kitchen**

We are not satisfied to know how an appliance, for example, behaves in the laboratory. We want to know how it behaves in a kitchen. So we put it into daily use—have average homemakers use it and report to us on its "usability". This same "double-action" procedure applies to foods, cosmetics, shoes, textiles furniture, detergents, and all of the other vast array of products that appear in our advertising columns. Only when any product has been proved effective in action is it marked, "Guaranteed by Good Housekeeping".

## I Dare, I Can, I Will

Of all the infirmities we have, Montaigne said, the most savage is to despise our being.

Now, life is harsh and it has always been so, whether in India or in Britain or even in the United States. We in India, who see the harshness against the blinding glare of modern technology, wonder whether we ever can mitigate that harshness and soften the contours of ugliness. Can we ever? The answer is: **of course we can**. The re-affirmation of life, of faith, is and has always been, the key to growth and progress. He who says he cannot, will not. He who insists he can, in all probability, will.

Pessimism is fashionable in India today because men are still not liberated from their ancient philosophy. And yet, we have only to look round ourselves to see **the glory that was India**. The splendid temples and mosques, the great works that dot the land, could not have been built by people who conceded they cannot.

It is not that there aren't men among us who can achieve their dreams. The inspiring case of Dr. Gobindram Khurana, one of the three Nobel Prize winners in medicine is an immediate example of what **a total dedication to one's work** can do. Dr. Khurana may be technically an American; this is not in argument. What is sought to be proved is that for those of us who have set our goals high, the sky alone is the limit.

Whether it is in the field of agriculture or industry, science, technology or literature, those who affirm the vitality of Life bring to it **the abundance of their courage**. And in the final analysis, it is they who raise themselves and their fellow-countrymen in the estimate of the world.

The challenges in India are great and call for the best in each of us. It is in the acceptance of those challenges that we free ourselves from the crushing embrace of despair. As India celebrates her New Year, she may well harken to the underlying truth of Dr. Khurana's success which is: **I DARE**.

# NEWS AND NOTES

## UNIQUE LIBRARY FOR CHILDREN

"How can we improve the reading habits of the students?"

"By catching them young."

"Do you mean we can have a library for children? But we have no funds".

"Funds are not required for a children's library."

This conversation occurred between the Vice-Chancellor of the University of Rajasthan and Mr. N. N. Gidwani, Director of Libraries, University of Rajasthan, a few years back.

Today the library is a reality. Over 3,000 children avail of this library. This library is attached to the University Library. Many wonder how a children's library can be a part of the University Library and Mr. Gidwani's reaction is that "it is a community facility and the University itself is a community facility."

That Mr. Gidwani organized a children's library without any additional budget from the University is a fascinating story. To know more of it we should not write to him; we should meet him (and he is a wonderful host) at the University Campus, University of Rajasthan, Jaipur.

## WALL PAPER

Mr. R. K. Nadkarni, a member of the Centre, reports enthusiastic response from the children of his colony, in which

he is exhibiting a wall paper week after week. On the Children's Day, to add interest, a small token prize was given to the highest scorer of riddles which incidentally is a feature of the wall paper.

The logic in encouraging this activity is that curiosity is an aspect of excellence building.

## FARM STUDY SCHOLARSHIPS

In Canada, the Nuffield Travelling Scholarships are given to young Canadian men and women between the ages 30 and 35, active, or planning to be active, in farming.

The scholarship provides funds for travel and living, and will provide the successful applicant an opportunity to study farming practices and conditions in Great Britain.

The period away from home will be roughly from February to August. It is the desire of the Foundation that all will make an effort on their return home, to acquaint farmers in their area with observations and information gained.

(Will not a similar scheme in our country help to gather better know-how on agriculture and farming?)

## BIG HELPING HAND TO INDIA

Two European personalities who take a special interest in India's development visited Bombay recently. Prelate Gottfried Dossing and Father P. J. E. Gordijn are representatives of the German organisation MISEREOR, a charitable organisation which appeals to German Catholics for donations to alleviate the misery of the less fortunate in various parts of the world. The name

of Prelate Dossing is known throughout the world. Since the inception of MISEREOR in 1959 his "campaign of love" has gathered great momentum.

The first collection in 1959 was a tremendous success. Although Germany had enough problems of its own caused by the division of the country, refugees, etc., the people understood the need of others and willingly donated their mite. Since then the idea of MISEREOR has spread from country to country.

## BREAD FOR THE WORLD

"Bread For The World" was sponsored by the Evangelical Church of Germany. In Holland it was called "Fasting Campaign", the Flemish in Belgium named it "Share Brotherly" and the French called it "Entr' aide et fraternite"—"Mutual Help and Fraternity".

Prelate Dossing and Father Gordijn, one of his principal workers, came to India to participate in the inauguration of Saint John's Medical College in Bangalore. This project, costing about 20 crores, was almost totally built from the planning and mark contributions of the German Catholics.

During their brief stay in the city they called on the Governor and handed over a donation of Rs. 3,00,000 for the Governor's Relief Fund.

Prelate Dossing has been invited to visit Japan, the Phillipines and Hongkong, to study the situation there and will return to India to participate at the AFPRO (Action for Food Production) in New Delhi, where food production will be examined on a national level.

# What we can do and what some of us did

Often interested citizens raise the very pertinent question: what can we do, either individually or collectively?

The answer, of course, is: A great deal.

Recently, members of the All India Catholic University Federation in Bombay decided that they must do something towards keeping the city clean and making it a model for others. They acted.

Over a hundred and fifty members—both men and women—belonging to the St. Xavier's and Sophia Colleges joined what they dubbed as the Bucket and Broom Brigade, to wash the entire facade of Victoria Terminus clean of posters and slogans. It was a tedious job and took over three hours of hard work. Hundreds of bye-standers looked on, some even cheered and offered their services. The railway authorities provided the buckets and the brooms and the brushes. The students provided the brawn. They did a first rate job.

## PLAY GROUND FOR CHILDREN

Thirty students of the CSU (C o o r d i n a t i n g Students'

Union) undertook to prepare a vacant plot of land as a playground for small children in Dadar. These students spent three hours a day for three days in levelling and clearing the terrain and making it safe.

A group of four girl students worked in the chawls on Calicut Street talking to the chawl-women on hygiene and cleanliness. Language was no barrier. The complaints of the women were conveyed to the Municipal Officer concerned—who promised redress.

In Bandra five batches of students worked two hours a day for five days sweeping roads, fumigating nightsoil and collecting refuse.

In Byculla a group of volunteers helped clean a slum area—and later, the slum-dwellers were shown a film. More hard work.

## STUDENTS SHOW THE WAY

A major project was undertaken by a group of twenty students who worked for a whole week at Sion Hospital cleaning beds and mattresses, dusting rooms with insecticides.

The motto of the students was: "WE CARE". Indeed they did. Most of these activities were covered by the press; **The Evening News** discussed them editorially. **The Free Press Journal** gave the cleaning of VT, front-page prominence.

So what has been accomplished? Bombay remains as dirty as ever, but the students feel, and very rightly too, that they have made a preliminary impact, as a body. The Central Railway authorities, for instance, have promised to keep better watch on their premises.

The students themselves have a sense, howsoever temporary, of achievement.

They have **done** something. They have shown to the authorities—both railway and municipal—that they care enough to donate their time and effort towards making Bombay a cleaner, neater place to live in.

Excellence, they know, is a continuing stream of action, that it is not achieved in a day, or a week, or a year or a decade.

And by their action they have shown what is **possible**.

**WHY DON'T WE**

*Contd. from page 2*

**Is There Any Charge for Good Housekeeping's Investigations?**

This is a question that always surprises us. There has never been any charge for Good Housekeeping's investigations. We consider this enormous area of our work and invaluable service to our readers—so important that we are willing (and, happily, financially able) to assume the tremendous costs ourselves. Besides safeguarding the homemaker against inferior products our investigations help to serve her in another way. Often our experts work with manufacturers in developing our products or in improving products that originally failed to earn the Seal. Ultimately these products too can contribute to easier, pleasanter homemaking.

**Does Good Housekeeping Confine its Investigations to Products Offered for Advertising?**

Indeed not. Our objective is to give readers the widest possible picture of the various fields of homemaking. There are always some good products with interesting new features which have not been offered to us for advertising. And we consistently cover these in our editorial pages. Although such products do not have the Guaranty Seal, they are investigated exactly as thoroughly as advertised products.

**What Happens if a Manufacturer Is Unable to Improve His Product or Unwilling to change a Misleading Copy Claim?**

When this situation arises, we say regretfully but firmly that we must decline his advertising. Every year we turn down more than a million dollars of such advertising revenue. We do this because we feel that only by maintaining our high standards can we keep faith with the more than ten million people who read our magazine each month.

Each year thousands of visitors from all parts of America and the world come to Good Housekeeping to see for themselves the way we work. We wish all of you could come. But whether you knew us from a personal visit or only through the pages of the magazine, the security of the Good House-keeping Seal is yours—in the interest of better buying, better homemaking, and better living.

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We give below an extract from the comments of 'Freebooter' in the **Himmat Weekly** dated August 16, 1968, which has relevance to the above issue.

**"MADE IN INDIA" SHOULD MEAN THE BEST**

At last, some progress in the field of exports. Against well-established competition, Indian manufacturers have won substantial business. Engineering and manufactured goods are slowly gaining on our traditional exports of raw materials. For this very reason the moment has come when incentives,

co-ordination of sales policies and, above all, quality, must be increased. Otherwise the very progress we enjoy will merely spur competitors to greater effort.

Japan is a model of export enterprise. A key to her success has been the standards of quality achieved by and demanded of her manufacturers. Whether it is a pocket transistor or a super-tanker, a buyer knows that hawk-eyed inspectors have scrutinised the product before its export.

Until such standards are implemented here on a nationwide basis, no manufacturer, however good his own product, can expect a "Made in India" label to sell his goods.

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"What a good and pleasant place this bad old world could be if everyone in all his dealings would be fair and just. With perfect honesty everything could be based on confidence and trust. Bargains would be honoured, pledges kept, and debts be paid. None could fail to carry out a promise he had made.

"In the councils of the nations these would soon appear: A spirit that would banish hatred, doubt, suspicion and fear. It would give an upward turn to human destiny—if we all pursued a course of perfect honesty."

—Patience Strong, London.

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The first significant act which revealed his personality was to order the payment of scholarship amounts to the students, in the beginning of the year instead of at the end of the year.

**COLLEGE FOR WOMEN**

With the co-operation of the local citizens Mr. Belliappa started a college at Cheyyar and a college for women at Walajapet, for which he has given Rs. 5 lakhs from the District Welfare Fund.

Mr. Belliappa helped to organise the Super Market in Vellore—the first to be started in the District Head Quarters in the whole country. The Super Market “Karpagam” is housed in the Jawan’s Bhavan, built from the Jawan’s Relief Fund, thus ensuring a regular flow of rental from this building for the Jawan’s Relief.

**ON-THE-SPOT DISPOSAL**

The most important achievement of this energetic collector is his novel innovation of ‘on-the-spot’ disposal of villagers’ complaints relating to old age pensions, land assignments, transfer of titles etc. A squad of officials tour the villages, meet the villagers and wherever possible give on-the-spot decision and pass orders. The work is taken up taluk by taluk. This work was started on October 2, 1967 and in three taluks most of the long outstanding cases have now been cleared.

Any one can present a petition to the District Collector every Monday and the Collector gives him a patient hearing

and a disposal is assured within a reasonable time. It may be relevant, in this connection, to refer to a letter published in the “Hindu”, Madras, dated November 21, 1966.

**DELAYED REPAIR OF ROAD BREACHES**

Sir,

*I was one among the members of a party comprising mostly of women and children that was proceeding from Madras to celebrate a marriage at Palani on November 13. As other normal routes were all blocked owing to road breaches, we had to follow a circuitous route to Palani via Vellore, Krishnagiri, Salem etc. Our chartered bus reached the village Vetivanam (Between Vellore and Krishnagiri) around 7 a.m. on November 12 when we found a long queue of about 300 lorries stranded on the road and a similar number on the other side, with a breach in between that had occurred two days earlier. Armed Police were on guard and lorry people were getting restless owing to indefinite waiting, rain and starvation for over 48 hours. Surprisingly enough, no action had obviously been taken by the Engineers concerned to repair the road promptly and the police officials present there expressed their helplessness.*

*On a report from an affected lorry transport company, the Collector of North Arcot, Mr. Belliappa, rushed to the site around noon on November 12. To our surprise and relief, many responsible officials suddenly appeared while the Collector was inspecting the site and repair work commenced instantly. The Collector himself was giving directions for the*

*repair job and we heard him tell the Engineers that he would not leave the place unless the road was made motorable. The resultant action was brisk work and by about 5 p.m. the breach was motorably repaired temporarily. A work that was ‘no-man’s-child’ for 48 hours was completed in four hours.*

*Had only the concerned officials taken appropriate action in time earlier, much distress could have been saved for many.*

Madras. S. N. NARAYANAN

This is Excellence in action.

This result-oriented approach can be emulated by other Collectors in India.

Persons seeking further information about this on-the-spot disposal scheme may kindly contact Mr. A. Parthasarathy, Forum of Public Service, Katpadi Extension P.O., North Arcot, District TAMILNADU.

(While going to press we understand that Mr. P. M. Belliappa has been transferred from North Arcot to Madurai District. While we have no doubt that Mr. Belliappa’s successor will continue the good work in North Arcot, we felicitate the people of Madurai on their good luck.)

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Some are well bent with toil,  
some get crooked trying to  
avoid it.

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The diligent farmer plants  
trees, of which he himself will  
never see the fruit.

—Cicero

EXCELLENCE

**REMAIN YOUNG  
NEVER STOP STRIVING TOWARDS  
PERFECTION**

— *THE MOTHER*

*Space Kindly Donated By*

**BAJAJ ELECTRICALS LTD.**

45/47, Veer Nariman Road  
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