

# MATRIX

April 2015

A PUBLICATION OF **THE SANMAR GROUP**



Winged neighbours at Chemplast Vedaranyam

The Painted Stork is a common resident species observed throughout the year, but in large numbers at pre and post monsoon times at the bird sanctuary at Point Calimere. Chemplast Sanmar, which has its salt works at Vedaranyam, has partnered the Bombay Natural History Society (BNHS) in setting up a study centre here.



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Cabot Sanmar Ltd

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Designed and edited by Kalamkriya Limited, 9, Cathedral Road, Chennai 600 086. Ph: + 91 44 2812 8051/ 52

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# The Sanmar family and Jolly Rovers, together for 50 years

## A unique golden jubilee



The association between the Sanmar family and the Jolly Rovers Cricket Club is now entering its 50th year.

This is certainly unique in the annals of history, as rare indeed would be another example of such continuous, decades-long sponsorship of a sporting institution by one family, with more than one generation sustaining the commitment to the sport. By doing this, the late Chairman Emeritus of the Group KS Narayanan, his sons N Sankar and N Kumar, and grandson Vijay Sankar have created a world record of sorts.

The new Chennai cricket season will start in July 2015, and it was on 29 July 1966 that KSN officially adopted the club, and made it a star-studded combination that went on to annex the First Division league title in grand style the same season. He and his successors have steadfastly supported Jolly Rovers and cricket in general ever since.

The family not only supports a cricket team—two teams in fact, Alwarpet CC being the second one—but has developed a world class cricketing infrastructure, by maintaining the IIT-Chemplast Sanmar cricket ground, providing excellent coaching, practice and training facilities for some 30 players year after year. It can take pride in its ability to spot talent, often from humble backgrounds,

and nurturing and polishing it into a winning combination. This is clearly reflected in the extraordinary number of titles Jolly Rovers has won - 62 - so far.

It is planned to celebrate the golden jubilee of the Jolly Rovers-Chemplast Sanmar “partnership” through the cricket calendar year 2015-16 in a fitting manner. Players who have played a major role in the team's successes through the decades, will be honoured suitably. In a series of events starting in July 2015 and culminating in a grand finale in July 2016, the Group will recall the achievements of the cricketers. It also hopes to initiate discussions on the state of the game and the challenges it faces globally and locally.

*Matrix* proposes to highlight the achievements of Jolly Rovers in the issues of the journal over the next year, starting with its July 2015 edition. It will also report the events planned for the year.

Readers familiar with Jolly Rovers's and Sanmar's contribution to cricket since 1966-67 may kindly write in to *Matrix* (@ vr11@sanmargroup.com/rr38@sanmargroup.com or at the postal address available on the cover page) should they wish to share their memories of their association with Jolly Rovers. We shall be delighted to publish these. Here's looking forward to the Golden Jubilee season of Jolly Rovers!

# Spotlight

# CII awards for Excellence in Environment, Health and Safety at Sanmar

The Sanmar Group Chemicals and Engineering divisions received several awards for Excellence at the CII Environment, Health and Safety Awards on 14 March 2015 at Chennai.

A total of 130 industries from across Tamil Nadu, Kerala, Karnataka and Andhra Pradesh competed and were evaluated on both their application and site verification.

Chemplast Mettur Plant II won the Second Prize in the Chemical Industry Category.

The Chairman, CII-TN Council, SN Eisenhower and Ramesh Kymal, Vice Chairman - CII-TN Council, gave away the plaques and certificates.

Star ratings awarded based on the EHS performance:

Chemplast Mettur Plant II	4 Star
Chemplast Cuddalore	3 Star
Flowserve Sanmar	3 Star
Sanmar Speciality Chemicals Berigai	3 Star



Safe Sanmar

# National Safety Council of India – Safety Awards for Chemplast Mettur and Cuddalore

The Sanmar Group won two safety awards and two Commendation Certificates from the National Safety Council of India, Tamil Nadu Chapter.

At a function in Chennai on 18 December 2014, Rural Industries and Labour Minister P Mohan gave away the awards in the presence of Gnana Sekara Babu Rao, Director of Industrial Safety and Health. P Manoharan, Head of Safety at Sanmar, received the awards and certificates on behalf of Sanmar.

Chemplast Mettur Plant II	Safety Star Award
Chemplast Cuddalore	Safety Appreciation award
Chemplast Mettur Plant III	Commendation Certificate
Sanmar Speciality Chemicals Berigai	Commendation Certificate



# Sanmar observes National Safety Day

The 44th National Safety Day was observed on 4 March 2015 and all Sanmar plants kept up to this enduring tradition this year as well. Safety Day extended to a Safety Week in some locations. Fire fighting demonstrations and training programmes in safety were conducted and several competitions were held. Here is a pictorial presentation.



*Sanmar Engineering, Karapakkam.*



*Chemplast, Karaikal.*



*Cabot Sanmar, Mettur.*



*Sanmar Speciality Chemicals, Berigai.*



*Chemplast, Cuddalore.*



*Chemplast, Panruti.*



*Sanmar Engineering, Viralmalai.*



*Chemplast, Mettur.*

## Sanmar wins two silvers at ABCI Annual Awards for Corporate Communications

The Sanmar Group won two silver awards in the 54th Annual Awards Nite of the Association of Business Communicators of India (ABCI) held at Mumbai on 27 February, 2015.

Chemplast Sanmar's Sustainability Report 2013-14 'If the World of Nature Could Speak' won a silver award under the category 'Social Responsibility Communication'.

The other silver award was won by the Group's internal magazine 'Scribbles' under the tabloid category.

Bharat Patel, Chairman and MD, Dainik Sandhya Prakas, Bhopal and R Nand Kumar, Vice President -Corporate Communications, ACC Limited gave away the awards.



*Ramadevi Ravi, Corporate Communications, The Sanmar Group, receiving the award from Bharat Patel, Chairman and MD, Dainik Sandhya Prakas.*

# What Tamil Nadu must do to become Asia's leading manufacturing hub:

## N Kumar at the Tamil Nadu Manufacturing Summit

The sixth Tamil Nadu manufacturing summit was held on 4 March 2015 at Chennai.

Outlining the state government's vision CV Sankar, Additional Chief Secretary (Industries), Government of Tamil Nadu, said, "The state government is doing everything possible to not just attract investment but provide the right business environment to investors and enhance ease of doing business."

According to N Kumar, past President, Confederation of Indian Industry and Vice-Chairman, The Sanmar Group, for Tamil Nadu to

become a leading manufacturing hub in Asia the government has to focus on the following 5 priorities:

- Enhancing ease of doing business
- Strengthening skill building especially amongst MSMEs
- Providing international linkages e.g. TN GIM 2015
- Ensuring manufacturing and industrial foot across Tamil Nadu. e.g., Promotion of Madurai – Tuticorin Industrial Corridor with some mega investments.
- Supporting the growth of existing industries.



Event



(L to R): S N Eisenhower, Chairman, CII Tamil Nadu Council and Director – Operations, Saint-Gobain Glass India Ltd, N Kumar, Past President CII and Vice Chairman, The Sanmar Group, CV Sankar, Additional Chief Secretary (Industries), Government of Tamil Nadu, B Visweswaran, Convenor, CII, Tamil Nadu and Director-Corporate Division, The Sanmar Group and P Sridharan, Director and Head, CII, Tamil Nadu.

## Confessions of a A marathon experience

*(Based on an article in The Hindu)*

*R Doraisamy, Chemplast Sanmar, Mettur*

*“Run you can, walk if you have to, crawl if you must; just never give up” – Dean Karnazes*

It all started on a day, which continues to be sacred for me since the time I can remember - 2 October, the date of birth of my idol.

To be precise, I started a regimen on 2 October 1999, which helped me to keep in shape and to enjoy and relish life to the fullest. I was in my early forties then, quite late in life, but not too late (Read the story of Fauja Singh, which follows).

I started four major daily habits on that day, and am glad to say that I have managed to sustain them.

Even earlier, I had tried to inculcate these four habits, but was successful only in bits and pieces. But this time, I was determined to make it different and thank God, I have managed to do so.

The four daily habits are walking / jogging, writing a personal journal recording the key events and activities in my life, reading and memorising passages from great books – in English and Tamil and completely changing my dietary habits, including at least five or more servings of different vegetables, fruits and greens, making them form 50% of my total diet intake. Believe me

friends, life has never been the same for me since then.

Any story on marathon running will be incomplete without mentioning Fauja Singh, all of 103 years old.

“101 year old Fauja Singh runs the London Marathon.” This was a story on YouTube in August 2012. Singh ran his first marathon when he was 89.



# walkaholic...

He successfully ran the London marathon on 16 October 2011 in 6 hours 2 minutes, and became the first centenarian to complete a full marathon. He was a vegetarian, and his staple diet was roti, dal, rice and vegetables.

Back to my experience as a walker and runner: I have logged a

distance of roughly 60000 km in walking and jogging in my lifetime, including about 35000 km recorded in my journal. In my younger days, I participated in several cross country walks of more than 500 kms each.

During the past 15 years, I have been alternating between walking and jogging. Wherever I am, at home or elsewhere, even during my short trips, the first 90 minutes of the day after I wake up are reserved for my walks. On several days, I continue in the evenings. I never go on any trip,

even if it is for a day, without my walking shoes. When I travel to our own salt pans at Vedaranyam, I jog from our office to Kodiakkarai and back on many occasions.

But, all along, I had only been walking and sprinting on my own for several years without entering into events or tournaments. My sons found my walking and jogging regimen impressive and suggested that I join them and start running half marathons. In fact, without waiting for my response they registered me for the half marathon, in the Coimbatore marathon, held on 5 October 2014. I was a bit skeptic, though I was confident of finishing. In that maiden half marathon, I finished approximately 900th out of 1100 participants, which I felt was not that bad for someone who is in his late fifties!! It took all of 3 hours and 54 minutes.

A couple of months later, I was once again registered for the Chennai marathon, which was on 7 December 2014. This time I felt much better improving my time to 3 hrs 28 minutes, less than ten minutes a km, and managing to jog continuously for about 17 km, before slowing down.

I look forward to running in more marathon events and improving my timings.



*R Doraisamy, at the Chennai Marathan.*

# Sanmar-TNTA Tennis League

## MCC wins title

# Sporting Sanmar



*The triumphant MCC team with N Sankar (third from left), Chairman, The Sanmar Group and MA Alagappan (second from left), TNTA president.*

This year Madras Cricket Club (MCC) won the Sanmar-TNTA Inter-City Club league tennis tournament beating Besant Nagar Club 2-1 in the finals on 8 January 2015 at the MCC courts.

While Vinod Sridhar and Vikram Aditya Menon of MCC notched up a 6-3, 7-5 win over Abhinav and Prithvi, Ramkumar and GP Prajnesh (MCC) defeated Ajay Selvaraj and Narendran of Besant Nagar Club 6-4, 6-2. In the third match, the Besant Nagar Club pair of Vijay Kannan and Arun Prakash beat Elwin Antony and Mohd. Fariz 7-6 in a tie break. The third place was taken by Coimbatore Cosmopolitan Club who blanked Egmore Tennis Club 3-0.



# Sanmar Cup 2015 for Don Bosco

## PC Sekhar Memorial Cricket Tournament

This year 32 schools participated in the PC Sekhar Memorial Cricket Tournament for the Sanmar Cup.

The tournament was inaugurated on 5 January 2015 by fast bowler and Level A coach R Jesuraj. Don Bosco Matriculation Higher Secondary School, Egmore, emerged winners beating runners-up PS Senior Secondary School.

Tamil Nadu's left arm fast bowler Prasanth Parameswaran presided over the valedictory function on 13 January 2015 and distributed the prizes.



Runners-up



Winners

## A dream come true for these Jolly Rovers of humble origins

T Natarajan, Basil Thampi and DT Chandrasekar are all employees of Chemplast donning the Jolly Rovers cap. And all of them have come from humble rural backgrounds. All of them have climbed the ladder swiftly from street cricket in their villages to big league tournaments including the Ranji editions.

Eldest among five siblings, T Natarajan is a son of a labourer, S Thangarasu. “My father is a daily wager while my mother owns a small meat shop at Chinnampatti, a tiny hamlet about 35 kms from Salem”, says Natarajan. His raw talent earned a name for himself in Chennai. “I would always be grateful to ‘Sweetie Suresh’ and Mr Bharath Reddy. For a cricketer with my background, guidance was crucial. They were always there for me,” says Natarajan. Born to unlettered parents and hailing from a village T Natarajan has been named in the Tamil Nadu Ranji squad, having climbed in the ranks at the TNCA league in the last few seasons.

The 21 year old Basil Thampi’s journey in league cricket happened at a fast pace. Hailing from Perumbavoor,

a small town about 40 km from Kochi, Kerala, and again like Natarajan, hailing from a very humble background with his parents running a small condiments and catering shop, Basil has taken big steps in the cricketing world. In his debut Ranji One Day match for Kerala against Goa, he claimed 6 wkts for 51 runs and this earned him a place in the Kerala Ranji Squad 2014/15 season. Starting from tennis ball cricket about two years ago and moving on to the big stage, his rise has been rapid and true to his talent. Last year, Basil came to Chennai and joined Chemplast to be a Jolly Rovers player.

Left arm spinner DT Chandrasekar hails from Arani village in Tiruvallur district.

“My parents are daily wage labourers who don’t really have

an idea of what I am doing. Despite our financial constraints, my father encouraged us (me and my elder brother) to go for our dreams”, says Chandra who has done various jobs at a stone quarry at Arani. Chandrasekar’s biggest moment came last year when he played for Alwarpet CC in the TNCA first division league, bagging 36 wickets from 10 matches. He is playing for Jolly Rovers this season.

All the three of them, Nataraj, Basil and Chandra, want their parents to watch them play. Their dreams seem to be coming true for these passionate players.



*T Natarajan*



*Basil Thampi*



*DT Chandrasekar*

# Chemplast medical camps

## At Karaikal

A free medical camp was conducted on 14 March 2015 for General and Eye health in coordination with Vinayaga Missions Medical College and Hospital, Karaikal.

The Medical camps were held at Community Halls at Mudali Medu and at Vadakku Vanjore for the benefit of the rural folks. At Mudali Medu 116 persons were screened and 87 persons from Vadakku Vanjore. The camp was conducted under the aegis of District Collector E Vallavan, supervised by Dr Chitra, Medical Superintendent, Government General Hospital.

Beyond Sammar



# Chemplast medical camps

## At Mettur



Chemplast Mettur conducted a mega medical camp along with Sri Gokulam Hospitals, Salem, at Vaidheeswara Higher Secondary School, Mettur Dam, on 1 March 2015. The camp was inaugurated by Dr Arthanari, MD, Sri Gokulam Hospitals, Salem, in the presence of S Venkatesan, Executive Director-Operations, Chemplast Sanmar, Mettur Dam.



Eight doctors and sixty paramedical staff from Sri Gokulam Hospitals participated and treated about 700 beneficiaries from the surrounding villages of Mettur including Thangamapuripattinam, Desai Nagar and Thengalvarai.

Diagnostic tests – Tests to check blood pressure, blood sugar, ECG and echocardiogram were done by a team of specialists from Sri Gokulam Hospitals. Treatment as well as medicines were made available free of cost.

*Inauguration of the Medical Camp.*



A pulse polio immunisation programme was conducted under the aegis of Chemplast Mettur on 22 February 2015.



## Chemplast Cuddalore contributes to Government Hospital



Chemplast Cuddalore contributed Rs. 1.65 lakhs to the Government Hospital Cuddalore towards procurement of operation trolleys table. This was in response to a request from the District Collector for help to upgrade the hospital for the NABH/QCI audit, and the cheque was handed over to him.

*J Sridhar, Chemplast Cuddalore handed over the cheque to S Suresh Kumar, District Collector of Cuddalore.*

# Chemplast's English proficiency programme at Mettur

A programme to impart fluency in basic and spoken English for the students of Standard IX of Vaidheeswara Higher Secondary School, Mettur Dam, was conducted by Chemplast Sanmar, Mettur.

The objective of the programme was to impart spoken English proficiency to rural students, to enable them to become more confident in writing and speaking English. The programme also aims to help students score high marks in the board exams in English and to raise the overall quality and academic merit of the student.

This English proficiency programme was conducted for a period of 25 weeks for 4 hours every week. An evaluation was conducted at the end of each session to ensure that the students were progressing. Four women from the Sanmar family volunteered as faculty members and the coaching consisted of a combination of classroom teaching, interactive and participative sessions and presentation by the students.



*At the valedictory function of the English proficiency programme held on 27 February 2015.*

# Sanmar parents discuss 'board exam blues'

*A freewheeling discussion on parental stress during board exams was held at the Chennai corporate head office on 27 February 2015. More than a dozen Sanmarites (some were accompanied by their spouse) with their wards in standards X and XII participated in the discussions.*

Board exam blues faced by the parents include anxiety, fear of failure, worry about child's future, dilemma on coaching classes, fear of ward giving away to pressure, concern over food habits and sleeplessness of wards, financial planning for admission into best colleges, family backlash for not scoring, comparison amongst siblings.

Some handy tips to help the ward (and parents) overcome stress:

- Scheduling adequate time for preparation with revision tests
- Developing a sense of achievement, motivating the ward when they do well

- Putting off unrealistic expectation
- Avoiding family conflicts in front of the ward especially during exam times
- Stop harping on past failures of the ward
- Encouraging group study for difficult topics to have exchange of ideas
- Helping in better retention by writing/practicing or reciting
- Better time management by finding best time for the ward to study (help him/her know if he/she is an owl or a lark)
- Understanding their concentration time, pattern of study
- Providing a supporting, conducive atmosphere at home
- Allowing the ward to relax with a favourite game or movie
- Refraining from nagging the ward; instead understanding the psyche

of the ward and hitting at a wavelength

- Giving confidence to the ward – exams are not the end of the world.

Although a mild degree of stress is actually good and can act as stimulation and motivation, a high degree of stress can be disrupting.

Stress, after all, should be life enhancing and not life threatening.



# Sri Sankara Schools Annual Day celebrations

The 45th Annual Day of Sri Sankara Senior Secondary School and Sri Sankara Vidyashramam Matriculation Higher Secondary School was celebrated on 23 January 2015 at The Music Academy. Roy Kho, Consul-General, Consulate General of the Republic of Singapore, Chennai, was the chief guest.

Principals of the schools, Subala Ananthanarayanan and Kalpalatha Mohan, presented the annual reports highlighting the activities and achievements of the schools for the year 2014-15. Long service awards were distributed to the staff of both schools in appreciation of their dedicated work. Roy Kho addressed the gathering and distributed prizes among meritorious students for their performance in the standards X and XII board examinations.

A colourful cultural programme with a musical ensemble and classical dance from each school dazzled the audience.



# Madhuram Narayanan Centre for Exceptional Children Spectacular show at Annual Sports Meet

A spectacular show was put up by the Exceptional Children of Madhuram Narayanan Centre at the Annual Sports meet conducted on 20 February 2015. The Consul-General, Consulate General of the Republic of Singapore, Chennai, Roy Kho was the Chief Guest and declared the sports meet open by lighting the torch. He was welcomed by the children of MNC with a lotus. The children were dressed symbolically in pink and green, like the buds of the lotus flower which bloomed to the beat of the drum. The games conducted on the day were chosen from among a variety of activities that

suit children with different levels of disability, involving motor skills, social skills, daily activities and other skills. Children from the tender age of two to six participated in the events.

It was a proud moment for the parents to watch their children receive trophies and certificates from Mr Roy Kho and Mrs. Tan Cheng Pauline. The Sports Day was sponsored by the Consulate General of the Republic of Singapore, Chennai.



# Legends from the South

## Ariyakudi Ramanuja Iyengar (1890-1967)



Carnatic music is the classical music, sometimes called art music of South India. The raga—the melodic arrangement of notes—in a variety of scales is the basis of this music. A vast number of songs in these ragas, mainly of a devotional nature, have been composed and are sung on the concert platform.

Born in the culture-rich Tanjavur district of Tamil Nadu, Sangita Kalanidhi Ariyakudi T Ramanuja

Iyengar was *primus inter pares* among a galaxy of distinguished vocalists at a time when the modern Carnatic music concert was still evolving.

He learnt music from Pudukottai Malayappa Iyer, Namakkal Narasimha Iyengar and Poochi Srinivasa Iyengar. He made his debut in 1918.

The Ariyakudi school of vocalism was recommended as the golden mean, based on a steady middle

tempo, improvisational essays of moderate length and his avoidance of complex arithmetic despite his mastery of rhythm. He believed gamaka or oscillation of the notes was the soul of Carnatic music and used his fluid, well-modulated voice to achieve that end, without indulging in excess or abjuring straight notes. His was raga music, based on the strictest grammar without ever making a show of it.

Ariyakudi earned his position of pre-eminence not only with his masterly music, but also by restructuring the concert format in the 1920s to suit changes in audience tastes.

The typical *cutcheri* or concert was earlier often a five-hour affair featuring a small number of compositions preceded by expansive raga *alapana* and ending with an elaborate *ragam-tanam-pallavi*.

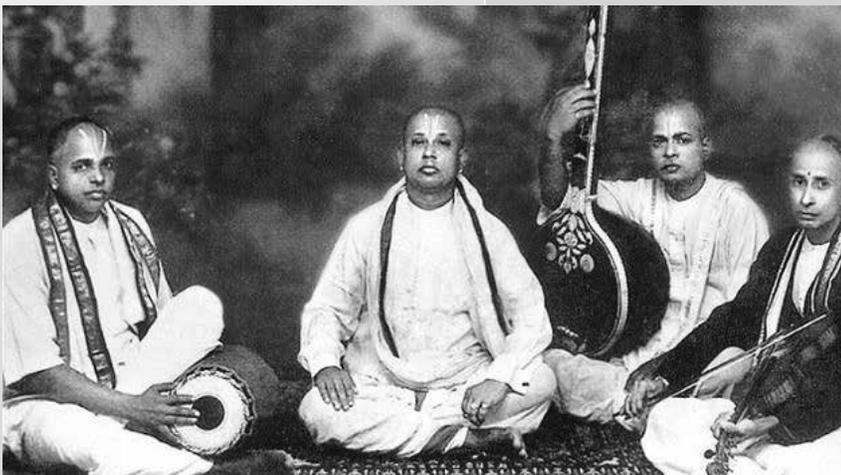
To Ariyakudi, brevity was the soul of music, and he tweaked the concert pattern to adhere to this ideal. This meant not shorter concerts but a large number of items, with Ariyakudi firm in his conviction that the *manodharma* elements—*alapana*, *niraval*, *swara prastara*—could be presented in relatively brief capsules, and that overlong expositions ran the risk of repetition. Continuing to be founded on traditional values, his concerts offered greater variety to the public.

With his vast repertoire of songs of the great composers, principally the 18th Century Trinity of Tyagaraja, Muttuswami Dikshitar and Syama Sastri, Ariyakudi never

stopped learning new compositions. Unswerving musical ethics ruled his career, nowhere better exemplified than in his refusal to sing Tamil songs exclusively under pressure from the proponents of Tamil Isai, despite his impressive collection of Tamil bhakti music, including many verses he had set to music.

Ariyakudi had a number of highly competent disciples who studied music under him in the traditional gurukula system which involves living at the guru's residence and serving him with reverence and devotion and learning a great deal by osmosis. The first recognition of a student's progress in his art is the honour of accompanying the guru in concerts as his assistant playing the tambura or drone, which plays the key function of maintaining the pitch for the duration of the performance. Palghat KV Narayanaswami was arguably Ariyakudi's outstanding disciple.

Ariyakudi was a towering figure all his life, the ultimate arbiter on matters musical during his era. He was an uncompromising perfectionist who never sang a song on stage unless he had practised it several hundred times. He received every honour known to Carnatic music before he passed away in his Mylapore, Chennai, home in 1967.



## Honours and Titles

Padma Bhushan (*Govt. of India*)

Sangita Kalanidhi (*The Music Academy, Chennai*)

Sangeet Natak Akademi Award

Sangeet Natak Akademi Fellowship

Isai Perarignar (*Tamil Isai Sangam, Chennai*)

Gayaka Shikhamani (*Mysore Darbar*)

Sangita Ratnakara (*Vellore Sangeetha Sabha*)

Sangita Kala Shikhaman (*Indian Fine Arts Society, Chennai*)

## A tribute by the charismatic vocalist GN Balasubramaniam when Ariyakudi was at his peak

“There are a good many amongst us now who have followed his musical career for the past four decades and more, who have noticed all the qualities which conduced to make him an undisputed leader in the profession, ever since he entered the music world. Many musicians have come into the music field after him and risen to prominence. He still retains his sovereignty. Why? If one such, tries to make a mark by specialising in any aspect of performance, this aspect is immediately taken up by him and he has unfailingly demonstrated that he could do it and more, in a better way. This naturally presupposes that his stock and resilience should be sufficiently big and tough so that he could meet these moves and prove himself superior to them. Incompatibility in equipment and musical temperament of the accompanists have never stood in the way of his making a success of the performance. He is at home with both great senior accompanists as well as rising junior ones. He never allows himself to be nonplussed on the platform. His adjustability, stock and diplomacy are in ample evidence when new and young accompanists perform along with him. He is a musician with a classical ideal, with a definite choiceful

awareness: choiceful because, there is all round fullness from which to choose. He knows what he is about, leaving nothing to chance or the moment, preferring “how” a thing is done to “what” is done—a typically classical ideal, based on conscious, deliberate artistry, rather than haphazard musical adventure. This is why he is so dependable and never below par on any occasion.”

